

Crossownership rules out; challenges begin
All in place in the House; Moss in catbird seat

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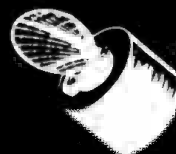
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Mrs. Ella Razer. Partially blind, with a heart condition, she lives alone. And survives on \$131 a month with Federal assistance.

Last year, for eight months, survival became even tougher for Mrs. Razer. Her gas was cut off by the local Gas company for non-payment. The company was unaware of the woman's situation and after issuing the standard number of bills — and receiving no reply — they shut off the gas.

For eight months, Mrs. Razer used a woodburning stove for cooking meals. And for heat.

Buffalo winters being what they are, and Mrs. Razer, being a brave, though fragile eighty-eight, she put her legs inside the stove to keep warm. Her scars show her struggle.

Finally, Eyewitness News, with the help

of the Community Action Organization, found Mrs. Razer.

We aired her story on January 16 of this year. Community response was immediate. Mrs. Razer was offered financial assistance. One caller offered to pay her utilities for life. Heating companies offered to inspect her furnace or donate a new one if, after eight months of inactivity, hers didn't work.

Of course, the utility company restored her gas immediately. But maybe, most importantly of all, they indicated that in the future, they would personally attempt to follow up hardship cases. And accept minimal payments below actual monthly bills.

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Closed Circuit®

News about news. Reports were beginning to circulate last Friday (Jan. 31) that NBC Radio was preparing dramatic announcement: launching of new news network. Reports persisted despite lack of specific official confirmation. It could not be learned whether plan was to convert present network service to all news or to start second network.

On the road. President Ford may set new style for Presidents in holding news conferences away from Washington. He is to hold one tomorrow (Tuesday) in Atlanta, where tonight he addresses White House Conference on Economy and Domestic Affairs. And he is to mingle at breakfast tomorrow with reporters' bosses — 50 broadcast and newspaper executives from Southeastern states. President first took news conference on road in November, in appearance at Sigma Delta Chi meeting in Phoenix. He is said to enjoy meeting journalists in field, and local reporters normally are delighted to meet any President.

As result, though some White House aides caution against talk of "trend" developing, others see good possibility of Atlanta-style news conferences — in which White House press corps would participate with local reporters — being hooked on to other presidential appearances around country.

Tinkering with combinations. FCC is about to issue notice of rulemaking aimed at clarifying applications of combination-rate rules. In process, it may become easier for lower-power stations to engage in combination selling than it is now. Instead of barring stations from selling time in combination if they serve substantially same market, as at present, new rule would bar practice only if stations' city-grade contours overlap. Under proposal, AM's on outskirts of New York market, for example, could sell in combination and thus compete on more equal footing with bigger stations inside New York.

Commission will also announce actions taken last week to tighten combination-rate rules: Exemption that had permitted two FM's in same market to sell in combination is now dropped. Licensee-owned rep firms will be barred from representing other licensee in same market where owner has station (they had been permitted to represent others in same market if stations were in different services). And for first time cable systems have been included in combination-rate rules.

Unexpected fallout. Television sales sources say there's been slow but consistent decline in cooperative market report activity, in which TV stations in given market report billings confidentially to accounting firm or other impartial body, which then issues market totals from which each station can compute its share. Trend apparently has been downward for at least 12-18 months. Nobody keeps official score, but sources close to this activity estimate that at one time as many as 30-35 leading markets had such reports going on monthly basis but that total now may be down to 10-15.

Virtually everybody seems to agree that whenever cooperative venture breaks up, it is because one or more stations has started cutting rates in hope of boosting sales

and improving market shares. This puts pressure on competitors' rates and, if it leads one or two to stop reporting, that is enough to terminate deal. Operators in some markets hope to revive system on quarterly if not monthly basis. "Even if we only got the figures once a year," one said, "we'd still have them a year before we get them from the FCC."

Taking measure. Shake-up of House Communications Subcommittee (page 26) brought in some members whom broadcast establishment considers friends and some it's not sure of. Fourth-term Representative Lou Frey (R-Fla.), who replaced Representative Clarence Brown as ranking Republican on subcommittee, is considered bright, ambitious, aggressive, "very conservative," "a comer in the House." He supported House's renewal bill last year, is a "fervent" supporter of sports blackout and is concerned about paperwork burden FCC imposes on small-market broadcasters, according to those who have worked with him in past. He was on subcommittee early last session, but left reportedly because he was bored, so his return was surprise.

Fourth-term Democrat Charles Carney (Ohio), new on subcommittee, has paid little attention to communications issues in past and as former labor leader, is loyal to labor. Other new Democrats Timothy Wirth (Colo.) and William Brodhead (Mich.), as freshmen are as yet unknown quantities, although Mr. Brodhead too had strong labor backing in November election.

Matter of character. Question of whether Globetrotter Communications will be able to buy WNUS(AM) Chicago was left in doubt Friday — deadline after which Globetrotter or present owner, McLendon Corp., could cancel \$4,450,000 deal. Barrier to sale was Globetrotter's ownership of WVON(AM), in same market, which Globetrotter had planned to sell to new group, Latino American Broadcast Systems Inc., for \$1.2 million. FCC notified parties it could not approve sale without hearing on character qualifications of Latino American. And last week Globetrotter informed commission it was unwilling to undergo hearing. Indications were that Globetrotter and McLendon would talk about extension of deadline to enable Globetrotter to find new buyer for WVON.

Getting into the Act. Gathering of communications lawyers in Washington last Wednesday may presage American Bar Association project to shape new policy on substantive matters in communications law. Lee Loevinger, former assistant attorney general and ex-FCC commissioner, now partner in Hogan & Hartson, had proposed formation of new panel as member of ABA's Science and Technology Section. Marcus Cohn, of Cohn & Marks, convened new unit as chairman at organization meeting. Long-standing ABA Section on Administrative Law has separate communications committee dealing in procedural matters.

In addition to Messrs. Cohn and Loevinger, those who attended organization meeting included former FCC Chairman Dean Burch, new partner in Pierson, Ball & Dowd; former FCC Commissioner Ken Cox; Henry Geller, Rand Corp.; Erwin Krasnow, Kirkland, Ellis & Rowe; Leonard Tuft, RCA Global Communications; Howard White, ITT World Communications; Henry Goldberg, Office of Telecommunications Policy.

Top of the Week

New rule, old pattern. After five years deliberation on how to achieve diversity in programing through diversity in media ownership, FCC decided last week to leave most existing arrangements alone but prohibit future newspaper-TV or newspaper-radio combinations. Justice Department disappointed; access group files appeal. Page 23. Some who are ordered to divest react. Page 24.

Upset in the House. Staggers loses chairmanship of Investigations Subcommittee. Communications and Power split, and Macdonald gets chairman's seat of Communications. Brown, Van Deerlin and Rooney leave Communications. Page 26.

Reading writing on the wall. Petitions to deny have been denied but they spark minority employment. Page 34.

Self-renewal. FCC changes its license renewal applications to reflect agreement by broadcaster groups to limit advertising on children's programs to 9½ minutes per hour on weekends and 12 minutes per hour on weekdays. Page 34.

Broadcast the Word. President Ford and FCC member Charlotte T. Reid urge religious broadcasters to promote renewal of faith in America. Page 39.

Canada wants to cut commercial drain. Tax break for advertising in U.S. media would be withdrawn under plan by Canadian government. Move would result in loss of \$20 million in revenues, principally at three Buffalo television stations. Page 40. Canadian Radio-Television Commission proposes plans for upgrading quality of FM service. Page 36.

Collision course. FCC and Johnstown, Pa., officials apparently are headed for court battle over issue of whether commission can declare Teleprompter ineligible for town's cable franchise in light of bribery conviction. Page 50.

Run on rerun. Comments in continuing debate on television reruns sound familiar echos. Networks are opposed to an FCC limit, and Hollywood producers want business. Page 54.

Hot Hot I. Norman Lear's new show about the goings-on in a Baltimore hotel of ill-repute draws initial solid ratings and a few cancellations. Page 55.

News war in Washington. Talent raids, budget boosts, schedule changes, firings, and on-camera violinist accompanying the weather report are some of the tactics in the battle for 6-7 p.m. ratings. Page 57.

Who's on first. Federal interagency committee proposes uniform, detailed report of corporation's owners, activities, affiliations, financial dealings. Page 65.

Long distance legislation. AT&T's recent request for rate hike prompts Rep. Torbert Macdonald to plan hearings on bill to give FCC more time to review such petitions. Page 64.

British import. Ian Michael Peacock, Warner Bros. Television new program chief, is regarded as creative innovator with sense of what Americans want to watch. He was in on the production of the original BBC series that later became the basis for All in the Family. Page 81.

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Code board faces hot session on 'family time' and warnings as CBS insists on rigid rules

With no help from its program standards committee which split wide open on subject last week, National Association of Broadcasters television code review board meets in Washington tomorrow (Feb. 4) to decide what to do about sex and violence. Network representatives at committee meeting in New York last Tuesday presented sharply contrasting proposals that will be put before board this week. Dispute is mainly over explicitness and detail of language to put into code.

CBS was understood to be insisting that code be amended to prohibit scheduling of offensive programing in first hour of network prime time (8-9 p.m. in East). Offensive programing would be defined. In addition CBS would expand code to require broadcast of warnings about programs that might be offensive to some elements of audience. Code would describe language to be used in two versions, one to apply to programs broadcast before 9 p.m., other for those after 9. CBS draft emphasized that warnings should be neither promotional nor provocative.

ABC and NBC representatives reportedly opposed CBS plan on grounds it would put Code Authority in position of enforcing standards that ought to be left to individual broadcaster's responsibility. There was also suggestion that so detailed a code amendment could be bodily lifted by FCC as guide to standards on commercial load in children's programing as renewal guides [see page 34]. NAB and Association of Independent Television Stations adopted children's advertising standards at insistence of FCC Chairman Richard E. Wiley, who is now urging "voluntary" action on sex and violence.

At last Tuesday's committee meetings NBC proposed code amendment that was shorter and more general than CBS's. NBC's would state that primary responsibility was individual broadcaster's. ABC talked more about "policy statement" that code amendment, it was said.

ABC was said to define family viewing period as first hour of network prime time plus preceding hour — to block independents from stripping audience-attracting action shows at 7-8 p.m. NBC's version was said to be early evening hours including first hour of network prime time. ABC was also said to urge some course of action that would bring all stations into line on scheduling.

Wayne Kearn, KENS-TV San Antonio, Tex., chairman of code board, said late last week he would encourage board to agree on some kind of recommendation tomorrow, for presentation to NAB television board, which is final authority on code amendment.

Burden loses all five licenses for political gifts, news slanting, among other things; he vows appeal

In action believed unprecedented for severity, FCC last week denied renewal applications of all Don Burden-owned stations — three AM's and two FM's. Commission said Mr. Burden was guilty of "pervasive and continuing misconduct" in operation and lacks "requisite qualifications" to be licensee. Record, it said "requires" denial of each of his renewal applications.

Mr. Burden promptly announced decision to carry fight to courts. He said that although he had not yet seen copy of commission's order, his attorneys were certain it was "fraught with errors of both fact and law."

Commission based its decisions on misdeeds attributed to Mr. Burden dating back to 1964 and focused largely on allegations his stations were improperly used to favor political candidates of his choice — and thus to "subvert the

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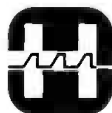
The pace-setting AM stations listed above are now broadcasting, or soon will be, with Harris' MW-50, 50 kilowatt PDM (Pulse Duration Modulator) transmitters. With good reason.

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political processes" — in 1964 and 1966.

Mr. Burden favored Senator Vance Hartke (D-Ind.) in 1964 and Oregon's Republican governor, Mark Hatfield, in successful Senate race two years later, commission said. Mr. Burden was also said to have made illegal corporate gift of \$1,000 to Hatfield campaign.

In both campaigns, commission said, "newscasts were used as vehicle to publicize Burden's preferred candidate — not as an exercise of news judgment, but as a deception of the public and to further his private interests."

It also said: "Criminal provisions of federal statutes governing corporate gifts to candidates were disregarded. Such attempts to use broadcast facilities to subvert the political processes cannot be ignored or condoned."

Veteran commission attorneys could not recall another instance in which broadcaster was stripped of string of licenses in one proceeding. (Alabama educational TV authority was denied all renewals last month [*Broadcasting*, Jan. 13] but was allowed to reapply for them.) Vote was 5-to-1, with Commissioner Robert E. Lee lone dissenter and Commissioner Benjamin L. Hooks not participating. Commissioner James H. Quello, who for years was manager of WJR-AM-FM Detroit, concurred "reluctantly." He said commission action was "harsh in the extreme." But he also said he could find no evidence in record warranting any other conclusion.

Stations involved are WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN (AM) Vancouver, Wash. In denying renewal of Indianapolis stations, commission granted competing application of Indianapolis Inc. for authorization.

Commission set Burden renewal applications for hearing on 30 issues. And in reaching its conclusion last week, it overruled Administrative Law Judge Chester F. Naumowicz, who granted all applications except that of WIFE-AM; he granted IBI's application for AM on WIFE's frequency. (Commissioner Lee would have supported judge's opinion.)

Commission, in overruling Judge Naumowicz, said he had not given proper consideration to past misconduct of WIFE. Commission noted that, as result of one misdeed or another, WIFE-AM-FM had not received full three-year renewal since Mr. Burden acquired stations in 1963.

Commission rejected licensee contentions that Ron Mercer, general manager of WIFE from 1963 to 1965, was responsible for preferential treatment given Senator Hartke and had duped Mr. Burden. Nor did commission accept argument that Mr. Mercer gave senator free advertising without Mr. Burden's knowledge. And it said Mr. Burden was guilty of misrepresentations in denying knowledge of those improprieties.

Race to the bar. Heated contest to appeal FCC's new crossownership rules (page 23) was still on last Friday, when National Citizens Committee for Broadcasting filed amendment to notice of appeal it had filed in Washington appeals court earlier. With amendment was copy of FCC order — which was just issued and which some FCC lawyers said had to accompany notice of appeal for court's acceptance. Earlier notices had been based on FCC announcement, which some private lawyers said was enough to establish status.

NCCB's first notice was filed at 4 p.m. Tuesday, apparently minutes ahead of appeal filed in Richmond, Va., by Ogden Newspapers of Wheeling, W. Va. Next morning Norfolk (Neb.) Daily News filed appeal in St. Louis. All appeals will be heard in court where it is ultimately established first acceptable filing was entered. There's some feeling Washington circuit has antimultimedia slant.

FCC challenged on prime time; stay sought on access rule

Prime time access rule is back in court. National Association of Independent Television Producers and Directors and CBS last week filed notices of appeal in U.S. Court of Appeals in New York, which twice before has ruled on earlier versions of rule. And there may be third appeal by major producers.

NAITPD also filed petition seeking stay of rule's September 1975 effective date in connection with one aspect — provision exempting children's programming, documentaries and public affairs from restriction limiting top-50 market affiliates to three hours of network and off-network programming in prime time.

NAITPD, which would favor rule without exemption, says exemption "on its face" permits networks to recapture up to 100% of access time. In its appeal, NAITPD is expected to focus on exemption, which its petition for stay describes as unconstitutional and illegal.

CBS is approaching rule from different position. It has always opposed rule, and will presumably seek to have it overturned. Spokesman would say only that rule raises "serious First Amendment" questions. Major producers and their allies will seek reversal on that ground if they file — decision they will reach this week.

In Brief

Duponters. Winners of Alfred I. duPont-Columbia University Awards this year are Av Westin and ABC News for *Close-Up*, Don Hewitt and CBS News for *60 Minutes*, Fred Freed and NBC News for *The Energy Crisis*, National Public Affairs Center of Television for Watergate coverage and for *Washington Week in Review*, KFWB (AM) Los Angeles for *SLA 54th Street Shootout*, KNXT (TV) Los Angeles for *Why Me?*, WKY-TV Oklahoma City for *Through the Looking Glass Darkly*, TVTV and WNEW (TV) New York for *Lord of the Universe*, Frederick Wiseman and WNET for *Juvenile Court* and WPVI-TV Philadelphia for *Public Bridges and Private Riches*. Judges said increasing number of awards shows "when networks and stations set their minds to news coverage and documentary and are willing to expend talent and money, they frequently achieve distinguished results." However, they added, news and public affairs programs in general have been "debased as a result of the rating wars" and "diverting substantial parts of their budgets to cosmetizing their newscasts with folksiness, chumminess and triviality."

One fresh face. Senator Lowell Weicker (R-Conn.) is only new member of Senate Communications Subcommittee, organized last Friday. Membership includes eight Democrats: Chairman John Pastore (R.I.), Vance Hartke (Ind.), Philip Hart (Mich.), Russell Long (La.), Frank Moss (Utah), Howard Cannon (Nev.), Ernest Hollings (S.C.) and Daniel Inouye (Hawaii). There are four Republicans: Robert Griffin (Mich.), Ted Stevens (Alaska), J. Glenn Beall (Md.) and Mr. Weicker.

Moore quits NAB. Western Broadcasting Co., Missoula, Mont., has pulled all its stations out of National Association of Broadcasters because of NAB TV board's decision to make membership in TV code mandatory for all NAB TV members. Dale Moore, chairman of Western, says mandatory code subscription, which becomes effective April 1, 1976, will be "millstone" for small-market TV stations and is "dictatorial action" not permitted by NAB bylaws. Mr. Moore had hoped TV board would change its mind, but instead it reaffirmed decision at its meeting three weeks ago in Palm Springs (*Broadcasting*, Jan. 20). Western member-

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ships were KGVO-AM-TV Missoula, KCAP(AM) Helena, KCFW(TV) Kalispell, KTVM-TV Butte, all Montana, and KMVT-TV Twin Falls and KSEI(AM) Pocatello, both Idaho

New overseers. Jurisdiction over FCC budget has shifted to Appropriations Subcommittee on State, Justice, Commerce and Judiciary, under chairmanship of Representative John Slack (D-W. Va.). FCC appropriations previously were handled in House by Subcommittee on HUD, Space, Science and Veterans, as they still are in Senate. But Senate Appropriations Committee has not yet held its reorganizational meeting for new session and subcommittee jurisdictions are subject to change.

One more time. Bill to establish performance royalty to be paid by broadcasters to recording artists and record manufacturers, long sought by Senator Hugh Scott (R-Pa.), will be introduced in Senate as separate measure by midweek, Scott aide said. Measure will be identical to last year's Section 114, which was deleted from copyright bill on Senate floor, due largely to efforts of now-retired Senator Sam Ervin (D-N.C.). Over-all copyright bill, which passed Senate, but died in House for lack of time last year, has been reintroduced in Senate (S. 22) by Senator John McClellan (D-Ark.), and similar measure (H.R. 2223) has introduced in House by Representative Robert Kastenmeier (D-Wis.). Senator McClellan, chairman of Senate Copyright Subcommittee, plans no hearings on over-all measure this year, but has agreed to hearings "early in the session" on Senator Scott's bill. Aide to Senator McClellan said hope is to obtain Senate action on both bills before summer recess in August. Then ball will be in House's court.

Higher authority. National Association of Broadcasters today (Feb. 3) will file notice of appeal of FCC's rejection petitions for refund of fees paid under schedule Supreme Court declared illegal (*Broadcasting*, Jan. 20). Number of broadcasters already have suits for recovery pending in court of claims. NAB will take case to D.C. Circuit Court.

Search for V's in N.J. FCC has instituted inquiry and rulemaking into VHF service for New Jersey ("Closed Circuit," Jan. 27). Action came in response to New Jersey Coalition for Fair Broadcasting, which claimed VHF channels in neighboring states failed to provide adequate service for New Jersey. Inquiry portion of proceeding will address three proposals: short-spacing new channels (drop-ins); reallocation of existing channels, or creation of dual community VHF service between New Jersey and existing out-of-state stations. Rulemaking will cover only last two proposals. Comments are due April 14, replies May 14.

From out of the past. FCC Commissioner Robert E. Lee has been mentioned in court proceeding involving two former associates of billionaire H.L. Hunt who have been indicted for allegedly stealing from Hunt empire. Their testimony, which formed basis for column by Jack Anderson and Les Whitten, includes allegations that oilman had been guilty of long list of criminal acts, and refers to "confidential and clandestine transaction" with Commissioner Lee, according to column. And lawyer is said to have quoted one of those involved as saying that "Hunt rewarded the commissioner for helping him with his right-wing *Life Line* broadcasts." Commissioner Lee last week readily acknowledged having known Mr. Hunt for years, but added, "I never got a nickel from him; I didn't do anything for him." Mr. Lee recalls that in early 1950's, before he was named to commission and while he was serving as aide to congressional committee, he appeared as moderator of two *Life Line* television programs, but at no fee. Commissioner recalls receiving \$100 from Mr. Hunt, but returning it. Mr. Lee's association with Mr. Hunt was aired at Senate hearing on Mr. Lee's nomination to commission in 1953.

Cable cut in New York. New York State Cable Commission is hit with nearly 15% budget cut under Governor Hugh Carey's austerity plan. Budget proposed for next fiscal year is \$750,000, down \$130,000 from current appropriation. Commission spokesman said agency, which received notice of cut on Friday, would probably announce within two weeks which activities will be cut back.

And now a word from the party. Republican National Committee plans TV series to rebuild party's image, but at week's end three major networks had not yet decided whether they would sell time for three half-hour shows because of fairness and equal time constraints. Bill Royal, communications director for RNC, said programs are part of intensified party communications effort begun in last two months and that shows will be followed up by voter registration drive to assess effectiveness. Shows would be magazine format with news summaries and such features as visits with Republican office holders around country and party activities in various states. Low-key format is apparently designed to avoid shows being categorized as vehicles for political advocacy and controversial views, which, under CBS vs. Democratic National Committee, Supreme Court decision, networks can refuse to broadcast.

Price hike for ad-free TV. British Home Secretary Roy Jenkins announced last week that annual fee for operating color TV sets will be increased on April 1 from \$28.40 to \$42.60 and that price for black-and-white license will go up from \$16.55 to \$18.95. Anticipated additional revenues of \$118 million will go to noncommercial BBC, which had said it would have to cut back services without hikes.

Rate resisters. ABC, CBS and NBC have filed petitions with FCC aimed at heading off, at least temporarily, new, higher rates AT&T has said it will charge for radio program transmissions, beginning March 4. Networks last week asked commission to extend effective date another 90 days to allow commission and public "some minimal additional time in which to review the rate revisions being proposed and their likely impact." AT&T on Jan. 3 filed proposed tariffs that would hike costs for most interstate services (except television), including audio services, 7.8%. That increase, networks said, would boost charges they and other radio broadcasters pay by some \$1.7 million annually, to more than \$23 million, and would have "major impact" on broadcasters and on public interest in radio broadcasting.

Negotiating. European Broadcasting Union says it's been asked to pay \$30 million for rights to broadcast Montreal summer Olympics in 1976, says price is too high. ABC bought U.S. rights for \$25 million. Marvin Josephson Associates is agent for Canadian organizers.

Late Fates. Jack Thayer, president of NBC Radio Division, named to succeed Don Mercer as network's representative on radio board of National Association of Broadcasters . . . Norman Goldsmith, director of sales and marketing for ABC owned AM stations, New York, named executive VP of Curt Gowdy Broadcasting Co., Lawrence, Mass. . . . Ralph E. Griffith, director of information and assistant to former Tennessee Governor Winfield Dunn, named assistant to director for congressional and media relations for Office of Telecommunications Policy. Wladimir Naleszkiewicz, senior economist and special assistant to chief of International and Satellite Communications Division, FCC Common Carrier Bureau, will serve in number two position on OTP international communications staff . . . Sigmund Bajak, director of news film for NBC News, New York, nominated by President for promotion to rear admiral in U.S. Navy Reserve. For earlier reports see "Fates & Fortunes," page 69.

Underwater adventure direct from The Coral Jungle



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have been the *only* announcer whose behind-the-mike activities spanned a half century. Surely that would have been worthy of note in his obituary.—*Dorian St. George, Merrimack, N.H.*

No involvement

EDITOR: While we were very pleased to read about local broadcasters' cooperation to fight inflation, we have to point out one inaccuracy in your Jan. 20 article. The Advertising Council has received no request from the National Citizen's Action Committee for an anti-inflation campaign. No public-service announcements or other media materials for the committee's WIN campaign are in production or planning by the Ad Council.—*Benjamin S. Greenberg, director of public affairs, Advertising Council, New York.*

(Earlier reports that the Ad Council would be preparing "WIN" spots drew vehement protests from 30 congressmen, led by Benjamin Rosenthal [D-N.Y.], on grounds that the President's anti-inflation program was a controversial issue and out of bounds for Ad Council activity [BROADCASTING, Dec. 2, 9, 1974].)

Priming the pump

EDITOR: You might be interested to know that WIRE-WXTZ announced a bonus of \$150 for employees who purchase a new American made automobile between Jan. 1 and March 15. The American automobile industry is extremely important to the life blood of every radio station. We feel that we are doing our part with this added incentive for our employees.—*Don N. Nelson, vice president and general manager, WIRE(AM)-WXTZ(FM) Indianapolis.*

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■ Indicates new or revised listing

This week

Feb. 2-4—Wyoming Association of Broadcasters 1975 convention. Hitching Post, Cheyenne.

Feb. 3—Deadline for entries, American Medical Association 1974 Medical Journalism Awards Competition. \$1,000 award in each of five categories: magazines, newspapers, radio, TV and editorial. Rule information: 535 North Dearborn Street, Chicago 60610.

Feb. 4-6—South Carolina Broadcasters Association winter convention. Speaker: Sol Taishoff, editor, BROADCASTING magazine. Wade Hampton hotel, Columbia.

Feb. 6-7—Audio Workshop at The American College, Bryn Mawr, Pa. Tel. 215-525-9500, Ext. 249.

Feb. 7-8—Clark College Media Workshop. Speaker: Carlos Campbell, deputy director of program review and evaluation, American Revolution Bicentennial Administration, Washington. John F. Kennedy Community Center, Atlanta.

Feb. 7-8—Utah Broadcasters Association mid-winter mini-convention. Speaker: Maurie Webster, formerly VP, CBS Division Services in charge of sales & marketing, now executive VP, Compu/Net. Tri-Arc Travelodge, Salt Lake City.

Feb. 8-10—Educational Foundation, American Women in Radio and Television Inc. board of trustees meeting, Los Angeles.

Feb. 8-12—National Association of Television Program Executives annual conference. Complete agenda along with list of exhibitors and programs and services being offered will be published in next issue. Hyatt Regency hotel, Atlanta.

Feb. 9—Deadline for nominations, Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters, for distinguished service to mentally retarded through Special Olympics. Joseph P.

Kennedy Jr. Foundation, 1701 K Street, N.W., Suite 205, Washington 20006.

Also in February

Feb. 10-14—International Radio and Television Society fifth annual faculty/industry seminar. Tarrytown Conference Center, Tarrytown, N.Y.

Feb. 11-12—South Carolina Cable Television Association fifth annual convention, Wade Hampton hotel, Columbia.

Feb. 11-12—Wisconsin Broadcasters Association 1975 mid-winter meeting. Hilton-Madison, Madison.

Feb. 12-14—Colorado Broadcasters Association winter convention. Antlers Plaza, Colorado Springs.

Feb. 13—Southern Baptist Radio and Television Commission sixth annual Abe Lincoln Awards ceremony. Speaker: FCC Chairman Richard E. Wiley. Tarrant County Convention Center, Fort Worth.

Feb. 14-16—American Women in Radio and Television Inc., board of directors meeting. Gene Autry hotel, Palm Springs, Calif.

Feb. 15—Deadline for filing annual programming reports of TV stations with FCC.

Feb. 15-17—Texas Association of Broadcasters convention. Driskill hotel, Austin.

Feb. 17—Comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative CATV rules at state and local levels. Reply comments due March 17.

Feb. 18-19—Radio Advertising Bureau management conference. Marriott motor hotel, Atlanta.

Feb. 19—Kentucky Broadcasters Association sales seminar. Holiday Inn North, Elizabethtown.

Feb. 20-21—Annual CBS News/CBS Radio Network Affiliates' news seminar. CBS News headquarters, New York.

Feb. 20-21—Radio Advertising Bureau management conference. Marriott motor hotel, Chicago.

Feb. 24—Armstrong Awards deadline for entries. Executive Director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 25-26—Radio Advertising Bureau management conference. Sheraton Airport Inn, Philadelphia.

Feb. 25-26—Association of National Advertisers television workshop. Speakers include Richard E. Wiley, FCC chairman; Frederick Pierce, ABC Television president; Thomas Dillon, BBDO president. Plaza hotel, New York.

Feb. 28-28—Texas Cable TV Association annual convention. Dallas Fairmont hotel.

Feb. 27-28—Radio Advertising Bureau management conference. Marriott motor hotel, Cincinnati.

Feb. 27-28—Georgia Cable TV Association 1975 annual convention. Speakers: FCC Chairman Richard E. Wiley and NCTA President David Foster. Atlanta Marriott motor hotel.

Feb. 28-March 1—Clark College Media Workshop. Speaker: William Gordon, program officer, U.S. Information Agency. John F. Kennedy Community Center, Atlanta.

March

March 1—Deadline for entries, American Bar Association Gavel Awards, 1155 East 60th Street, Chicago 60637. Materials published, broadcast or presented Jan. 1, 1974, to Dec. 31, 1974, considered.

March 2-4—National Cable Television Association "Operation Re-Regulation" Conference, Eastern region operators, L'Enfant Plaza hotel, Washington.

March 5—Catholic University Law Review conference, "Developing Legal Issues in Cable Communications," Statler Hilton hotel, Washington.

March 7-8—Women in Communications Inc., Southwest region meeting. Houston.

March 7-9—Women in Communications Inc., South region meeting. Memphis.

March 9—Presentation of Kennedy Family Awards to radio/TV broadcasters and newspaper/magazine reporters who have made distinguished contribution to local, national or international Special Olympics for mentally retarded. Washington.

March 9-12—Data Communications Corp., BIAS seminar. Hilton hotel, Memphis.

March 11—New York State Broadcasters Association 21st annual membership meeting and legislative dinner. Perry B. Bascom, WNBC-AM-FM New York, chairman. Silo-Ramada Inn, Albany.

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Major meeting dates in 1975

Feb. 8-12—National Association of Television Program Executives annual conference. Hyatt Regency hotel, Atlanta.

April 6-9—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

April 13-17—National Cable Television Association 24th annual convention. Rivergate convention center, New Orleans.

April 23-27—American Women in Radio and Television 24th annual convention. Continental Plaza hotel, Chicago.

May 13-14—Annual convention. CBS-TV affiliates, Century Plaza hotel, Los Angeles.

May 18-20—Annual convention. NBC-TV affiliates, Century Plaza hotel, Los Angeles.

May 28-30—Annual convention. ABC-TV affiliates, Century Plaza hotel, Los Angeles.

May 29-31—Associated Press Broadcasters convention. Palacio del Rio, San Antonio, Tex.

June 8-11—Broadcasters Promotion Association 20th annual seminar. Denver Hilton hotel, Denver.

Sept. 17-19—Radio Television News Directors Association International convention. Fairmont hotel, Dallas.

Sept. 17-20—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles.

Sept. 17-20—National Association of FM Broadcasters 1975 National Radio Broadcasters Conference & Exposition. Marriott hotel, Atlanta.

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

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

March 11—Hollywood Radio and Television Society 15th annual International Broadcasting Awards dinner. Century Plaza hotel, Los Angeles.

March 13-16—Arkansas Broadcasters Association Mexico convention trip. Camino Real hotel, Mexico City.

March 14-15—Country Radio Seminar, Statler Hilton Motor Inn, Nashville. For registration forms and information: Country Radio Seminar, Box 12617, Nashville 37212.

March 14-16—American Advertising Federation seventh district meeting. Knoxville, Tenn.

March 16-18—National Cable Television Association "Operation Re-Regulation" Conference, Western region operators, L'Enfant Plaza hotel, Washington.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid non-duplicative CATV rules at state and local levels.

March 17-18—Ohio Cable Television Association annual convention. Jim DeSorrento, chairman, (216) 464-1800. Scott's Inn, Columbus.

March 21-22—Women in Communications Inc., Midwest region meeting. Denver.

March 25—Graham Junior College fifth annual Communications Day. 632 Beacon Street, Boston.

March 24-26—Corporation for Public Broadcasting spring radio conference. Statler Hilton hotel, Washington.

March 26-27—Kentucky CATV Association spring convention. Continental Inn, Lexington.

April

April 1—Deadline for applications, 1975-76 Edward R. Murrow Fellowship, Council on Foreign Relations, 58 East 68th St., New York 10021. Contact: Zygmunt Nagorski.

April 1—Deadline for applications, National Endowment for the Humanities fellowships for journalists, C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305; or Department of Journalism, University of Michigan, Ann Arbor, Mich. 48104.

April 2—U.S. Court of Appeals in Washington rehears en banc *Pensions* fairness-doctrine case (Broadcasting, Dec. 23).

April 3-5—Alpha Epsilon Rho, national honorary broadcasting society, annual convention, Las Vegas.

April 4-5—Region 6 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in North Dakota, Minnesota and Wisconsin. Eau Claire, Wis.

April 4-5—Region 12 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Arkansas, Louisiana, Mississippi and Tennessee west of eastern time zone. University of Mississippi, Oxford.

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... a word on everybody's mind. However, for the broadcaster it is not economical, but really foolhardy to curtail news service during a time when the audience is, more than ever, deeply dependent on the news and information provided by electronic media. *They are dependent because they have a real need to be informed, in order to make the necessary daily decisions to cope with their problems.*

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Our job is to help you determine how to become number one and stay that way.

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Monday Memo®

A broadcast advertising commentary from John L. Baldwin, senior VP, Dancer-Fitzgerald-Sample, New York

Television and the unlikely advertiser

Imagine an advertiser with these marketing limitations:

It cannot establish specific sales objectives and develop and allocate resources to meet them; it cannot determine price levels to the trade; it cannot physically introduce new products; it cannot force new packaging; it does not have immediate market-by-market sales information; it has no control over product distribution; it has no control over the effectiveness of industry sales organizations; it lacks the flexibility of immediate corporate action to meet competitive inroads; it has no control of product supply or product form; it has no brand-name recall and the product has limited identification to tie in with advertising and promotion; it cannot offer a variety of promotion techniques such as case allowances, price-off merchandising-display allowances, on-pack/in-pack coupons or premiums, etc.; it has no control over a budget based on marketing-to-sales ratios; it lacks extensive manpower in the field to provide in-depth retail coverage.

One needn't strain the imagination too hard. The advertiser is a real one—the Florida Citrus Commission. And broadcast advertising has played a major role in this unique situation.

The Florida Citrus Commission is a 12-member corporate body created to set marketing and regulatory policy for about 16,000 growers and 50 processors in a statewide industry with \$3 billion in assets, \$1.5 billion in annual consumer sales and a crystal ball and a weather vane to help set marketing direction.

The commission's decisions are implemented by a professional 216-member staff of a state agency known as the "State of Florida Department of Citrus" with the state-legislated power to tax growers on a per-box basis. The key members of this staff have had a combined century of experience with such packaged-goods leaders as General Foods, Nestle, Pepsi-Cola, Miller Hi-Life and Gallo wine.

But beyond the marketing limitations, it's still not all that simple. Major industry marketing and regulatory decisions are rarely made without consultation with other industry organizations—the Florida Canners Association, Florida Citrus Mutual, Fresh Fruit Shippers Association, the Indian River Citrus League and others.

Because of this complex taffy pull of well-represented and powerful industry organizations of varying interests and marketing philosophies, it is a credit to the



John Baldwin, who has spent 35 years in packaged-goods marketing with Leo Burnett, Young & Rubicam and Needham, Harper & Steers in Chicago, Kenyon & Eckhardt and Arthur D. Little in Boston, Lennen & Newell and Dancer-Fitzgerald-Sample in New York, commutes weekly to New York from his home and office in Florida. He has handled the Florida Citrus Commission account as senior vice president, management supervisor, since May 1967.

Florida Citrus Commission (whose members are rotated with some regularity and its current composition is heavily grower-oriented) and its excellent staff (and we like to think that its advertising agency makes some contribution in this area) that ultimately a decision for action is made—one that is not just a compromising Phoenix rising from the ashes of battle, but one based on solid professional conviction that a particular program will get the job done.

That is, ultimately, to secure reasonable grower (and processor) profit from the annual sale of about 230 million, 90-pound boxes of oranges, grapefruit and special varieties thereof grown by 71 million trees on almost a million acres in Florida sunshine—second only to tourism in importance to the Florida economy. This translates to 35 million boxes of fresh fruit and 167 million cases of processed juice annually.

A further difficulty, however, is the year-to-year crop-estimate fluctuations in advertising and promotion investments that make difficult the task of economically protecting and nourishing the position of citrus in the marketplace to help hold prices up in bounty crop years, and block competitive inroads when citrus

products are less available.

But the creative base of a powerful broadcast spokeswoman has given effective communication stability to this agricultural roller-coaster. The challenge has been how to keep such a campaign fresh and exciting in what is now its sixth consecutive year by rotating assets and creating new ones.

For example, this current year we have reluctantly but temporarily shelved the tremendous assets of Anita Bryant's husband and family, of "Come to the Florida sunshine tree," of "A day without orange juice is like a day without sunshine," etc. After carefully testing 27 new alternative ideas, we decided to take Anita out of Florida's groves for a while and put her into major areas throughout the country in 30-second commercials with a well-tested line: "If you can't come to the Florida sunshine tree, let it come to you" by consumption any time of day. The better our research measurements (3,000 housewives by phone quarterly), the harder they become to beat—we've consistently been over 50% above the food norms in recall and development of favorable attitudes—and the long-term sales figures of just frozen concentrate, for example, rising seven times faster than population, are rather conclusive evidence that it continues to work, and we're going to make sure it stays that way.

The dominant advertising factor has been continuous use of three-network scatter-plan television in excess of 125 GRP's weekly for usually 46 weeks a year, now of course supplemented by spot TV in selected markets, for a total annual TV investment of about \$6 million, plus a wide variety of other special target-audience media for both advertising and promotion, bringing the total expenditures to more than \$10 million (an advertising-to-sales ratio of less than 1%).

Dancer-Fitzgerald-Sample's three-year involvement has been major in the areas of creative use of spokeswoman Anita Bryant, the creative development of major national promotions, the creative adjustment of media strategy—a total effort which was recognized last December by its being awarded the \$2 million Florida Citrus grapefruit account, which now consolidates all major Florida Citrus advertising at Dancer-Fitzgerald-Sample.

The end result has been the one of the greatest success stories in food-commodity-marketing history, despite the inflationary economy—14% annual average sales increases for nine consecutive years in just frozen concentrated orange juice alone at the highest prices ever.

In short, a day without television is like a day without sunshine.

**PRESENTING
AMERICA'S ONLY
COMPLETE BICENTENNIAL PROMOTION**



IT'S ON ITS WAY TO YOU RIGHT NOW.

No other Bicentennial product available today can approach the power and potential of The Spirit of America. And that means for PROGRAMMING as well as SALES.

This will be the biggest celebration in our nation's history, and The Spirit of America is the best way for you to profit from it.

Don't buy any Bicentennial material until you hear The Spirit of America! For on-the-air image and increased tune-in; for sponsor tie-in's and revenue-building; for sheer professionalism, nothing compares to it. Our 12-inch demo record/brochure will be in your hands in about two weeks.

If you can't wait to hear The Spirit of America, call Jerry Atchley collect for a taped copy now. (214) 634-8511.

The Spirit of America. It's the sound your audience will follow into the Bicentennial.

WATCH FOR IT!



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Picture a new high performance,

One picture couldn't begin to tell the whole story of how our new TR-600 compares with other "new" VTR's.

Nor would a hundred.

But, we felt that a number of different views would give you a good idea of what we mean when we say totally new tape technology.



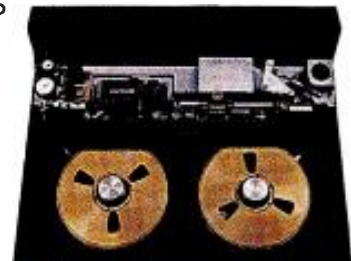
Like the drop-on reels for instance.



Then there's our unique straight line threading. It not only speeds loading, but once the tape reaches the take-up reel, the operator is also assured that threading has been accomplished properly.



The TR-600 utilizes a standard headwheel (featuring long-life Alfecon II poletip material) that's compatible with all other RCA highband recorders. You'll find this really keeps down the expense of spares.



tape technology, medium price.

We've added an electronic LED readout tape timer. And LED diagnostic indicators.

At the first sign of certain malfunctions or nonstandard modes, a control panel light flashes a warning, while individual lights inside direct you to the module that's in question.



We've simplified the control panel for easy operation.



These module cards have the reliability advantages of computer assembly printed circuit wiring and automatic insertion of components.



Another TR-600 innovation is the copper backplane which assures precise resting of modules.



The backplane is wire wrapped under computer control replacing the past practice of using dense, bulky internal wiring harnesses.

Chimney cooling eliminates the need for blowers and a Venturi vacuum system replaces normally noisy vacuum pumps.



And for optimum playback performance our tape tension servo system features fast rewind and is gentle in handling of tape.

Unfortunately, there are so many things we can't show you. Like all the TR-600's automatics. Because they're all built in. Like the splicer, too. Or the fact that its new integrated design reduces the number of components by 40%.

Nor can we show you the time and money the TR-600 will save you.

But, if what we've shown you so far looks good, we'd be glad to send you a more complete picture of the TR-600.

Write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102. Get the picture, then compare.

This remarkable lady is the triumph of the season.

Now sold in over 60 markets, Dinah! is the major new ratings success of the year.

Dinah! has shown dramatic increases in station share, total homes, total women, women 25-49, plus a string of #1 standings with women 18-49. And the numbers are growing every day.

DINAH!



Visit with us at NATPE.
Suite 1827, Hyatt Regency Atlanta.

Source: NSI Nov. '74 and '73. Estimates are subject to qualifications of the rating services.

Media

FCC at last defines policy on broadcast and newspaper crossownership

It bans creation of new combinations, orders divestiture of 16 'monopolies' but leaves all others undisturbed—including newspapers and cables; rules head for certain court test

Almost five years after initiating a rule-making aimed at promoting diversification of media control, the FCC last week decided to ban future acquisitions of co-located crossownerships of newspapers and television or radio stations. It also ordered the breakup within five years of 16 small-market newspaper-television and newspaper-radio combinations that were said to constitute media monopolies.

Whether the action was too late may be argued, but the National Citizens Committee for Broadcasting contends it was too little; the committee had urged the commission to break up most newspaper-television radio-television crossownerships. And within an hour of the issuance of the commission's news release on Tuesday, NCCB's attorney had filed a notice of appeal with the U.S. Court of Appeals in Washington. The swift action was intended to foreclose the possibility of an appeal in any other jurisdiction.

NCCB may not be alone.

The Department of Justice's antitrust division, whose proposal, in an earlier rulemaking calling for a breakup of all multimedia holdings within a market, led to the proceeding in which the commission acted last week, was said to be "disappointed." Department officials said an appeal was an option they will consider. But they also said they would not be able to focus on their reaction until they had read the order, which was not expected to be released until Friday.

The Department of Justice and the commission could also meet in court over one or more of the eight petitions to deny that the department over the past year—in an apparent effort to prod the commission into action on the rulemaking—had filed against the license renewals of newspaper-related radio and television

stations. Some observers see it as likely that the commission will reject the petitions, on the ground that, as it says at one point in the order, it has now accomplished whatever restructuring of the industry that was necessary. If that happens, Justice would have to consider additional appeals. In any event, one office noted, antitrust suits are always available to the department.

The commission, in announcing its action, said its major concern was diversity in ownership as a means of enhancing diversity in programming service and viewpoints presented to the public, not the strictly antitrust approach taken by the Department of Justice.

As for the owners and officials of the 16 combinations that would be broken up by the rule—seven involving television stations and nine, radio—none would talk about appeals. Some indicated they were unsure of their next move, but most talked about requesting waivers, and some about what they considered the unfairness of the commission's action (see story page 24).

The final decision in the newspaper broadcast ownership proceeding—reached on a 5-to-2 vote, with the dissenters, Benjamin L. Hooks and Glen O. Robinson concurring in part—was not the only crossownership issue the commission considered last week.

The commission decided to step back and take another look at its cable-television crossownership rule in light of the new broadcast-newspaper crossownership

What targets of divestiture say:

"Capricious."

"Discriminatory."

"An abridgement of constitutional rights."

See page 24.

rules it adopted. It also decided not to adopt a proposed rule barring newspapers in the future from acquiring cable television systems in their markets.

Commission rules now prohibit television stations from owning cable systems within the stations' Grade B contour. Some 50 petitions for waiver of the rule are pending, and the commission had been expected to grant most of them.

Instead, it asked the staff to draft a notice of proposed rulemaking aimed at amending the rule to prohibit a television station from acquiring a cable system within the station's Grade A contour and requiring divestiture only in monopoly situations—where systems within the Grade A of the stations that own them are

not reached by the city-grade signal of other stations. But before the commission can proceed with the rulemaking, it must ask the U.S. Court of Appeals in San Francisco, where the rule is under appeal, to remand the case.

The decision to forgo the rulemaking that would have imposed a prospective ban on newspaper-cable system combinations is said to have been a close one. A number of commissioners favored adopting such a ban. However, as one official put it, "a cautionary attitude" prevailed. There was a question as to whether the commission had the facts to warrant such an action and, in addition, there was a question as to whether the commission had the jurisdiction to deal with newspaper-cable crossownerships since it has no licensing power over either.

The newspaper-broadcaster crossownership proceeding is an outgrowth of one that was initiated in 1968 and culminated two years later in the rule barring acquisition of television-radio combinations in the same market. The commission, acting on the comments filed by the Justice Department, asked for comments on a proposed rule that would give multimedia owners five years to reduce their holdings to one AM-FM combination, one TV station or one newspaper in the same market (BROADCASTING, March 30, 1970).

Over the years, most attention focused on the question of newspaper-television crossownership; that, at least, was Justice's principal concern. But the divestiture aspect proved so controversial, and the likelihood of commission action seemed so remote, that then Chairman Dean Burch made no effort to bring the matter up for action—until Justice last year began filing its petitions to deny. (Over the years, the pending rulemaking had been useful to the commission attorneys. They cited it in court in defending the commission against appeals of renewals of stations owned by licensees alleged to have a concentration of control of media in particular markets. The attorneys said the commission preferred to deal with the concentration of control question in a general rulemaking proceeding—such as the one then in progress—rather than on an ad hoc basis.)

The Justice Department has been filing against stations related to newspapers in the same market when, combined, they command a substantial share of the local advertising market, usually more than 80%. The allegation was that the combination constituted an undue concentration of ownership of mass media.

The commission decided against the divestiture of existing television-radio or AM-FM combinations as unnecessary. And it said across-the-board breakup of newspaper-television and newspaper-radio

crossownerships would be unduly disruptive—to a degree that would outweigh any public interest benefits that might be realized.

But in presenting its argument in support of the rule it did adopt, the commission said, "It was unrealistic to expect true diversity from a commonly owned station-newspaper combination. The divergency of their viewpoints cannot be expected to be the same as if they were antagonistically run."

Under the new rule, newspaper-television acquisitions will be barred if the television station puts a Grade A signal over the community in which the newspaper is published. And the rule requires divestiture by Jan. 1, 1980, if the only daily newspaper and only television station placing a city-grade signal over the community are commonly owned. The stations affected are WHMA-TV Anniston, Ala.; WALB-TV Albany, Ga.; KGLO-TV Mason City, Iowa; WTOK-TV Meridian, Miss.; WNNY-TV Watertown, N.Y.; KTAL-TV Texarkana, Tex.; and WHIS-TV Bluefield, W. Va.

As for radio, the rule prohibits newspaper-radio acquisition if an AM station puts a 2mV/m contour, an FM a 1mV/m contour over the community involved. Divestiture is required in those situations where the only newspaper and the only station putting a city-grade signal over the community in the daytime are under common ownership. The stations affected by the divestiture rule are KXAR-AM Hope, Ark.; WCRA-AM-FM Effingham and WKAI-AM-FM Macomb, both Illinois; KSOK-AM Arkansas City, Kan.; WOAP-AM-FM Owosso, Mich.; WJAG-AM-FM Norfolk, Neb.; WFIN-AM-FM Findlay, Ohio; WCED-AM-FM DuBois, Pa., and WCLO-AM and WJVL-FM, both Janesville, Wis.

Owners of the newspaper-radio combination may satisfy the divestiture requirement by selling any part of it.

The commission indicated it was not determined to break up even those situations it felt constituted media monopolies. It invited petitions for waivers, and suggested the grounds it would consider, including a contention that it was not economically feasible to operate the station involved and the newspaper separately.

One question not quite nailed down even at the time that the commission issued its announcement of the action was the effective date of the prospective rules. However, it seemed certain that the rule would affect all transfers and assignments and new applications not yet approved by the time it becomes effective. That would mean that the proposed transfer of the *Washington Star-News* to Texas banker Joe L. Albritton—which includes WMAL-AM-FM-TV Washington—would be affected. However, the applicants have already asked for a waiver of the new rule if that were necessary.

Even though the rules did not go as far as the commission had originally proposed—or perhaps because they did not—the commission's order was accompanied by a flock of separate opinions, some of which were still being prepared at midweek. The only member sufficiently satisfied with the result of the commis-

sion's labor to let it speak for him was Chairman Richard E. Wiley.

Commissioner Robinson was the only commissioner who supported across-the-board divestiture—and in the case of newspaper-radio as well as newspaper-television combinations. As a minimum, he said, in a 43 page statement, the commission should require divestiture in cases where the station and the newspaper together control 30% of their respective markets.

His concern is with what he says is the dominance of newspapers, radio and television in transmitting information to the public. "Such evidence as we have," he said, "corroborates the intuition that television, newspaper and radio are the dominant sources of information. On this conclusion, I believe we are amply justified in striving for diversification of control of these media within the same geographic market."

Commissioner Robinson found unacceptable the majority's unwillingness to accept as a standard for divestiture the same standard it uses in barring the creation of new newspaper-broadcast combinations. "If divestiture is warranted at all—and I think it is—I do not see how it can be confined to a bare handful of small markets in which there is a monopoly," he said.

Commissioner Robinson based his argument for divestiture on the argument the National Association of Broadcasters had made at the oral argument on the proceeding: "a prospective ban would be purely academic." "While I am loath to equate the term 'academic' with meaningless," the commissioner, a former law professor, said, "I agree with its conclusion."

Among those commissioners whose concurring opinions were ready for release by midweek, Abbott Washburn expressed concern about the divestitures involving newspaper-radio combinations in the nine small communities. "In my judgment," he said, "none of these situations amounts to an undue concentration of local 'opinion power' akin to the newspaper-television monopoly crossownerships." His chief concern, he added, "stems from the possible economic disruption which our action may inflict on the small communities involved, particularly on those seven with populations under 20,000"—all but Janesville, Wis., and Findlay, Ohio.

Commissioner James H. Quello issued a statement reflecting doubt as to whether the commission's action "goes far enough" in at least one respect—that part of the order dealing with the separation of activities of commonly owned broadcast and newspaper operations. The order endorses the suggestion that commonly owned media employ separate news, editorial and advertising staffs, but it stops far short of requiring such separation. Commissioner Quello said the language should be cast in the form of commission policy—as a rule "if First Amendment considerations permit it."

The primarily prospective nature of the rules enabled Commissioner Robert E. Lee to vote for them. He said in his statement that a breakup of newspaper-tele-

vision combinations would result in "the demise of many newspapers throughout the United States." And he welcomed the support the order gives his view that newspaper ownership should not weigh heavily against a renewal applicant in a comparative hearing. "To permit restructuring at renewal time would enable to be done indirectly what the commission has refused to do directly," he said.

Commissioner Charlotte Reid said she concurred "only reluctantly" in the majority's decision to break up the 16 newspaper-television and newspaper-radio combinations. Many of the media involved could not have existed except for the crossownership, she said.

However, she noted that "the affected parties still have the opportunity to seek waivers of our divestiture requirement." And, she said, reflecting the views of many, inside the commission and out, "I am certain that this will not be the last that we hear of this issue, either before the commission or in the courts."

FCC will meet resistance on divestitures

What do you say when the FCC says you are a media monopolist and must give up your newspaper or your radio or television station?

If you're James Gray, president and chairman of the board of Gray Communications Inc., as well as mayor of Albany, Ga., you might call the commission's action "capricious and highly discriminatory." Or, if you're the owner of a combination that has already received nationwide publicity as a classic example of a media monopoly, you might button up and say you want to read the commission's order before you comment. But, more than likely, you will indicate that, if there is justice in the world, your petition for a waiver of the divestiture rule will be granted. At least, those were the kinds of response a check of most of those affected by the commission's new divestiture rules elicited last week.

Mr. Gray, whose Gray Communications Inc. owns both WALB-TV Albany and the *Albany Herald*, was the most bitter. His statement, published in the newspaper on Wednesday, did not stop at calling the order "capricious and highly discriminatory if not downright foolish." It said that "after 20 years of service, at the beginning of which newspapers were urged to undertake the development of television for the public good, the FCC now says that such investment of energy, money and time is of little account." It also said the order constitutes "an abridgment of constitutional rights as well as a punitive move against private business."

Maybe it's because the Daily Telegraph Printing Co. and its ownership of the only newspaper, the only television station and the only AM and FM stations (WHIS-AM-FM-TV) in Bluefield, W.Va., received national attention in the

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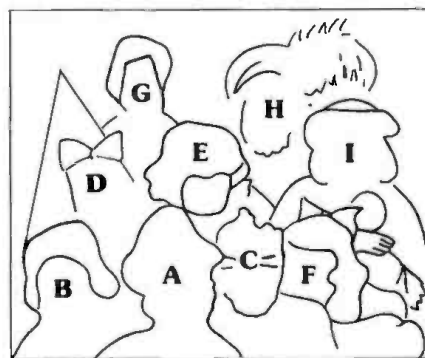
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D. Dick Sargent E. Jack La Lanne F. Dick Butkus
G. Bill Macy H. Lyle Waggoner I. Ari Linkletter

Source: Arbitron Nov. '74, May, Feb., Mar., Nov. '73. NSI New York. Estimates are subject to qualifications of the rating services.

Wall Street Journal. But in any event, Ned Shott, president of the company, said he would rather not comment until he had something more than an AP story to go on. "The wording might make a difference" as to whether the *Daily Telegraph* would seek a waiver, he said.

Malcolm Street, president of WHMA-TV Anniston, Ala., which is affiliated with the *Anniston Star*, was not as inhibited. "We will definitely ask for a waiver," he said. He was not sure of the grounds that would be used, but he noted that WHMA-TV (ch. 40) is the only UHF on the list of television divestitures and said the station and newspaper received considerable competition from newspapers and television stations based in Birmingham—including the Newhouse-owned WAPI-TV (ch. 13) and *Birmingham News*, as well as from television signals imported into Anniston by a Newhouse-owned cable system.

In Watertown, N.Y., John B. Johnson, president of the Brockway Co., which owns the *Watertown Daily Times* and WWNV-TV, also made it clear neither property was for sale. "We pioneered television in northern New York," he said in a statement. "We feel we have done a good job. . . . We don't feel the public interest requires divestiture. . . . We will seek a waiver in accordance with the FCC opportunity."

Lee Enterprises, owner of KGLO-TV Mason City, Iowa, and the *Globe Gazette* there, called the commission action a "step backwards." However, it was awaiting release of the commission order before deciding on a course of action.

Robert Wright, president of the Southern Television Corp., licensee of WTKT-TV Meridian, Miss., affected a relaxed attitude. He said the station was on the divestiture list only because of an 11.2% ownership held by James Skewes, publisher of the local newspaper, the *Meridian Star*. And, he said, "we have five years to work it out." He also noted, as the commission did in a footnote to the TV monopolies list, that WHTV-TV, a satellite of WTVV-TV Tupelo, Miss., puts a city-grade signal over Meridian—an indication of an argument Southern might use in the event it seeks a waiver.

H. Lee Bryant, vice president and general manager of KTKL-TV Texarkana, Tex., said, "We'll file for a waiver." The station is affiliated with the *Texarkana Gazette*, principally through the ownership interests of the Hussman family.

A determination to petition for waiver was indicated by officials of three of the radio stations on the divestiture list—S. C. Thompson, vice president and general manager of Stauffer Publishing's KSOK(AM) Arkansas City, Kan., affiliated with the *Traveler* there; Merrill Walker, president and general manager of WOAP-AM-FM Owosso, Mich., under common ownership with the *Owosso Argus Press*, and Clyde Johnson, general manager of WFIN-AM-FM Findlay, Ohio, affiliated with the *Republican Courier*.

All expressed varying degrees of shock at the commission's action, and maintained that the newspapers and radio stations were operated separately.

Several of those affected were not so sure of their reaction. George Williams, general manager of WCED-AM-FM Dubois, Pa., which is commonly owned with the *Courier Express*, and Marshall Thompson, president of the *Gazette Printing Co.*, which owns WCLO(AM) and WJVL(FM) Janesville, Wis., as well as the *Janesville Gazette*, said they were not sure they would seek waivers; they noted they had not seen the commission order. However, Mr. Williams's problem would be solved if the commission grants the application that has been filed for another AM station in Dubois.

E. F. Huse, president of WJAG-AM-FM Norfolk, Neb., which is under common ownership with the *Norfolk Daily News*, issued a statement calling the FCC action unfair. He said the station should be judged on its service, and asked what reward the commission action offers a family that has operated a station that has provided "good service to the area" since it went on the air in 1922.

Officials of KXAR(AM) Hope, Ark., which is affiliated with the *Hope Star*, and WCRA-AM-FM Effingham, Ill., which is under common ownership with the *Effingham News*, could not be reached for comment last week.

But it is doubtful they have a more fatalistic attitude toward the commission action than that expressed by William H. Rudolph, president of WKAI-AM-FM Macomb, Ill., and publisher of the *Macomb Daily Journal*. He was not sure whether he would seek a waiver, he said, adding, "I'm not a spring chicken any more . . . not overly worried right now. I could be dead in five years."

Staggers down one more peg as shake-up of Commerce ends

He loses Investigations unit to John Moss; Brown, Van Deerlin, Rooney leave Communications, but Macdonald stays as chairman, after its power role is spun off

Prophecies of drastic change in the House Commerce Committee came true last Tuesday following hours of repeated votes and at times tumultuous debate.

The Democratic caucus of the Commerce Committee voted to unseat Representative Harley Staggers (D-W.Va.) as chairman of the Subcommittee on Oversight and Investigations, replacing him with Representative John Moss (D-Calif.). Mr. Staggers, chairman of the full committee, lost on the seventh secret ballot by one vote, 15 to 13, following six 14-to-14 tie votes.

The caucus confirmed the recommendation of its ad hoc committee on subcommittee organization, which met last Monday, to divide the Communications and Power Subcommittee and further to make six subcommittees out of

the present five (counting the Investigations Subcommittee).

Representative Torbert Macdonald (D-Mass.), formerly chairman of the Communications and Power Subcommittee, retained the chair of the communications half by a vote of 18 to 10, while Representative John Dingell (D-Mich.) was elected chairman of the newly created Energy and Power Subcommittee.

Representative Clarence Brown (R-Ohio), formerly ranking minority member of the Communications and Power Subcommittee, relinquished that seat last Wednesday to Representative Lou Frey (R-Fla.) to become ranking Republican on the Energy and Power Subcommittee.

Representatives Lionel Van Deerlin (D-Calif.) and Fred Rooney (D-Pa.) also left the Communication Subcommittee—Mr. Van Deerlin to become chairman of the newly formed Consumer Protection and Finance Subcommittee and Mr. Rooney to become chairman of the Transportation and Commerce Subcommittee.

There are now seven Democrats and three Republicans on the Communications Subcommittee. The Democrats: Representatives Macdonald, John Murphy (N.Y.), Charles Carney (Ohio), Goodloe Byron (Md.), Timothy Wirth (Colo.), William Brodhead (Mich.) and Staggers. The Republicans: Representatives Frey, Edward Madigan (Ill.) and Samuel Devine (Ohio). Representatives Staggers and Devine, as chairman and ranking minority member of the full committee respectively, serve as ex officio members on all subcommittees.

The membership of the Investigations Subcommittee (nine Democrats and four Republicans) is as follows: on the Democratic side, Representatives Moss, W. S. Stuckey (Ga.), James Scheuer (N.Y.), Richard Ottinger (N.Y.), Henry Waxman (Calif.), Robert Krueger (Tex.), W. G. Hefner (N.C.), Jim Santini (Nev.), the last five new members, and Staggers. And on the Republican side, Representatives James Collins (Tex.), Norman Lent (N.Y.), Madigan and Devine.

The defeat of Mr. Staggers as chairman of the Investigations Subcommittee was a blow to his prestige and the final step in the campaign of the committee's Democratic reformers, led by Representatives Moss and Dingell, to "democratize" the committee (BROADCASTING, Jan. 27).

Debate during the closed-door session last Tuesday became bitter and loud, according to one member, with Representative Moss charging that Mr. Staggers had failed to make the Investigations Subcommittee productive, particularly that he had failed to perform the main function of the subcommittee, that is to oversee industries and regulatory agencies. And this in light of the fact that the subcommittee has had a \$350,000 budget and 14-member staff, the largest of any of the subcommittees.

Representative Murphy, who jumped to Mr. Staggers defense, reportedly charged that Representatives Moss and Dingell were not reformers at all, but

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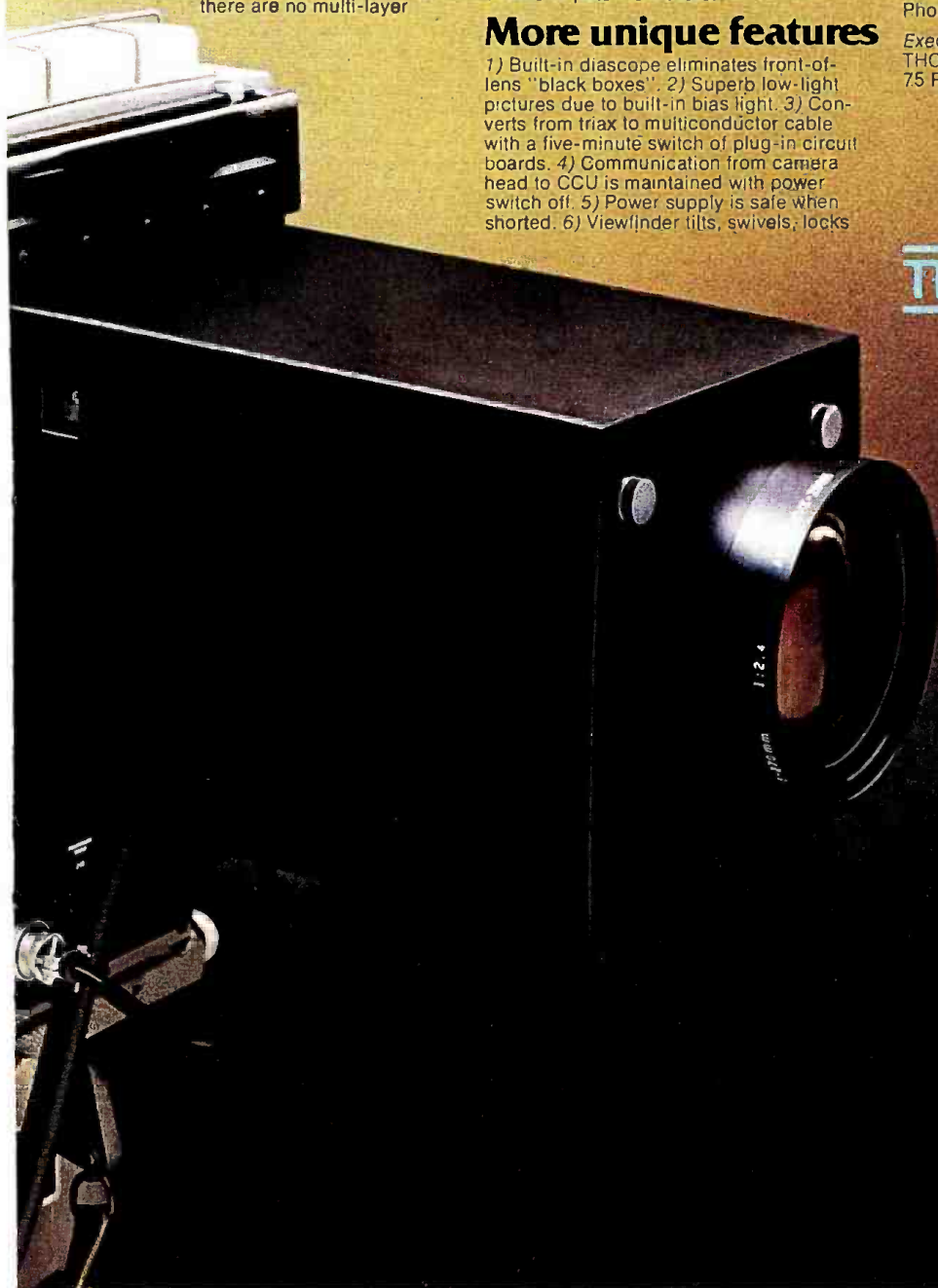
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In and out. California Representative John Moss (l) supplants West Virginia's Harley Staggers as chairman of the Investigations Subcommittee of the House Commerce Committee.

were simply taking advantage of the new members to maneuver Mr. Staggers out of the subcommittee chair. By Mr. Murphy's account afterwards, Mr. Moss called him a "liar" and Mr. Dingell called him "obnoxious."

Although the deed is done, Mr. Murphy is still doing battle. Following the caucus session last Tuesday, he circulated to committee members a letter further defending Mr. Staggers, saying Mr. Moss, with his own special task force to investigate the securities industry, has accomplished less than Mr. Staggers, and that Mr. Dingell has served to hinder the chairman's efforts by borrowing Investigations staff members.

Some observers have speculated that a contributing factor to Mr. Staggers's defeat was the recent defection of Representative John Jarman (D-Okla.) to the Republican party. Had Mr. Jarman remained a Democrat, they suggest, he would have tipped the balance in Mr. Staggers's favor. (Although Mr. Jarman's switch lowered the ratio of Democrats to Republicans, the House leadership has determined that all committee ratios will remain at two to one plus one in favor of the Democrats.)

An aide to Representative Moss, meanwhile, has said the congressman wants to keep the budget and staff of the subcommittee at the present levels, and will first focus on energy and health issues. The aide said Mr. Moss has not spoken of the FCC or other communications and broadcasting issues in the past six months. The congressman himself was home sick the day after his election and could not be reached.

The Republican caucus Wednesday proceeded quietly and with no power struggles. Representative Brown reportedly could have elected to remain on the Communications Subcommittee, but chose energy instead because it ties in with his work as ranking Republican on the Joint Economic Committee, an aide said.

In the Senate, aides said Commerce subcommittees assignments are not expected to be announced until early this week.

Gears meshing again in move for broadcasts of Hill proceedings

Resolutions offered in both houses; other radio-TV bills keep piling in

Topping the list of broadcast-related legislation introduced in Congress last week were two resolutions, one in each house, to authorize a one-year experiment of broadcasting proceedings on the House and Senate floors. Both resolutions, carried over from last session, would implement the recommendations of the Joint Committee on Congressional Operations which urged last year that both houses set up systems to facilitate continuous live coverage of all floor proceedings by radio and TV (BROADCASTING, Oct. 14, 1974). The legislation is cosponsored in the Senate (S. Res. 39) by Senators Robert Taft (R-Ohio) and Lee Metcalf (D-Mont.), and in the House (at midweek it had not been assigned a number) by Representative John Anderson (R-Ill.). Among the 30 additional cosponsors of the Senate bill are three key leadership figures—Majority Leader Mike Mansfield (D-Mont.), Minority Leader Hugh Scott (R-Pa.) and Majority Whip Robert Byrd (D-W. Va.).

Other bills introduced last week, most of them re-introduced from previous sessions, are the following:

In the House:

H.R. 1778, by Representative Tom Bevill (D-Ala.); H.R. 2128, by Representative Jack Brinkley (D-Ga.); H.R. 2184, by Representative E. de la Garza (D-Tex.); and H.R. 2262, by Representative Joe Waggoner (D-La.): to establish orderly broadcast license-renewal procedures.

H.R. 2189, by Representative Robert Drinan (D-Mass.): this is an exact duplicate of Senator William Proxmire's bill (S. 2) to abolish the fairness doctrine (BROADCASTING, Jan. 20).

H.R. 2211, by Representative Henry Helstoski (D-N.J.): to make the "killing, assaulting or intimidating" of any inves-

tigator or law enforcement officer of the FCC a federal criminal offense.

H.R. 2223, by Representative Robert Kastenmeier (D-Wis.): to provide for the general revision of the copyright law.

H.R. 2277, by Representative H. John Heinz (R-Pa.), and H.R. 1956, by Representative Jerry Pettis (R-Calif.): to establish a national commission on regulatory reform.

H.R. 1951, by Representative John Moss (D-Calif.), and S. 363 in the Senate, by Senator Metcalf: to "restore the independence" of several regulatory agencies, among them, the FCC and the Federal Trade Commission.

H.R. 2142, by Representative Gilbert Gude (R-Md.): to establish a commission to propose constitutional amendments to "modify the institutions of the three branches."

H.R. 2027 and H.R. 2028, by Representative Benjamin Rosenthal (D-N.Y.): to make sales promotion games unfair methods of competition.

H.R. 2078 and H.R. 2079, by Representative Bob Eckhardt (D-Tex.): to implement the Federal Trade Commission Act to give increased protection to consumers.

H.R. 1942, by Representative Spark Matsunaga (D-Hawaii): to establish a Consumer Protection Agency to protect and represent the interests of consumers.

Media Briefs

State support. Committee of California legislature has recommended creation of state agency capable of making grants to support public TV and radio stations, finance interconnection including possible satellite usage, provide seed money for production of telecourses, and study use of CATV for public education and service. Report came after 18-month study by Joint Committee on Telecommunications of legislature, chaired by former Assemblyman John P. Quimby, and was submitted Jan. 9.

Positive negative. Heart of the Black Hills Stations has taken what appears to be unprecedented step in opposing FCC's effort to impose \$800 fine on company's KDSJ(AM) Deadwood, S.D. It has asked U.S. Court of Appeals for Eighth Circuit, in St. Louis, to review forfeiture action. Normally, broadcasters who want to contest forfeiture simply refuse to pay and await government action to sue them in local U.S. federal court. Commission attorneys say they are researching question as to whether licensee has option to seek judicial review. Government imposed forfeiture on licensee for allegedly operating KDSJ without authorization during pre-sunrise hours with nondirectional daytime facilities and power.

Little longer. FCC has approved license renewal of WCVI(AM) Connellsville, Pa., to Aug. 1, 1975—remainder of regular renewal period for Pennsylvania stations. Short-term renewal had been granted until last Dec. 28, after station had been charged with fraudulent billing. Commission, after reviewing station's operation since December 1973, found no further



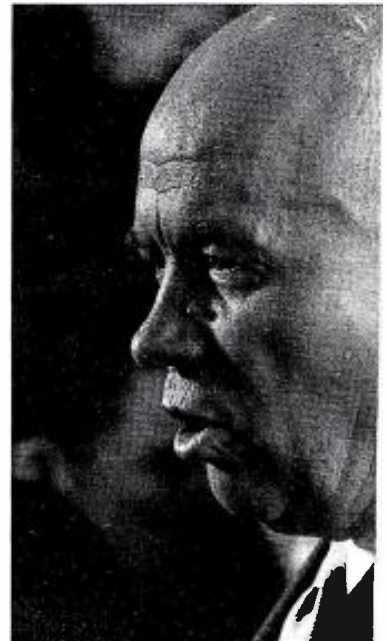
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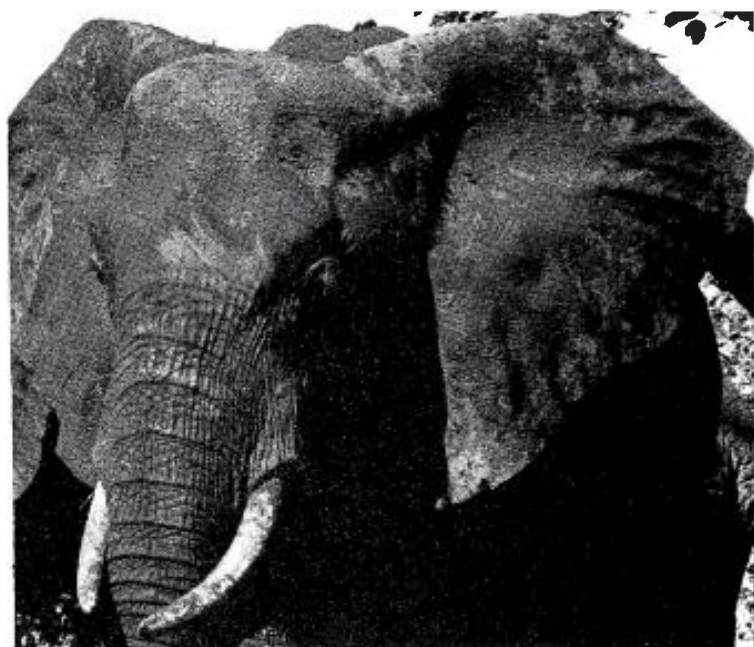
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Buffalo	WGR-TV	21	38
Cleveland	WEWS	16	27
Denver	KMGH-TV	16	33
Fresno	KFSN-TV	23	38
Houston	KPRC-TV	27	43
Indianapolis	WRTV	22	35
Los Angeles	KNXT	14	25
Louisville	WHAS-TV	25	43
Miami	WCKT	22	38
Minneapolis	WCCO-TV	19	38
Philadelphia	WPVI-TV	16	36
Pittsburgh	KDKA-TV	21	35
Portland, Ore.	KGW-TV	19	41
San Francisco	KRON-TV	11	23
Tampa	WFLA-TV	19	31

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evidence of misconduct and concluded renewal would serve public interest.

Monthly grant. WIGO(AM) Atlanta has pledged contribution to Clark College, Atlanta, in every month that station makes profit. Grant is expected to average 2.5% of station's income before taxes and depreciation, according to Joseph R. Fife, vice president-general manager.

From NAFMB. National Association of FM Broadcasters announced third annual version of *Driving With FM* promotional jingle package adaptable to beautiful-music; contemporary and country-and-western FM stations. Tape is obtainable from NAFMB at 420 Madison Avenue, New York 10017, (212) 755-9330, for \$10 (or free to NAFMB members).

Keeps on winning. Leonard Ross, 29-year-old Berkeley, Calif., economist-lawyer who won national fame for winning \$164,000 on TV quiz shows in 1950's when he was 10 and 11 years old, was named to a six-year term on California Public Utilities Commission by new California Governor Edmund G. Brown Jr., with whom Mr. Ross had attended Yale Law School. Mr. Ross was a consultant to the 1968 President's Task Force on Telecommunications.

Study finds clout in mere filing of petition to deny

Honig claims broadcasters reassess their minority problems even before a formal decision and in some cases when action against others in area

Since the late 1960's, citizen groups in increasing numbers have been petitioning the FCC to deny the license-renewal applications of radio and television stations. Usually, the petitions allege racial discrimination in employment and programming, and a denial to minority groups of adequate access to the airwaves. Almost always, the commission denies the petitions.

But a new study indicates that, at least so far as employment is concerned, the mere act of filing a petition to deny can be effective—and not only at the station directly involved.

The technical study, which uses various models and hypotheses, was done by David Honig in cooperation with the National Black Media Coalition, and was submitted by Mr. Honig as part of his requirements for a master of science degree at the University of Rochester's Graduate School of Management.

He reached his conclusions by measuring the impact of 10 variables on five factors measuring the rate of change in minority employment at 153 stations or station groups. He used the annual employment data that stations file with the FCC.

And "the independent variable with the greatest significance in explaining changes in minority employment," he said in the report, "is that identifying whether

the station had been the subject of a petition to deny or was located in a city where such petitions had been filed against other stations."

He added that stations in the latter group—those, in effect, observing neighboring stations contending with petitions to deny—"exhibit greater minority employment gains than do stations in cities where no petitions to deny had ever been filed."

The reason for the increase in minority employment at stations facing petitions to deny, in Mr. Honig's view, is the broadcaster's wish to maximize profits. Simply put, "subjection of a licensee to a petition is costly to him."

The study indicated that, while petitions to deny open the door to minority employment, the jobs that minority group members find most often are low-paying. It also indicated that the employment picture is improving faster in the South than elsewhere, and less quickly for Latinos than for blacks.

The study was cited by NBMC's chairman, James McCuller, in a letter to the commission in connection with its discussion (scheduled for Tuesday but postponed) of a draft statement on the kind of broadcaster-citizen group agreements it would accept.

Mr. McCuller noted—and rejected—charges that citizen groups had "blackmailed" stations into signing agreements by threatening them with petitions to deny. He said stations are ignoring skills of blacks that "have market value," and added that a growing number of citizen groups are moving from advocacy to becoming "partners" with broadcasters, in preparing programming directed at black communities and in employment referrals and training programs.

The partnership, Mr. McCuller said, has grown out of "well-thought-out agreements." But, he added, if the use of agreements is restricted, "the major trend in black media advocacy will be a doubling or tripling of the number of petitions to deny filed—and their effectiveness." He said that was "not a threat" but "a fact" that the Honig study supports.

Three FCC rulings appealed

Ishamel Flory, Ted Pearson and the Communist Party of Illinois have filed an appeal in the U.S. Court of Appeals for the Seventh Circuit against the FCC's order that denied Mr. Flory's request for equal time on 16 Illinois stations to present views differing from those broadcast by Democratic and Republican congressional candidates. The commission ruled that Mr. Flory was "certified for the ballot" several months after the broadcasts in question and thus did not qualify under the FCC's equal-time provisions.

Complaint by Peter C. Herbst and Michael and Janet Cooper against WMTW-TV Poland Spring, Me., for alleged failure to broadcast viewpoints contrasting to those in advertisements for snowmobiles, was also denied by the FCC on the ground the issue was not controversial and of "public importance." Pub-

lic Interest Research Group, Environmental Law Institute, Michael A. Aisenberg and Paul F. Macri have filed an appeal with the U.S. Appeal Court for the First Circuit from the commission's decision.

Another court appeal was filed by Platteville (Wis.) Cable TV Corp. and Platteville Telephone Co., against the FCC's action on 35 petitions by various affiliated telephone common carriers and cable-television systems for waivers of crossownership rules. The FCC action granted a 24-month period for compliance to six of the systems where affiliation for CATV systems was not necessary to their existence; five 180-day waivers where information presented was inconclusive for granting full waiver; and 24 total waivers where continued need for affiliation was shown.

Industry standards on children's TV are written into FCC renewal forms

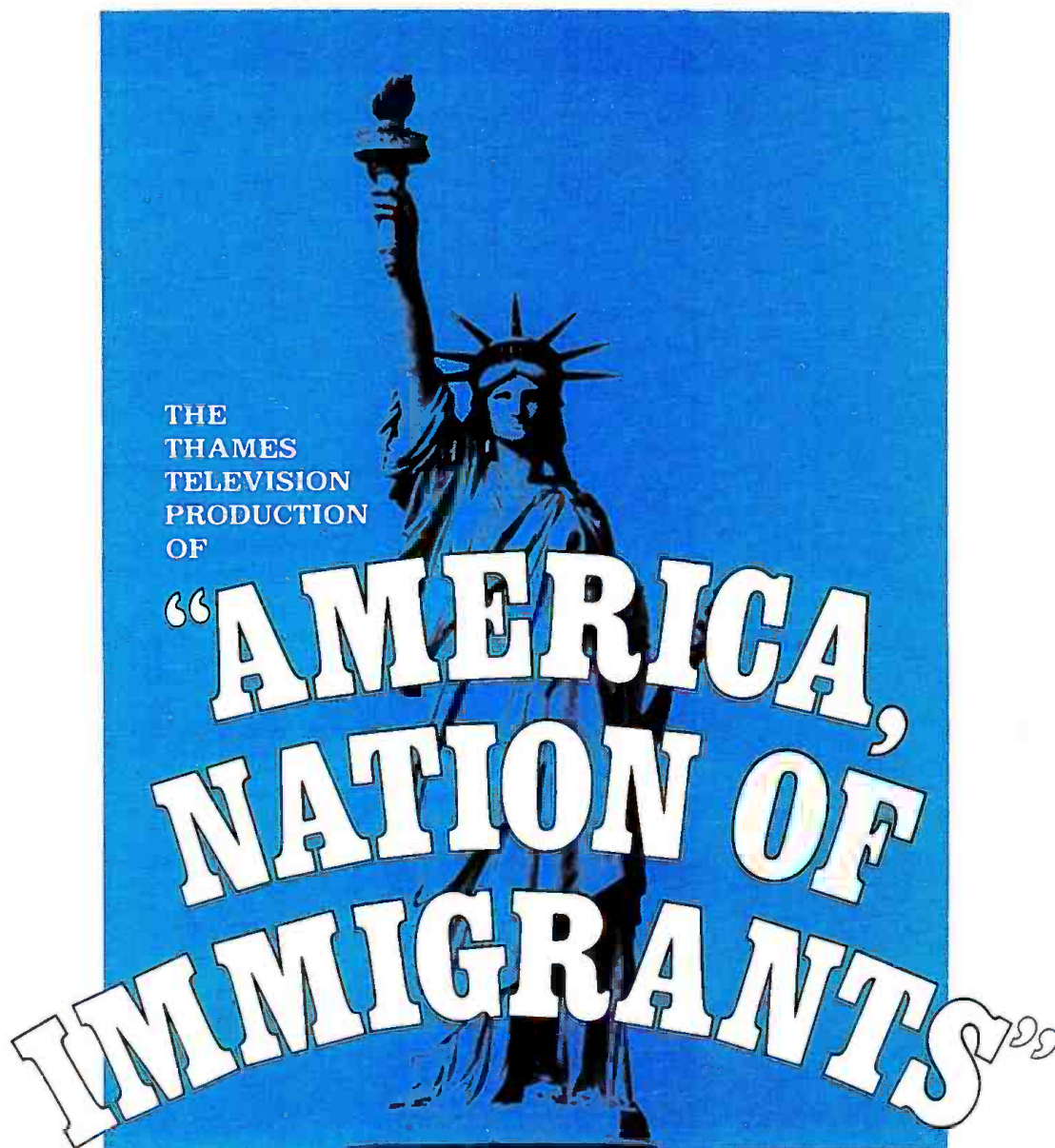
Commission wants 'information' on how often broadcasters are exceeding NAB-INTV commercial time limits

The FCC has completed the job it began last October with its policy statement on children's television. And in the process it effectively adopted the commercial time standards for such programming that Chairman Richard E. Wiley persuaded broadcasters, through the National Association of Broadcasters and the Association of Independent Television Stations, to adopt for themselves.

The groups agreed to limit nonprogram material on children's programs to nine and a half minutes per hour on weekends and 12 minutes during the week by January 1976.

And the commission, which in adopting its children's television programming policy said it would obtain "adequate information" on commercial practices in such programming, has amended its television license forms to determine how well broadcasters are adhering to those standards. They are comparable to the standards the commission said it would have adopted in the absence of voluntary industry action. One new question has been added to the form asking the broadcaster to list the weekday segments he aired that contained more than 12 minutes of advertising per hour or six minutes during a half hour, and weekend segments with more than nine and a half minutes of advertising in an hour or four and three quarters minutes during a half hour. The length of each of those segments and the amount of commercial matter must also be given. Another new question asks a broadcaster to report on the maximum amount of commercial matter per hour he proposes to carry in the new license period, and if the amount is to exceed industry standards, the broadcaster must provide a statement explaining how often and under what circumstances he would

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WREC Memphis, WTVN Columbus, O., KFMB San Diego, KTVK Phoenix, WHAS Louisville, WESH Daytona Beach, WJRT Flint, KOTV Tulsa, KCCI Des Moines, WJXT Jacksonville, WANE Fort Wayne, KSHO Las Vegas, with many others pending. We invite you to call us for availabilities in your market.

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exceed those standards, and the limits that would apply.

The commission has also modified the language of a question concerning the programs carried for "children 12 years old and under." The question now refers to "programs . . . designed for" such children rather than to "programs . . . primarily directed" to such children. The commission said the language makes it clear it is interested in programs produced primarily for a child audience 12 years old and younger, not programs originally produced for adults but later broadcast at a time when children constitute a sizable portion of the audience.

Thus, the new language is said to implement the policies adopted in the children's television report that, the commission said, recognized that children's needs are unique and that broadcasters have a special obligation to serve children by programing for their needs.

The amendments to the renewal form will become effective when the new form is cleared by the General Accounting Office. However, the commission noted that renewal applicants will only be expected to supply the requested information regarding past commercial practices for periods following Jan. 1, 1976.

CRTC wants to redefine FM

Canadian commission proposes rules designed to force medium out of AM mold

The Canadian Radio-Television Commission has proposed an FM radio policy designed to make the medium distinct, diversified, responsive to its audience and the carrier of high quality, in-depth programing.

Declaring that AM "is a more than adequate source for popular music, chatter and capsule information," the commission said that "for FM to provide more of the same is a waste of valuable public frequencies. . . . Radio which responds to immediate tastes, and answers needs for instant information has to be supplemented by radio which consciously offers the best music, information and entertainment and which enlarges understanding and deepens awareness."

The proposed regulations will require specified amounts of programing broadcast each day in what is termed a "foreground" format, that is, programing that is not intended to serve as background listening but is designed to be interesting, informative and engaging. The proposed rules will also prohibit nearly all AM-FM simulcasting, reduce the maximum number of commercial minutes for a 16-hour broadcast day from 180 to 120 minutes for FM stations operated by the holders of AM licenses and from 180 to 150 minutes for independent FM owners, and introduce a new FM application with a "promise of performance" section requiring the license applicant to state in detail how he intends to serve his audience.

The rules will require that FM stations

operated by AM license holders devote 25% of their broadcast time between 6 a.m. and midnight to foreground format programing, and independent FM license holders must similarly devote 16% of their time. The commission suggested that each program in this category be at least 15 minutes long and that it be a focused presentation. Examples of such programing, the commission said, include prepared interviews, news supplementation in a particular subject area, event coverage, staged presentations, magazine programs and documentaries.

How heavy is the FCC's hand?

That is one of the questions Justice will attempt to resolve in its study of possible waste, restraints caused by all federal agencies' operations; cable TV slated for early attention

The Justice Department's Antitrust Division is in the midst of an in-depth review of the regulatory agencies. Its aim is to determine whether legislation is needed to "eliminate unnecessary and wasteful economic restraints" that may have resulted in the agencies' work. The FCC—at least in connection with its regulation of cable television—is among the agencies being studied.

Thomas E. Kauper, assistant attorney general in charge of the Antitrust Division, told a meeting of the New York State Bar Association's antitrust section that the review was undertaken following President Ford's call in October for a study of the regulatory agencies and their possible adverse economic impact (BROADCASTING, Oct. 14, 1974).

Mr. Kauper mentioned a number of areas being reviewed and said that, in communications, cable television "presents important issues."

Later, a special assistant to the antitrust chief, Joe Sims, said that the communications review was not as far along as some of the other studies but that cable television had been the choice for an early study.

As with the other studies, he said, the aim is to determine whether or not the regulation being applied is "anti-competitive," and whether existing regulatory schemes are related to the commission's legislative goals.

He also reflected a view the division has expressed in various pleadings it has filed with the commission in cable television matters. "We could say what the commission is doing in cable is fine, but I doubt it. Or we could say there should be no regulation, but I doubt that too—although it is more likely."

The division may also explore other issues in communications, including some involving broadcasting, mobile radio, spectrum allocations, and even FCC procedures, Mr. Sims said. However, he said formal decisions on where the division's efforts should be concentrated in communications have not yet been made.

When the division completes its work

it will have "a stack of documents—economic analyses of regulations in various areas," Mr. Sims said. They will probably be referred to a regulatory commission, if the President's proposal for the creation of one is adopted, or the division may attempt to translate them into legislative proposals.

Mr. Kauper, in his address, spoke of an attempt to isolate specific desirable regulatory goals, and fashion the necessary legislative changes which must be made to bend the statutory mandate and directions of the regulatory agencies to those specific goals in such a way as to eliminate unnecessary and wasteful economic restraints."

Mr. Sims, who with Donald I. Baker, deputy assistant attorney general in the Antitrust Division, is coordinating the program, expects it to be completed by mid- or late March.

Changing Hands

Announced

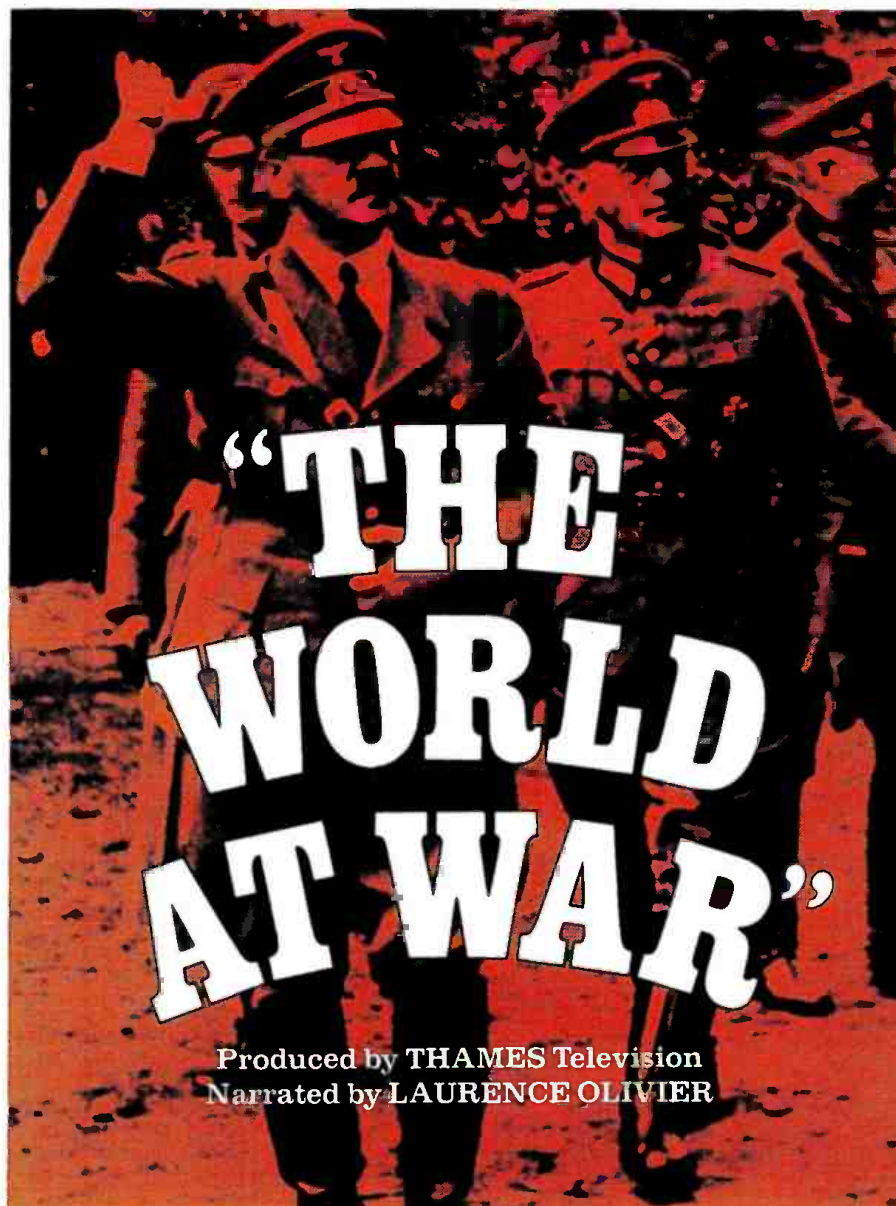
The following broadcast station sales were reported last week, subject to FCC approval:

■ KBOI-TV Boise, Idaho: Sold by Boise Valley Broadcasters Inc. to Donrey Communications Co. for \$2.1 million. Sellers, Robert W. Howell (10.9%), H. Westerman Whillock (5.3%), Mrs. Stanley King (9.9%) and others, recently sold KBOI-AM-FM Boise to KBOI Inc. for \$850,000 (BROADCASTING, Dec. 23, 1974). Buyer, Donald W. Reynolds (100%), owns KORK-AM-FM-TV Las Vegas; KGNS-TV Laredo, Tex.; KOLO-AM-TV Reno, and KFSA-AM Fort Smith and KRBS-AM Springdale, both Arkansas. Donrey also has interests in 20 newspapers in Washington, Oklahoma, Hawaii, California and Texas. Donrey has applied for new call letters: KBCI-TV. (Negotiations for sale of all three Boise broadcast properties were first reported last spring [BROADCASTING, May 6, 1974]). KBOI-TV is a CBS-TV affiliate on channel 2 with 65 kw visual, 7.01 kw aural and antenna 2,550 feet above average terrain.

■ WGMW(FM) Riviera Beach, Fla.: Sold by WGMW Radio Inc. to Wardall Broadcasting Inc. for \$455,000. Principals in seller are Thomas Kegel and family, who have no other broadcast interests. Principals in buyer are William J. Hall and Robert Ward. Mr. Hall is president of Hallwell Inc., oil business based in Southfield, Mich., and major stockholder in Hall Engineering Co., Detroit. Mr. Ward was formerly in management at WCAR-AM-FM Detroit and has been with John Blair and Alan Torbet station-representative firms. Mr. Ward will be general manager of WGMW. WGMW is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin.

■ WCCF-AM-FM Punta Gorda, Fla.: Sold by Charlotte County Broadcasting Co. to Reinhard Broadcasting Co. for \$350,000. Seller, John C. Lotz and family (100%), has interests in printing company in Punta Gorda. Principals in buyer are Robert Reinhard and his sister Mrs. John Stanley (58.8% together). Mr. Reinhard

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was formerly sales manager at WOMC-FM) Detroit. WCCF is daytimer on 1580 khz with 1 kw; WCCF-FM is on 92.7 mhz with 3 kw and antenna 140 feet above average terrain. Broker: Cecil L. Richards.

▪ KARM(FM) Fresno, Calif.: Sold by KARM, the George Harm Station to Lake Enterprises Inc. for \$290,000. Sellers, George R. Harm (50%) and Lloyd H. Hyde, trustee of estate of Hattie Harm (50%), are retaining ownership of KARM-AM. Principals in buyer are Walter B. Lake (55%), Joseph B. and Albert J. Allegretti (25% together), Louis H. Kornik (15%) and Tal Jonz (5%). All, except Mr. Jonz, have interest in KFRE-AM) Fresno, of which Mr. Jonz is general manager. KARM(FM) is on 101.9 mhz with 1.8 kw and antenna 1.870 feet above average terrain.

Approved

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

▪ KAFY(AM) Bakersfield, Calif.: Sold by KAFY Inc. to General Broadcasting Co. for \$776,118. Robert E. Eastman is president of seller and is former owner of station group and of Eastman station-representative firm. Principals in buyer are Gerald D. McLevis, Daren F. McGavren and James A. Fosdick. They also have interests in KKIQ-FM Livermore-Pleasanton and KGOE(AM) Thousand Oaks, both California. KAFY operates full time on

550 khz with 1 kw directional at night.

▪ For other station sales approved by the FCC last week see page 71.

Cleveland CP holder wants to sell out

Buyer would be another local U that would relinquish its facility; seller tells FCC of 13 years of frustrations and money woes

Community Telecasters of Cleveland Inc. has asked the FCC to approve assignment of its construction permit for ch. 19 WCTF-TV) Cleveland to WUAB Inc., licensee of ch. 43 WUAB-TV) Cleveland. The agreement calls for WUAB to pay CTC \$250,000 or reimburse CTC for all expenses undertaken in connection with gaining the construction permit, whichever is less.

The WCTF facility is still unbuilt, CTC said, because of the "physically and financially exhausting administrative experience," coupled with recent factors affecting the Cleveland market, which CTC did not foresee at the time it won the grant in 1968. CTC also noted that the original application, tendered in 1962, was thrown into a lengthy and costly comparative hearing for more than six years, after which CTC ran into a zoning ordinance obstacle at its transmitter site. By the time that problem was

resolved, CTC said, two other independent UHF stations had entered the market, putting WCTF in a less desirable competitive situation. On top of that, CTC said, the FCC's 1972 Second Report and Order on CATV was released, which permitted the importation of two additional independent signals into the Cleveland area by cable systems.

Those factors have led to a depletion of financial resources and a different view of what potential profits could be made, concluded CTC.

CTC said that assigning channel 19 to already operating WUAB, would not bring another station into the market, since WUAB would give up channel 43. The reason behind WUAB's desire for channel 19, according to the assignment application, is that channel 19 is "substantially lower in the UHF spectrum and would provide a more efficient and desirable technical service."

CTC's principals are a group of local businessmen including: Charles W. Steadman (39%), Homer H. Marshman (31%) and John M. Kinsellagh (10%).

WUAB is a subsidiary of United Artists Broadcasting Inc., also licensee of WWSH-FM) Philadelphia and WTK-TV Ponce, Puerto Rico. Transamerica Corp. is in turn the parent company of United Artists, and has interests in insurance, financing, manufacturing, real estate and travel services. Transamerica is publicly traded on the New York Stock Exchange.

Previous to the agreement reached with WUAB Inc., CTC has planned to sell its permit for the same consideration to Zingale Broadcasting Corp. (BROADCASTING, Dec. 11, 1972), but the sale fell through because of a controversy over which CTC expenses would be covered by Zingale in determining the purchase price.

Going hunting

Penton Publishing and broker Wain set up broadcasting firm, are out to buy up at least three properties

The Penton Publishing Co., Cleveland, has joined with Norman Wain, broadcast consultant and broker, to create Penton Broadcasting Co., for the purpose of acquiring and operating broadcast stations.

Penton Broadcasting will not disclose which broadcast properties it is presently negotiating to acquire, but three particular stations in the East and South are said to be involved.

Penton Broadcasting will be run as a subsidiary of the publishing company, with Mr. Wain as president and minority stockholder. Penton Publishing, which publishes five national business and industrial magazines, is publicly traded as an over-the-counter stock. Sal F. Marino is president and chief executive officer of the company.

Penton Publishing presently has a 25% interest in WQSA(AM)-WQSR(FM) Sarasota, Fla., although that investment is separate from the newly formed firm. Ownership in the Sarasota AM-FM includes the option to buy out the stations'



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75-8

total stock by 1980, in which case, the properties would be added to the Penton Broadcasting portfolio.

Other operating divisions of Penton Publishing are Penton Press, Brea, Ohio, an offset printing plant; Penton Learning Systems, New York, an educational-course development center, and Rick Reinert Productions, an animated film production concern.

Prior to going into business for himself as a consultant and broker, Mr. Wain was manager and in the ownership of WIXY(AM)-WDOK(FM) which were sold to Globetrotter Communications Inc. for \$14.5 million in 1971.

Tuskegee sale opponents make trafficking charge

The Tuskegee Media Association, a "biracial" citizens committee, has petitioned the FCC to deny the transfer of WBIL(AM) Tuskegee, Ala., on charges of trafficking.

The sale of 100% of the stock in All Channel TV Service Inc., licensee of WBIL, is being sold by Frank E. Holladay and Joseph W. Carson to George H. Clay for \$70,000 (BROADCASTING, Jan. 6). But, according to TMA, the sale agreement was signed less than 20 months after Messrs. Holladay and Carson acquired the station from Maco Broadcasting for \$105,000—which TMA said violates the FCC's "three-year rule."

That rule stipulates that no licensee can sell a station acquired within the previous three years, TMA noted, and the burden of proof for an exception should fall on the transferor. In TMA's view, the reason given in the transfer application "just doesn't wash." That reason was "that a majority of leaders of Tuskegee desire not only that its only local standard broadcast station be black-oriented and managed, but that it would better serve the public interest if the station were also owned by black residents."

TMA contends the transfer, instead, is a disguised get-rich-quick scheme, whereby Messrs. Holladay and Carson after having made a "real" investment of only \$1,000, will realize \$69,000 profit for having operated a broadcast station less than two years.

TMA acknowledged the need for black ownership, but it argued that the same need existed when All Channel first acquired the station, at which time All Channel did not raise the issue.

Digging in FCC files may cost some money

The FCC has initiated a rulemaking on proposed fees for searching its records. The commission has suggested charging a basic fee of \$5 an hour to locate records sought by private parties. No search fee would be charged however, if the records could not be located, the located records are not made available to the requester or records are found in less than one hour.

Upton Guthery, of the FCC's general

counsel's office, explained that probably 99% of the commission's records are routinely made available in less than one hour and would not be covered in the proposed fees. The purpose of the fees, he said, was to cover situations where an individual might request a large amount of materials, that typically are not filed together and would be difficult to procure on short notice.

Fees would be reduced if locating the desired records exceeded normal search time, the commission noted. Additionally, fees would either be waived or reduced if the records furnished are primarily for benefit to the general public.

Mr. Guthery outlined certain cases where the public-benefit clause would apply and other cases where it wouldn't. Publications, for example, could request records without paying a fee, since the information sought is for the benefit of the reading public. Citizen groups also as would students. Records sought by lawyers or station licensees for private legal action would be included in the fee schedule. Mr. Guthery described as unacceptable an argument by a licensee that its use of commission records would aid the station in gaining a license or renewal which, in turn, would serve the public interest.

The FCC has also invited comments on the existing fees charged for duplicating its records, although no changes have been proposed. (ABS Duplicators, Washington, currently is contractor.)

Ford's advice to NRB: Lift up their hearts

President and FCC commissioners tell religious broadcasters their mission is to help promote renewal of spiritual faith

Some 1,100 religious broadcasters who assembled in Washington last week for the 32d annual National Religious Broadcasters convention heard members of the government urge them to use their programs to promote the lessons of religion and renewal of faith in America.

President Gerald Ford, who has attended the convention's congressional breakfast over the years as a congressman from Michigan and last year as Vice President, was the star attraction at last week's breakfast. He noted that religious broadcasters reach more than 40 million listeners, and said, "Through your broadcast you reach into the homes of America, and bring to young and old the ageless axioms of divine truth." He also said the religious broadcasters recognize the need "to keep strong the spiritual ties that bind us together as a nation," and added that they are helping in the renewal and nurturing "of our deep religious roots."

Commissioner Charlotte T. Reid, who spoke at a luncheon on Tuesday, said religious broadcasters have an opportunity to "renew a faith many Americans seem to have lost, to renew the faith with pro-

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grams which do not have to rely on sex and violence to be entertaining and effective, by programs which instill the spirit of America, the desire to be a better citizen, a better person."

And Commissioner Abbott Washburn, one of whose principal concerns is international communications, saw the technological revolution in communications as holding the promise of an "exciting prospect" for religious broadcasting. Although there are differences of language and culture to be overcome, he said, "I am confident that there will be, in the future, world worship services via satellite television, and that you will be facing and solving these problems between now and the year 2,000." One of the beneficial effects "of our new global consciousness and all this world shrinking," he said, "is a new sense of brotherhood. It has been forced home on us that we are all 'riders on the earth together, brothers in the eternal cold,' as the poet Archibald MacLeish puts it."

At the business meeting on Wednesday, the broadcasters authorized their board of directors to fight a petition to the FCC from two Californians that seeks to make noncommercial educational licensees subject to the same duopoly rule that now bars commercial licensees from ownership of two stations in the same market. (BROADCASTING, Jan. 13).

Pacifica goes to Washington

Controversial licensee gets CP for FM there and renewal of KPFT

Administrative Law Judge James F. Tierney's initial decision granting Pacifica Foundation's application for a construction permit for a noncommercial FM on channel 207 (101.9 mhz) in Washington became effective last week. Fifty days—the time required before an initial decision becomes final—had passed since the judge's action (BROADCASTING, Dec. 9, 1974), during which no exceptions were filed and the commission had not ordered a review of its own motion.

Also at stake in the case was Pacifica's renewal for KPFT(FM) Houston, which Judge Tierney concluded should be affirmed.

The judge's decision came six and a half years after Pacifica first filed its application. National Education Foundation, a previous competitor for the Washington construction permit, had since dropped out of the contest. The only issues left for Judge Tierney to resolve were whether Pacifica had violated the FCC's ex parte rules by soliciting the audience of its other FM stations (WBAI New York, KPFA Los Angeles, and KPFA Berkeley, Calif.) to contact the commission on the proceeding, and whether it had kept the FCC advised of changes in its officers and directors. Although Judge Tierney found violations in both instances, he did not feel they warranted disqualification.

KPFT's license renewal had been conditional on the outcome of the issues

involved in the Washington hearing.

Pacifica has had a long history of problems with the FCC because of its controversial programming. Its four licenses had been in jeopardy in the early 1960's as a result of allegations that the stations broadcast obscenities and left-wing propaganda and because of a Senate investigation into charges that the Communist Party had infiltrated Pacifica's management. The FCC renewed the licenses in January 1964, but two years later penalized Pacifica's California stations with one-year renewals because of the foundation's failure to conform to its program supervisory policies and procedures.

No one won, but the other team lost

The campaign by Richard Warner, president of WFNL(AM) North Augusta, S.C., against the exclusive use of newspaper advertising to publish grand jury presentments for a neighboring Georgia county has been successful at least to the point that the newspapers will no longer be publishing the presentments.

Mr. Warner had complained in station editorials that Augusta papers were publishing the presentments at political advertising rates, paid from tax funds. He found that as much as \$3,309.46 was spent for one grand jury session in the Augusta Herald and the *Augusta Chronicle*—but none in broadcasting.

But the November 1974 grand jury decided: "In order to save money for the taxpayers of Richmond county [Ga.], we do not wish to have the November 1974 grand jury presentments published, as long as copies are made available to all interested citizens."

Mr. Warner feels "mighty proud" of having "stood up to the local newspaper combine," but, he adds, "right now we don't have the advertising. We've succeeded only in stopping the newspaper hold on the presentments."

Trio joins NAB committee

Three radio broadcasters have been appointed to Small Market Radio Committee of National Association of Broadcasters. New members are Dick Painter, general manager of KYSM-AM-FM Mankato, Minn.; William R. Rollins, VP and general manager of WSVM(AM) Valdese, N.C., and Robert W. Tobey, general manager of KOTS(AM) Deming, N.M. Present committee member Wayne Cornils, president and general manager of KFXD(AM) Nampa, Idaho, has been named chairman of committee, replacing Paul Reid, president and general manager of WBHB(AM) Fitzgerald, Ga., whose term expires. Other members whose terms are up are Edward D. Allen Jr., president and general manager of WBOB-AM-FM Sturgeon Bay, Wis., and George Allen, president and general manager of KLGA-AM-FM Algona, Iowa. New members will begin their two-year terms April 9 at conclusion of the NAB annual convention in Las Vegas.

Broadcast Advertising

Threatened: \$20 million in Canadian advertising

Northern neighbors are likely to lift tax break for ads purchased in U.S. media; hardest hit would be stations in Buffalo and Bellingham; and there's still more bad news for American stations whose ads may be deleted on cable

U.S. television stations along the Canadian border stand to lose an estimated \$20 million a year in Canadian billings under a plan proposed in Parliament by Secretary of State Hugh Faulkner.

The proposal, which Canadian sources considered virtually certain of passage, would prevent Canadian advertisers from deducting as a business expense the money they spend on U.S. stations to reach Canadian viewers.

Four U.S. stations would be particularly hard hit: Three VHF's in Buffalo, N.Y., across from Toronto, and KVOS-TV Bellingham, Wash., across from Vancouver. Among them, the four account for an estimated 60%-75% of the \$20-million that Canadian advertisers reportedly spend on U.S. stations. But scores of other stations presumably would be affected in varying—but in some cases potentially critical—degrees.

The plan, as proposed, did carry one qualification: Though its tentative effective date is next Jan. 1, it would not really take effect in any area until Canadian stations were able to accommodate all of the business the Canadian advertisers wanted to place. And broadcast sources said desirable avails on Canadian stations in both Vancouver and Toronto are sold out already.

Thus the plan, even if passed, presumably would not take effect in those two areas until additional Canadian stations could be authorized and built. Canadian and U.S. sources estimated this process would take 18 months, if not longer.

It has been estimated that Canadian business represents about \$7 million to \$8 million in billings on the three Buffalo V's: WBEN-TV, WGR-TV and WKBW-TV. That would represent 25%-30% of the market's approximately \$27 million in TV broadcast revenues in 1973.

In Bellingham, Wash., an ADI of 28,000 U.S. households, reliance on Canadian advertisers is even greater. It's on the record that KVOS-TV gets "more than \$5 million" in billings from Canadian advertisers and that these represent "more than half" of its revenues. Unofficial sources have speculated that its Canadian billings may be as high as \$7 million or more. Mitchell Wolfson, president of the parent Wometco Enterprises, Miami, said that if the Canadian threat is carried through, "it could materially affect Wo-

metco's earnings sometime after 1976."

The border-station proposal came at a time when U.S. stations were suffering another setback: A Canadian court upheld the right of Canadian cable TV systems to delete commercials from the U.S. programming they pick up.

The three Buffalo V's had specifically challenged the deletions that Rogers Cablevision Ltd., one of several cable operators in Toronto, had been making. Sources close to the stations said they surely will seek to appeal the ruling.

Buffalo broadcasters left no doubt about what they think of a policy that takes their programs but deletes their commercials. "Piracy," said Earl Beall, general manager of WGR-TV. "Pure piracy," said Leslie G. Arries Jr., vice president and general manager of WBEN-TV.

The protests intensified with disclosure that CFTO-TV Toronto would sell commercials to run in place of those deleted by Rogers Cablevision. This plan presumably is subject to approval by the Canadian Radio Television Commission. Earlier, CRTC approved Rogers' deletion of commercials on a random basis, but required that they be replaced by public-service announcements rather than promotional spots that Rogers wanted to use.

Mr. Beall said the Buffalo stations are "secondary buys" to Canadians. "They buy us only after the Toronto stations are sold out—they buy us to fill out their buys." Mr. Arries agreed: "If they bought every spot available in Toronto," he said, "they still wouldn't get the penetration—the reach and frequency—they need [and get from Buffalo stations]."

Just how much money might be affected by the cable commercial-deletions ruling could not be determined. However, it was reported that some U.S. stations have sold extensively to Canadian advertisers on the strength of their programming's being carried on cable in markets as distant as Ottawa, for example.

The border-station proposal was also tied to a move to end tax deductions for Canadian advertising in Canadian editions of *Time* and *Reader's Digest*. These billings totaled an estimated \$16.2 million a year. *Time* reportedly plans to cease publication of its Canadian edition at the end of this year, but *Reader's Digest* may defer action for a year or so in hope that the policy may be modified.

Border-station sources said they are working with—or looking to—a variety of government, trade association and network authorities in search of help. Some also hoped that Canadian advertisers and agencies might intercede. And if all else failed, KVOS-TV's vice president and general manager, David Mintz, said he hoped the Bellingham station's history of concern for its Canadian audience and Canadian interests, which he said has included reinvestment of Canadian profits in Canadian undertakings, might be considered.

storing confidence in the nation's economy.

Mr. Spielvogel called for an immediate three-part program under which the advertising industry and business would help hasten the economic recovery of the U.S. He told a meeting of the Los Angeles Advertising Club that President Ford should schedule a six-part, consecutive weekly series of half-hour telecasts, in prime time, to explain to the American people how the economic crises developed and outline what is being done to solve these problems; he urged the President and the Congress to make clear as quickly as possible whether they intend to introduce price and wage controls, and he called on the advertising industry, business and the general public to "deluge their representatives in our agonizingly slow-moving Congress with urgent messages for action now on the economic crises."

He volunteered the services of the Interpublic Group to help the President in the production of the half-hour telecasts, "in a spirit of helping to get the country moving again."

Business Briefs

Rep appointments. KRYS(AM) Corpus Christi; KXOL(AM) Fort Worth; KBUC-AM-FM San Antonio; and KTON-AM-FM Temple-Belton, (all Sigmor Radio Group stations in Texas); Meeker Radio, New York ■ WJON(AM)/WWJO(FM) St. Cloud, Minn.; Avery-Knodel Radio, New York ■ KGB-AM-FM San Diego, Calif.; and

To the rescue

The advertising industry has been urged by Carl Spielvogel, vice chairman-operations, Interpublic Group of Companies, New York, to assume a key role in re-

Consultants to Management on Executive Recruitment

Ron Curtis & Company understands the specialized needs and problems of the communications industry. Our professional staff has devoted 10 years to filling the executive needs of radio and television stations, cable television systems, and newspapers throughout the nation.

Call (312) 693-6171 for a no-obligation and confidential discussion of our services.



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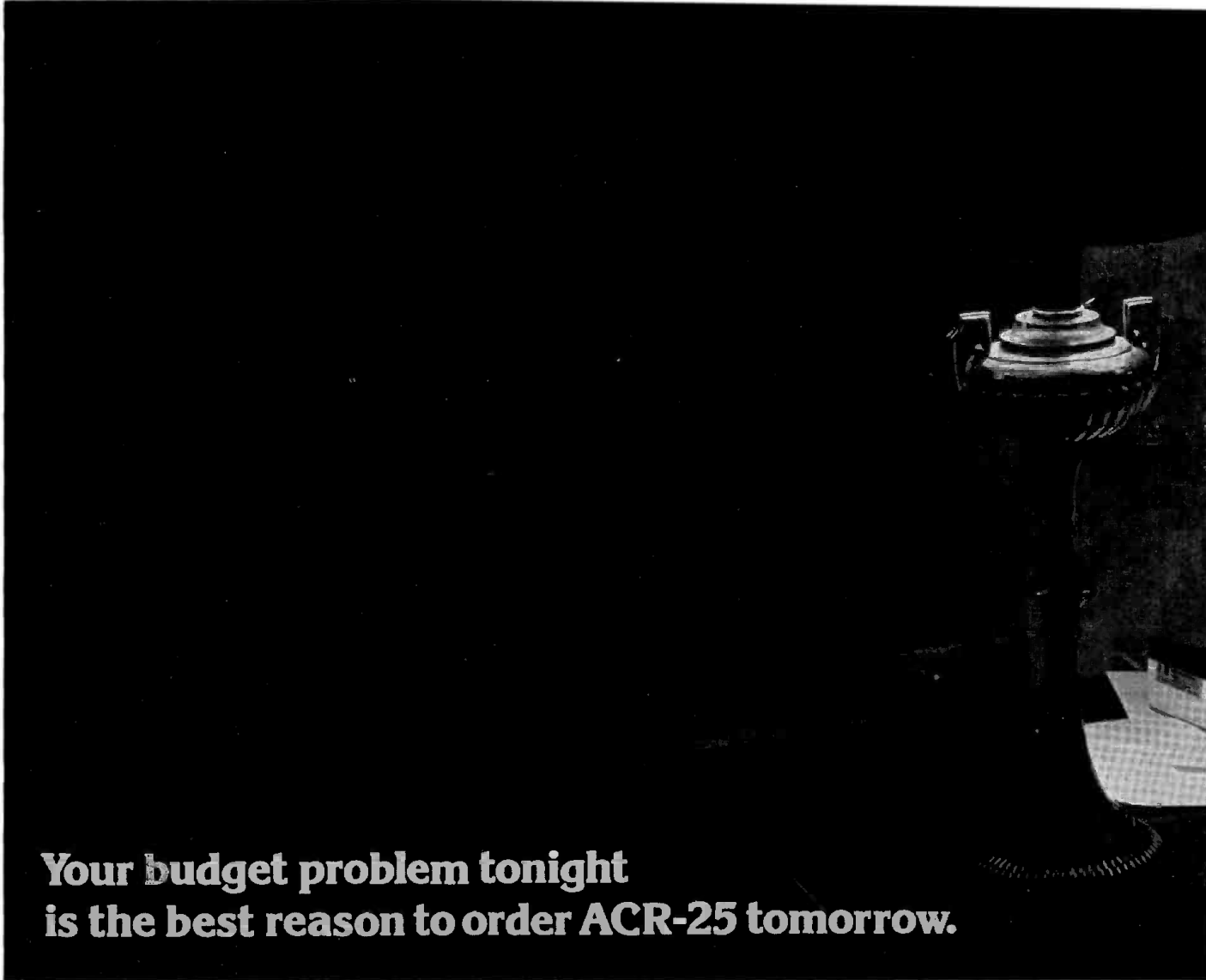
Fred Harms
CATV
DIVISION



Carl Young
NEWSPAPER
DIVISION

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631



Your budget problem tonight is the best reason to order ACR-25 tomorrow.

Late at night, these are some of the questions the dollar-conscious station manager asks himself.

Do I need a cassette VTR now? Why not wait until times are better?

If you want to save money now you need it now. The higher your spot volume, the faster a cassette VTR will pay for itself.

By adding automation capabilities you cut hours of man-effort and free your VTR staff for other assignments. And by adding production capabilities you bring in a new source of station revenue.

What are the choices?

There are two. One is only a spot player. The other is an automatic cassette VTR: our ACR-25.

How do they differ?

Basically, in terms of flexibility, speed, and overall capability.

For example, the ACR-25's exclusive choice of sequential or random access allows your operators to load and reload cassettes faster, program routinely or make last-minute changes without panic.

Will my spot programming needs change?

Count on it. It is a fact of life that the

number of impressions an advertiser can deliver on TV for his brand is dramatically declining, and his budget can't keep up. An independent study estimated that a \$5 million nighttime TV budget in 1965 bought him 38 impressions on all women, 18 years and over. In 1975: 22. In 1985: only 13.

Which means commercials will become shorter. Watch for twenties, fifteens, and soon the basic commercial length: 10 seconds.

Only ACR-25 can play 10 second spots back-to-back.

Is automation really necessary? Now?

Make no mistake; one day, very soon, you must automate your station to streamline the operation and cut costs. Tight money, today, is accelerating automation. Station managers in markets of all sizes are looking to automation today, not in the future, in order to save overhead dollars right now.

What is full automation like?

Your operator merely loads all your short segments—taped commercials, promos, off-the-air clips, news inserts, editorials, everything—at random into your computer-controlled, automated ACR-25 system.

The system writes its own Table of Contents, memorizes each segment, makes up a Playlist, programs it in the order you command, then executes with split-second, error-free timing.

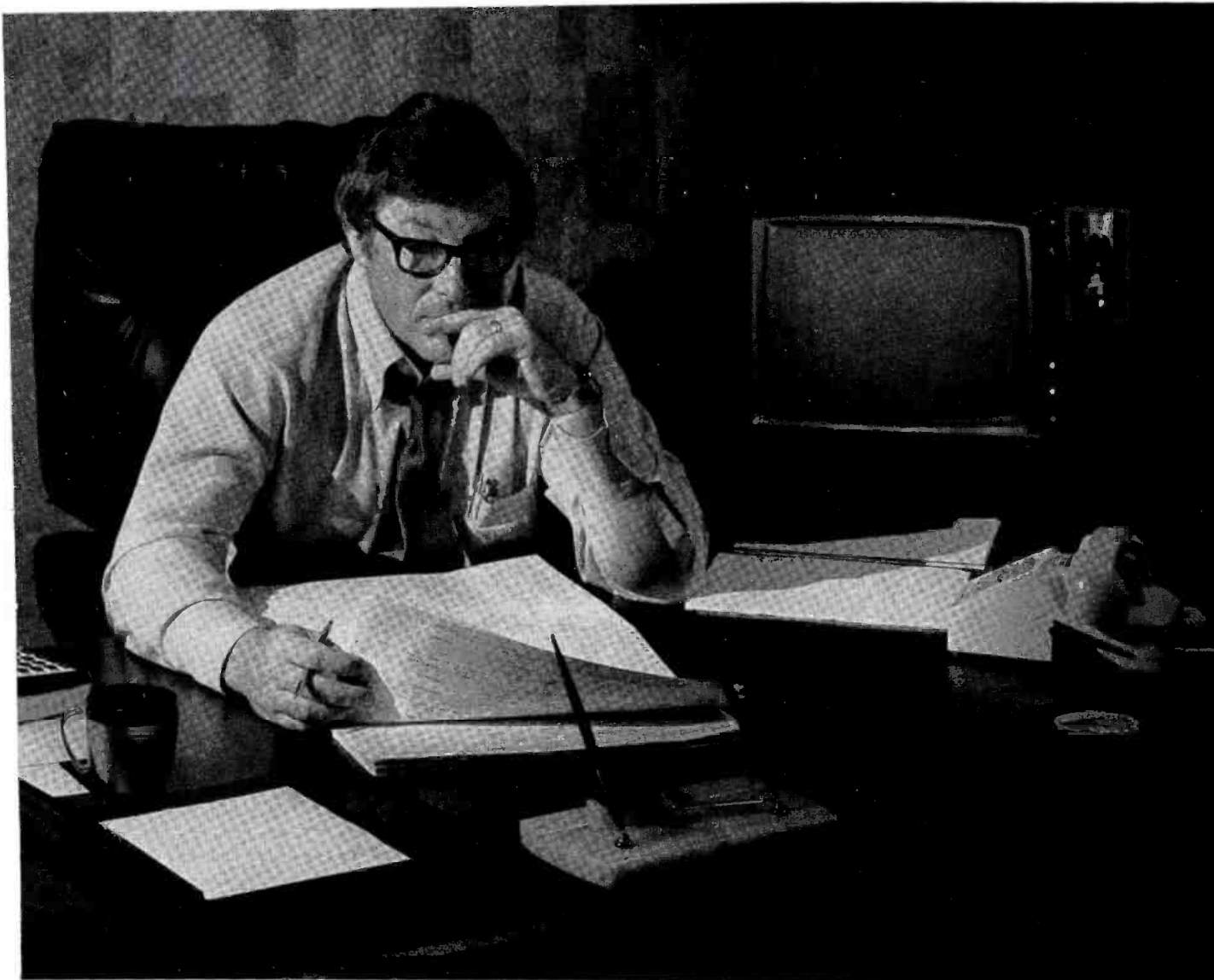
All your operator does is replace cassettes with new ones (reloading, again, at random), and he is free for other duties for up to a half day or more.

How can ACR-25 help me make money on production?

Whether you seek outside production volume or not, ACR-25 will free up reel-to-reel recorders and give you creative options you've never known before.

Use ACR-25 as the master when you make cassettes or reel-to-reel dubs. Record slides with audio. Promos. ID breaks. Dealer tags. Hitchhikers. Open and close billboards for live, on-camera shows. You can even produce prerecorded, pushbutton shows that mix live shots, film, and tape footage.

You'll find ACR-25 particularly useful for recording and editing news or sports segments off a network feed. It's a fact: in minutes you can edit what took you hours before.



What's my return on investment?

Money saved today and tomorrow. Plus a great deal more capability.

When the time comes for you to fully automate your station, you would have to get rid of anyone else's expensive equipment and buy the ACR-25 anyway, because it is the only cassette VTR with full computer control capability.

Until then, it will act as a time-saving, superior spot player, and a money-making, sophisticated production machine.

I'd rather save dollars than hours.

During tight budget days, it is understandably tempting to think this way. A station manager may think that because a spot player makes life easier for his tape room people he can do without it. **Wrong!** The ACR-25 makes their lives more efficient. And so the station becomes more efficient.

Wise station managers know that hours are dollars. They carefully add up the ACR-25's time-saving, cost-cutting benefits in terms of their own operation.

It is the most complete broadcast/production unit ever conceived. No matter how you use it, it saves money,

manpower, and mistakes, making it the only logical choice for every short-range budget problem.

But we just don't have the dollars right now.

You may surprise yourself. Many stations have discovered we can tailor financing to their needs, long term or short.

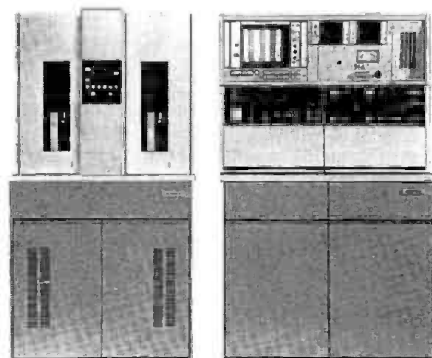
Whatever is to your advantage—a lease, tax consideration, low monthly payment, low interest rate—chances are our finance program can help. Also, our trade-in values have never been higher.

So call us in. You might even be able to fund ACR-25 out of your operating budget.

Today's economy is not your enemy if it helps you discover ACR-25. It can help you open the door today to a future of increased efficiency and profit. For more details, contact your local Ampex Broadcast Video Sales Engineer, or write for full information.

AMPEX

Ampex Corporation
Audio-Video Systems Division
401 Broadway
Redwood City, California 94063



ACR-25

KLAS-TV Las Vegas: The Katz Agency, New York ■ WLEE(AM) Richmond, Va.: Blair Radio, New York ■ KOIN-AM-FM Portland, Ore.: Avco Radio Sales, New York ■ WVOL(AM) Nashville, WVAS-AM-FM Philadelphia and KNTD-FM Wichita Falls, Tex.: Bernard Howard & Co., New York ■ WENA(AM) Chicago: Caballero Spanish Media Inc., New York ■ WOUR-FM Utica, N.Y.: Marv Roslin Inc., New York.

Pattie steps out. After 35 years of distribution in only 10 major Eastern markets, York Peppermint Pattie will go national this month with network TV campaign in prime time and spot-TV effort in fringe periods in 20 major markets. Mint candy is manufactured by Peter Paul Inc. in York, Pa., and decision to go national dictated opening of new facility recently in Chicago. Campaign, created by Dancer-Fitzgerald-Sample, New York, consists of tongue-in-check vignettes in which ordinary people, including housewife, secretary, construction worker and commuter, give elaborately poetic and dramatic descriptions of "sensations" they get when they bite into York Peppermint Pattie. Commercials close with line: "Get The Sensation. From Peter Paul."

Flying with broadcast. In its first use of broadcast, Emery Air Freight Corp., New York, has begun spot-TV campaign in New York, Chicago and Los Angeles and spot-radio drive in Boston, Cleveland, Atlanta, San Francisco, St. Louis, Kansas City, Detroit, Milwaukee, Indianapolis, Houston and Hartford, Conn. In these latter markets, spot TV will begin in March. Emery and its agency, Della Femina, Travisano & Partners, New York, tested broadcast before launching full-scale effort to reach occasional users of air freight rather than regular shippers reached by the business and trade press.

Botway moves. Clifford A. Botway Inc., New York, media buying service, has moved to 800 Third Avenue (10017). Telephone remains: (212) 421-2800.

Broadcast excluded. Andrew Jergens Co., Cincinnati, is introducing new soap bar, "Nature Scents," with five-month campaign in 100 newspapers, starting in most major markets in February. Spokesman for Cunningham & Walsh, New York, agency for Jergens, said there are no immediate plans to use television and/or radio, but would not discuss media strategy.

TV is consumer's best friend

It outscores other major media in poll of general public

Television was rated the medium that does the best job of protecting the consumer's interests in a poll reported last week by John O'Toole, president of Foote, Cone & Belding, New York.

But, he added, those who put newspapers in first place tended to be better educated and make more money.

Mr. O'Toole, addressing the annual



Veritably. Truth in Advertising Inc., a New Orleans-based organization, normally picks advertisers to complain about, but in two cases it's handing out tributes instead, recognizing "excellence in advertising" in 1974. Both recipients happened to be airlines: Delta and Eastern. Thomas B. McFadden (l), Eastern's senior vice president, public affairs, accepts a plaque from Hugh B. Exnicios, TIA's national director, at a luncheon in New York Jan. 20. With them are Theodore G. Keller (second from l), Eastern vice president, advertising, and Art Klein (r), management supervisor, Young & Rubicam International, agency for Eastern. TIA's presentation to Delta took place earlier in New Orleans. Two other airlines didn't fare so well: Southern Airways advertising was the target of complaints, still pending, filed by TIA with the FCC, the Federal Trade Commission and the Civil Aeronautics Board in November; and National Air Lines and its agency, F. William Free, are targets of December complaints, filed with the CAB and the FTC respectively, not on grounds that their claim "I'm gonna fly you like you've never been flown before" is sexist, as many feminists contend, but on grounds that it is an unsubstantiated claim of superiority. Mr. Exnicios says TIA is currently preparing complaints it will file with the National Advertising Review Board against the advertising of Lysol, Bluebonnet margarine and Bounty paper towels.

meeting of the International Newspaper Advertising Executives at Hollywood, Fla., said FC&B's Monthly Information Service—a series of surveys in which the Gallup organization polls a national sample of about 1,400 people—asked the panel in November which one of the four major media does the best job of protecting the consumer's interests.

"I wish, as a thoughtful guest, I could tell you newspapers placed first," he said. "The fact is, newspapers were second to television, but significantly ahead of magazines and radio."

"The important thing we found in the tabs, however, was that those naming newspapers had more education, made more money and held more professional positions than those naming television. And they were more likely to live in large metropolitan areas."

"If I were selling newspaper space in this climate of intense consumer questioning, I think I could make something of that."

FC&B spokesmen said in response to questions that 42% of the sample ranked TV first while 26% voted for newspapers, 11% for magazines and 9% for radio, with 12% having no opinion or giving no answer.

Mr. O'Toole blamed "some" consumer negativism toward advertising on newspapers and "a lot" on television—the latter primarily because of its intrusiveness, its interruptive quality and its nonselective (mass) appeals, which Mr. O'Toole noted are also among TV's strengths.

He also saw a continuing increase in "advocacy advertising," which he felt often could not or would not be handled

by broadcasters but which could be "a new source of business [for newspapers] in these troubled times."

More new business went last year to television than to newspapers

Television attracted more new dollars in 1974 than newspapers did, the Television Bureau of Advertising said last week. It cited McCann-Erickson estimates placing TV's new dollars for the year at \$390 million to newspapers' \$315 million. TVB sources said this had happened only once before, in 1970. Roger Rice, TVB president, credited it to "television salesmen aggressively documenting the medium's ability to generate sales to a growing circle of businessmen."

Privately, TVB sources cited the new-dollar comparisons as TVB's answer to charges being raised by newspaper leaders since TVB announced its intention of going after advertisers' newspaper budgets. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, told the International Newspaper Advertising Executives convention last week that in the retail field, which "represents the backbone of our business," newspapers "are facing more aggressive, more hungry and, in some cases, more unscrupulous competition from broadcasters than ever before." He said that "we think this overly aggressive selling is going to backfire" and that the Newspaper Advertising Bureau will "make

WIN A UNIROYAL AWARD WITH YOUR HIGHWAY SAFETY STORY.

For "outstanding journalistic efforts that create a greater public awareness of the need for constant caution on the highway," Uniroyal annually honors five newsmen and women — one each from the categories of newspapers, general magazines, radio, television and trade publications — and provides five \$1,000 scholarships to the journalism schools

selected by the winners. The competition is open to all writers and photographers from the five categories. Winners for 1974, and the schools they have selected to receive the awards, are listed below. 1975 entries, for stories which appeared in print or were broadcast between September 15, 1974 and September 15, 1975, are now being accepted.

1974 UNIROYAL JOURNALISM SAFETY AWARD COMPETITION WINNERS

"We believe that the media have influenced and will continue to influence the public to improve its driving skills, pay closer attention to proper selection and maintenance of auto safety equipment, and ultimately save lives. We consider it an honor to recognize the outstanding contributions of the following winners for 1974."

W. H. Schmalz, President
Uniroyal Tire Company



Radio: George Nicholaw, vice president and general manager KNX Radio, Los Angeles, for a series of editorials covering highway accident situations. He selected the Journalism Department of California State University at Los Angeles to receive his award.

Magazines: Mrs. Julie Candler, automotive editor, *Woman's Day* magazine, for her feature on products available to make the auto a safer place for children. She chose the Journalism Department of Wayne State University for her award.



Newspapers: Mrs. Jean Cronan, formerly editor of the *Palisadian* and the *Bergen Bulletin*, two weekly New Jersey newspapers, for her safety series that used local accidents to call attention to driving hazards. She selected the Columbia University Graduate School of Journalism to receive her award.

Television: Gene Strul, news director, WCKT-TV, Miami, for his documentary on hitchhikers and the dangers they pose to themselves and motorists. His award went to the Miami-Dade Community College Department of Journalism.



Trade Publications: Richard Cross, feature editor, *Commercial Car Journal*, for his article on the problems truckers face on the highway. He selected the Charles Morris Price School of Advertising and Journalism to receive his award.

UNIROYAL JOURNALISM SAFETY AWARD COMPETITION

1975 Entry Form 1975 deadline: September 15, 1975



To: Safety Competition
Uniroyal, Inc.
Box 723389
1230 Avenue of the Americas
New York, N.Y. 10020

Title of story/broadcast _____ Date appeared _____
Entry category () Newspaper () Magazine () Radio () Television
() Trade Publication
Publication/station _____
Name of entrant _____ Title _____
Address _____ City _____ State/zip _____
Statement of story's objectives: _____

Please submit four tearsheets, an audio tape or a video tape of the entry.

sure there isn't a newspaper salesman in the country who isn't powerfully armed to fight back against this great onslaught of baloney."

TVB is girding TV salesmen to fight back, too. It has scheduled regional sales meetings, for members only, to be devoted exclusively to ways of moving advertising dollars from newspapers to television, in six cities ("Closed Circuit," Jan. 13): Chicago May 5, Seattle May 7, San Diego May 9, New Orleans May 16, Atlanta May 21 and Boston May 29.

Supermarket spending increased in 1974 on TV

Safeway leads the way with near-50% increase in first nine months of the year

Food chains increased their use of television by 20% to a total of \$56.1 million in the first nine months of 1974, the Television Bureau of Advertising reported last week.

Safeway was number one for the period with a 49% increase to \$5,376,300. Pantry Pride boosted its outlays by 813% and passed the \$2.5-million mark, and Von's, Alpha Beta and IGA showed gains of 657%, 353% and 103% respectively. A&P was the main defector, cutting its nonnetwork TV spending 53% to \$4,489,900.

TVB's top 15 based on figures compiled by Broadcast Advertisers Reports, are shown below:

Chain	Jan.-Sept. 1973	Jan.-Sept. 1974	% Change
1. Safeway	\$ 3,617,600	\$ 5,376,300	+49
2. A & P*	9,593,700	4,489,900	-53
3. Winn-Dixie	4,234,500	3,903,300	-8
4. Kroger	3,215,900	3,294,000	+2
5. Pantry Pride	278,300	2,541,800	+813
6. Acme	1,932,900	1,974,500	+2
7. Von's	244,100	1,848,200	+657
8. Seven Eleven	1,307,500	1,805,900	+38
9. Shop Rite	933,100	1,772,000	+90
10. Jewel	927,400	1,517,800	+64
11. Alpha Beta	285,100	1,290,400	+353
12. Publix	749,600	1,201,000	+60
13. Ralph's	684,200	1,189,600	+74
14. Pathmark	1,110,600	1,161,100	+5
15. IGA	505,300	1,027,700	+103
Total top 15	\$29,619,800	\$34,393,500	+16
Category total	\$46,706,400	\$56,061,500	+20

*A & P invested an additional \$996,200 in network. Jan.-Sept. '73.

Radio campaign sought to end recruiting ban

Paid ads on AM-FM to have specific values to military, says RAB's David

The Radio Advertising Bureau called upon radio broadcasters last week to "mount an intensive effort" to lift the ban on paid military-recruitment advertising on radio, now that the House Armed Services Committee has a new chairman ("Closed Circuit," Jan. 27).

Representative F. Edward Hebert (D-La.), regarded as the principal architect of an appropriations bill prohibition



Quid pro quo. Dancer-Fitzgerald-Sample Inc., New York, gave a party for station representatives and New York TV station salesmen as its way to say "thank you" for their cooperation by working late and on weekends to place schedules for 30 of the agency's products during the first quarter of 1975. On short notice, the mission was accomplished to D-F-S's satisfaction. Eighty persons attended the celebration at the agency's New York office, including (l. to r.) M. S. Kellner, managing director of the Station Representatives Association; Ave Butensky, senior vice president and senior associate media director, D-F-S; Frank Pfaff, account executive, WNEW-TV New York and Dave Bell, account executive, WPIX(TV) New York.

against paid recruitment advertising on either radio or TV, was voted out of the committee chairmanship two weeks ago and replaced by Representative Melvin Price (D-Ill.).

Miles David, RAB president, said encouraging the paid use of radio for recruitment would not only be equitable, eliminating the present bias that favors print media, but would also be in the national interest. There are too many calls upon radio's public-service time for recruitment to get as much time as it needs without paying for it, he said.

Mr. David said he would seek to organize a cooperative effort with the National Association of Broadcasters to get the ban lifted. But, he added, "we feel radio's campaign to be recognized in the mili-

tary budget should be totally apart from television, because we believe the case for radio is much stronger than the case for television."

He said any effective recruitment campaign must reach two population groups—potential recruits and their parents, teachers and others who may influence them. "Clearly," he said, "radio is the more logical choice for an effective campaign to reach young men and women who are harder to reach efficiently in television. At the same time, radio's production costs are modest enough that a separate campaign could be created for radio to reach parents and teachers of young prospective recruits."

ANA, food firms want more time on nutrition ads

FTC is asked to extend date for comments on rulemaking; some also want proceeding to be fully adversary

In recent weeks the Federal Trade Commission has received more than 20 petitions from food advertisers seeking to extend the deadline for comment on the FTC's proposed nutrition advertising rule. Two more have asked that the rulemaking procedures be altered.

The Association of National Advertisers has asked that the deadline be postponed from Feb. 5 to Aug. 5. Calling the commission's proposed rule, which was unveiled early in November 1974, a "herculean labor," the ANA petition said "the promise will be aborted in the performance" if the FTC does not give all parties enough time to analyze the complex proposal and prepare arguments for or against it.

The other petitions for extending the comment deadline have asked for anywhere from 30 days to one year beyond the present date, according to William D. Dixon, assistant director for rulemaking

BAR reports television-network sales as of Jan. 19

ABC \$34,478,100 (27.8%); CBS \$43,494,200 (35.1%); NBC \$45,971,700 (37.1%)

Day parts	Total minutes week ended Jan. 19	Total dollars week ended Jan. 19	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	101	\$ 621,600	214	\$ 1,364,000	\$ 933,000
Monday-Friday					
10 a.m.-6 p.m.	952	9,636,000	2,402	27,947,900	25,024,600
Saturday-Sunday					
Sign-on-6 p.m.	287	4,290,700	788	15,291,000	13,875,700
Monday-Saturday					
6 p.m.-7:30 p.m.	102	2,346,500	265	7,219,100	6,953,300
Sunday					
6 p.m.-7:30 p.m.	16	345,200	45	1,402,200	1,814,800
Monday-Sunday					
7:30 p.m.-11 p.m.	395	22,526,100	1,075	62,895,000	67,895,100
Monday-Sunday					
11 p.m.-Sign-off	199	3,810,600	460	7,824,800	5,353,000
Total	2,052	\$43,576,700	5,249	\$123,944,000	\$121,849,500

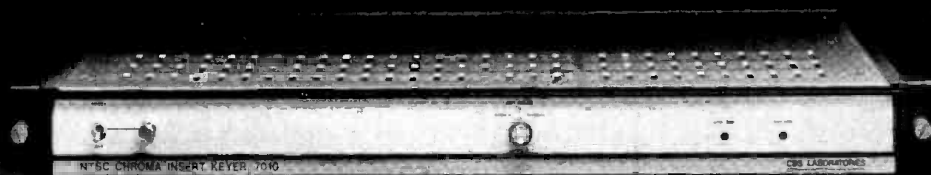
Source: Broadcast Advertisers Reports

Here's a new Chroma Insert Keyer that's clear and simple.

Simple, because it has "zero-H" delay which means no installation and retiming hassle, since through delay is less than 25 nanoseconds! And clear, thanks to a unique comb filter which minimizes noise and color-edge crawl from the key signal.

With this new Chroma Insert Keyer, there's no need for a separate insert keyer, or separate RGB switcher. The unit is also equipped with a remote control unit and 50 feet of cable for easy operator control.

The Model 7010, NTSC Chroma Insert Keyer, from CBS Laboratories. It's that clear and simple.



CBS LABORATORIES

A Division of CBS Inc.
227 High Ridge Road, Stamford, Connecticut 06905

at the FTC. Mr. Dixon said about half of the time petitions have already been put before the commission and with the filing deadline this Tuesday, a ruling was expected last week.

In a second petition, the ANA asked that the commission structure the food advertising rulemaking as an adversary proceeding, giving the opponents to the proposed rule a chance to rebut the arguments of the advocates, then giving both sides a chance to rebut the arguments of the presiding officer (in this case, Mr. Dixon) for the proceeding.

As things stand now, both opponents and advocates would submit their comments and live presentations concurrently,

with limited cross-examination permitted (only the presiding officer can determine which, if any, questions should be asked) on "disputed issues of material fact."

Until now, even limited cross-examination has not been permitted in FTC rulemaking proceedings, but it is now allowed through recently enacted legislation. Mr. Dixon said the commission staff is currently revising its procedures to bring them in line with the statute, but it is "not an easy thing for us to do," Mr. Dixon said.

Mr. Dixon was not certain how the ANA petition would be dealt with, or when, but it is clear that ANA is asking for more than cross-examination on "dis-

puted issues of material fact." For his part, Mr. Dixon wondered if ANA's suggestion for an adversary-type proceeding would be practicable in this case. He said he doubted that people concerned about the proposed nutritional advertising rule could be neatly divided into categories for and against. Most people, he said, "are going to fall somewhere in between."

1975 GAVEL AWARDS

18th Annual Awards for Excellence

American Bar Association awards in recognition of outstanding public service by newspapers, television, radio, magazines, motion picture and theatrical producers, wire services and news syndicates for "increasing public understanding of the American system of law and justice."

Two different awards are presented: The Gavel Award and the Certificate of Merit.

Gavel winners will be honored in August at a special awards luncheon in Montreal, attended by distinguished judges, lawyers, bar leaders and government officials.

Materials published, broadcast or presented during the period of January 1, 1974, to December 31, 1974, are eligible. Entries must be postmarked not later than March 1, 1975.

Entry form and complete information may be obtained by writing to: Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago, Illinois 60637.

Gavel Awards Classifications

Newspapers

- I: 50,000 circulation or under
- II: 50,000 to 200,000
- III: 200,000 to 500,000
- IV: 500,000 or over

Newspaper Magazine Supplements

- I: 200,000 and under
- II: 200,000 to 500,000
- III: 500,000 and over

Television

- I: Network Produced Programs
 - a) Documentary/Educational
 - b) Dramatic
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Markets
- IV: Programs Produced by Stations in Markets 11-50
- V: Programs Produced by Stations in Markets 51 and over
- VI: Educational/Public Broadcasting
- VII: Cable (local origination)

Radio

- I: Network Produced Programs
- II: Programs Produced by Network-Owned Stations/Group Produced Programs
- III: Programs Produced by Other Stations in Top 10 Metro Areas
- IV: Programs Produced by Stations in Metro Areas 11-50
- V: Programs Produced by Stations in Metro Areas 51 and over
- VI: Educational/Public Broadcasting

Magazines

- I: 200,000 Circulation or under
- II: 200,000 to 1,000,000
- III: 1,000,000 and over

Other Media

- Wire Services
- News Syndicates
- Motion Picture Producers
- Theatrical Producers or Groups
- Book Publishers

IDC Services folds tent on advertising monitoring unit

However, Roth says larger function in commercial talent payments remains in healthy condition

The Teleproof II TV-commercial monitoring service of International Digisonics Corp. has fallen victim to the recession after apparently surmounting many of the technical problems that had plagued it for years.

Paul Roth, president of IDC Services Inc., the parent company, confirmed last week that the service has been suspended. He said it had always lost money and "in these times it was just impossible to go ahead."

In the IDC Teleproof system TV commercials were encoded to permit electronic identification for proof of performance. The company repeatedly had trouble with film commercials, where the encoding tended to spread beyond FCC tolerances. It finally gave up on film and concentrated on tape commercials, which apparently presented no such problems. Mr. Roth said last week that all the bugs had been completely eliminated so far as tape commercials were concerned.

When the operation was closed down in January, Mr. Roth said, Teleproof II was being used for approximately 40 advertisers and represented \$400,000 to \$500,000 in annual revenues. But it was still a losing operation. He declined to say how much it lost, except "a lot." About 30 employees were let go at the closing, he said.

Mr. Roth emphasized, however, that commercial monitoring was only a small part of IDC Services' business. The basic part and still growing, he said, is handling payment of talent in commercials, through IDC's Talent & Residuals Inc. He said this company handles about 75% of the estimated \$100-million annual payroll for talent in commercials and is in the process of expanding. It represents approximately 90% of IDC Services' total revenues, Mr. Roth said.

Sterling C. (Red) Quinlan, well-known former ABC and Chicago broadcaster, is continuing as a broadcast consultant to IDC, based at IDC's Chicago headquarters, Mr. Roth said. IDC and its Talent & Residuals also have offices in Los Angeles.

Network TV up 10.4%. Network TV billings passed the \$2.25-billion mark in 1974, reaching a record \$2,256,519,100 on a 10.4% rise from 1973's \$2,043,634,300, the Television Bureau of Advertising reported last week on the basis of estimates compiled by Broadcast Advertisers Reports. Daytime billings increased 11% on the strength of a 15.9% rise in expenditures in Monday-Friday daytime and a 1.9% increase in weekend daytime outlays. Nighttime billings advanced 10.1% to exceed \$1.5 billion. For December, the three-network billings total rose 10.7% to \$223,271,600. Monday-Friday daytime billings were up 30.4% while weekend daytime was off 13.8%. Nighttime billings gained 12.3% in December.

	December			January-December		
	1973	1974	% chg.	1973	1974	% chg.
Daytime	\$ 68,260.5	\$ 73,504.5	+ 7.7	\$ 662,618.2	\$ 735,331.9	+11.0
Mon.-Fri.	33,152.6	43,246.8	+30.4	427,669.8	495,845.5	+15.9
Sat.-Sun.	35,107.9	30,257.7	-13.8	234,948.4	239,486.4	+ 1.9
Nighttime	133,358.3	149,767.1	+12.3	1,381,016.1	1,521,187.2	+10.1
Total	\$201,618.8	\$223,271.6	+10.7	\$2,043,634.3	\$2,256,519.1	+10.4

	ABC	CBS	NBC	Total
January	\$ 56,380.6	\$ 63,864.7	\$ 63,512.4	\$ 183,757.7
February	54,457.0	61,603.6	55,467.2	171,527.8
March	61,139.3	69,823.0	62,730.2	193,692.5
April	55,507.8	72,311.2	64,340.8	192,159.8
May	51,540.8	69,349.7	60,576.4	181,466.9
June	47,736.0	58,962.6	51,912.3	158,610.9
July	41,226.9	49,465.4	45,294.2	135,986.5
August	44,218.4	51,261.7	45,335.9	140,816.0
September	59,934.6	64,037.7	66,379.2	190,351.5
October	71,935.2	84,013.9	87,170.8	243,119.9
November	73,040.1	88,040.4	80,675.5	241,758.0
December	60,331.9	88,549.6	74,390.1	223,271.6
Year-to-date	\$677,450.6	\$821,283.5	\$757,785.0	\$2,256,519.1

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These superlatives were taken from the latest RADAR (Radio's All-Dimension Audience Research) study, released last week. The study, by Statistical Research Inc., was conducted in the top-25 ADI markets during two weeks of November 1974 and in the rest of the country in March 1974. It is the 11th consecutive RADAR study sponsored jointly by the ABC, CBS, Mutual and NBC radio networks.

The report issued last week, one of three volumes to be based on this study, provides quarter-hour and cumulative audience estimates for all radio stations (AM and FM) and for affiliated stations of the subscribing networks individually and combined. The report and special tabulation based on it are available to advertisers and agencies on a subscription basis.

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Johnstown and FCC are headed for collision

City is expected to grant new franchise to Teleprompter but commission indicates it will not grant compliance certificate

The question of how far the FCC can go in overruling a local cable-television franchising authority appears headed for a court test in view of the expectation

that Johnstown, Pa., will grant Teleprompter Corp. a new franchise—and the likelihood that the FCC will declare Teleprompter disqualified for a certificate of compliance that would permit it to continue operating there.

The commission has reached a tentative decision—by a 4-to-3 vote—to disqualify Teleprompter because of its involvement in the bribery of city officials in connection with the franchise it received in 1966. The final vote, which will not be taken until an order is prepared—probably within two months—could be different, officials say, but they doubt that it will.

Chairman Richard E. Wiley and Commissioners Charlotte T. Reid, Benjamin

L. Hooks and Glen O. Robinson are said to have constituted the majority, while Commissioners Robert E. Lee, James Quello and Abbott Washburn are understood to have supported Johnstown's right to choose Teleprompter as franchisee. (Mrs. Reid was reported to have switched her vote after initially indicating she would vote against disqualifying Teleprompter; however, one commission official said she had not indicated a firm opinion until she voted for disqualification.)

Meanwhile, in Johnstown, a franchise that would replace the one that expires Jan. 1, 1976, is being prepared, and a special three-member board has decided to recommend that it be used as the basis for negotiations with Teleprompter. The recommendation is expected to be forwarded to the mayor within two weeks. And observers are convinced that Johnstown will award the franchise to Teleprompter. A two-day hearing on the issue last month produced a score of citizens who expressed satisfaction with the service Teleprompter is providing—none who were dissatisfied.

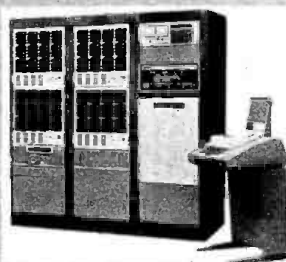
Commissioner Quello, who led the fight in behalf of Johnstown's right to choose its franchisee, is said to have argued that the commission's delegation of franchising authority to nonfederal officials was unequivocal.

The majority, on the other hand, was said to have argued that the commission should not deny itself the authority to step into local situations when it feels it necessary. "Could the commission permit a totally corrupt city council to grant a franchise?" was the kind of question that one source said summed up the majority's concern. In Johnstown, the only member of the city council that granted the Teleprompter franchise in 1966 is now the mayor, and he had voted against the grant.

The scenario of what would happen in the event the commission held to its tentative decision to disqualify Teleprompter was provided last week by Leo George, Washington counsel for the city. "We can still give the franchise and then fight it out in court," Teleprompter would also be expected to appeal.

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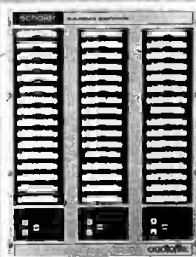
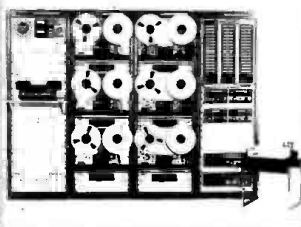
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One more one last chance

The FCC is making one more effort to bring AT&T and the cable industry together on the issue of pole-attachment rates. The two sides had reached what appeared to be an impasse in December, and FCC Chairman Richard E. Wiley indicated he was about ready to call the negotiations a failure, and to ask the commission to assert jurisdiction over pole-attachment agreements (BROADCASTING, Dec. 23, 1974).

However, he said at the time he had some ideas for bringing the two sides together that he would like to try. So the commission staff last week brought the two sides in for further talks—but separately. On Monday, representatives of AT&T made a two-hour presentation to members of the General Counsel's Office, the Cable Television and the Common

Carrier Bureaus. On Tuesday, National Cable Television Association officials had their turn with the same staffers.

Now the staff's job is to work out a formula for developing pole-attachment rates. If the formula is turned down, it is a virtual certainty that this time the commission will assert jurisdiction and impose a formula on the two sides.

Cable-network tiff over films subsides

ABC, NBC make it clear they plan no lock on movies; CBS agrees to waive exclusivity

A controversy over alleged "warehousing" of feature films by the television networks appeared to be dying down last week, a month after it blew up in a telegram to the FCC and letters to the Department of Justice and Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee.

Robert Weisberg, president of Tele-Mation Program Services, which represents some 20 pay-cable systems serving more than 70,000 subscribers, made the charge against ABC, CBS and NBC in connection with three movies he said had been denied him because of contracts the distributors had signed with the networks.

The movies were "Tamarind Seed," licensed to ABC; "Super Cops," to CBS, and "Night Flight From Moscow," to NBC. All are less than two years old, and thus, available for pay-cable showing under FCC rules. But the contracts that MGM ("Super Cops") and Embassy Avco ("Night Flight from Moscow" and "Tamarind Seed") signed with the networks, Mr. Weisberg claimed, denied them to pay cable.

The commission found the charge particularly interesting since the networks, in response to questions at the commission's oral argument on pay-cable rules in October (BROADCASTING, Nov. 4, 1974), said they no longer require exclusivity against pay cable in the first two years of a movie's release. So Cable Television Bureau Chief David Kinley was instructed to get the networks' response to the charge.

Sinclair Gearing, an attorney with the Justice Department's Antitrust Division, expressed interest, in a letter to Mr. Weisberg, and said that if the department's hopes that the commission will afford cable television "the immunity from broadcaster interference it needs to grow to its full stature" are frustrated, the division will be "obliged to consider whatever remedies are available." He asked for any further information Mr. Weisberg might have regarding "particular transactions that would tend to disclose closely parallel patterns of activity by the networks that disadvantaged cable in competing with them for programing."

As for Senator Hart, who has already expressed interest in charges that broadcasters engage in "warehousing," an aide, Gerald Hellerman, said the office would "follow up" on the charges.

By last week, however, Mr. Weisberg was reporting that "Tamarind Seed" and

"Night Flight From Moscow" had been made available for pay cable and that he was hopeful "Super Cops" would be too.

But as far as the networks were concerned, it was mountains-out-of-molehills time.

NBC branded the charge against it "false," declaring that it does not demand the kind of exclusivity complained of. It said its contract for "Night Flight From Moscow" had been entered into in September 1973, on a 1966 form that contained "boiler plate" provisions standard for such contracts in the 1960's that would have barred the film to all other forms of television.

Once it became aware of Mr. Weisberg's complaint through the press, the

network said it telephoned Avco Embassy with instructions to make the film available for pay cable.

As its response, CBS reported a sequence of events indicating it signed the contract for "Super Cops" in July and reported in October plans for a "prospective change" in the exclusivity clause of new contracts. It also said it waived its exclusivity in December to permit a Los Angeles pay cable operation to use "Super Cops."

ABC said Mr. Weisberg was "misinformed" if he believes an ABC contract prevented him from obtaining "Tamarind Seed." It said its contract with the producer permits pay-cable exhibition of the film.

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Loaded agenda for NCTA board meeting

Election of officers, FCC's proposal for sports blackouts, OTP's cable bill, and budget are all up for action

The board of directors of the National Cable Television Association meets today in Atlanta to elect officers for the coming year and to decide strategies for dealing with the threat of a cable sports blackout and the cable legislation proposed by the White House Office of Tele-

communications Policy.

The proposed slate of officers is Rex Bradley, current vice-chairman, as chairman; Burt I. Harris, vice-chairman; Alfred R. Stern, secretary, and Barry Zorthian, treasurer.

The FCC proposal to prohibit cable systems from carrying distant sports events when a local contest in the same sport is being held is expected to be debated extensively, but there was no indication last week of the course of action the association could take in opposing the proposal.

Similar extensive discussion is anticipated on the OTP cable bill. Henry Goldberg, OTP general counsel, is scheduled to appear before the board to explain

the bill's provisions and to seek support from both the association and its members. The legislation, which would strip the FCC of practically all jurisdiction over cable, is regarded with mixed feelings by many cable operators who feel, according to one source, that it would "only put into law regulations written to favor broadcasters. At least with the commission you can go back in two or three years and petition for a change. With a law, even with one that gives something to cable like this one, it's written in stone and there's no way to get it changed for 10 years."

The board is also expected to discuss the FCC Federal-State-Local Advisory Committee proposals on nonduplicative regulation, reregulation and pole attachments, and the April New Orleans national convention and the association's '75-'76 budget of \$1.18 million.

Besides reports from its own committees on such items as pay cable and satellites, the board is also scheduled to hear in open session research and development reports from Don Curran of Kaiser Broadcasting on cable and UHF, Sid Topol of Scientific-Atlanta on the work of the broadband committee of the Electronic Industries Association, Joseph Stern of Goldmark Communications on business data use of cable and from Dan Mezzaliguia on the status of manufacturers' R&D efforts.

Cable Briefs

Kicked out. Teleprompter Corp. will shut down operations of its Continental Cablevision system in Sault Ste. Marie, Ont., on Feb. 28 as result of court conviction on charge of operating system without license since April 1968 when new Canadian cable regulations went into effect. TPT could have been fined \$1,000 per day. District court judge, I. A. Vannini, who imposed total fines of only \$2,500, said that corporation had exhibited "a defiant attitude toward the Canadian Radio-Television Commission and the laws of the country, probably because in their ivory tower in New York City they felt immune, untraceable and unreachable."

Plug. *Signal Leakage and Interference Control*, field-tested, 39-page manual edited by Delmer Ports, vice president for engineering, National Cable Television Association, is now available from NCTA. Step-by-step procedures for control of signal leakage are described and pictured, and FCC regulations of signal leakage are explained. \$5 for members, \$8 for others.

Appealed. Two community groups have appealed FCC's denial for reconsideration of its ruling on Focus Cable Of Oakland (Calif.) Inc., cable system. Community for Open Media and Community Coalition for Media Change claimed commission erred in determining that Focus is grandfathered system (in existence before March 31, 1972) and thus exempt from compliance with current signal carriage rules until March 31, 1977 or date franchise expires.

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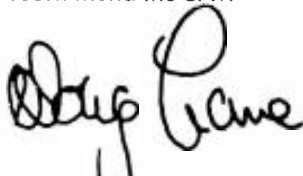
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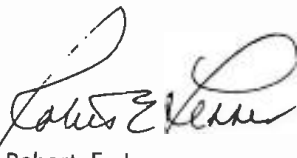
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Programing

A rerun on reruns

Question of whether or not FCC should impose definite limitations—and how it might be done—draws expected no from networks, unqualified yes from Hollywood groups

The three major television networks and various Hollywood industry groups have again taken predictable and opposing stances on prime-time network reruns. In comments filed last week at the FCC, the former claimed any rerun restriction involved programing censorship and economic dictates, and thus was outside of the FCC's regulatory jurisdiction. The latter argued that without commission intervention, the public would be unable to break the "stranglehold" of the three majors over prime-time programing.

The inquiry into the matter of network reruns was prompted by a petition for rulemaking filed in May 1972 by Richard A. Balmuth, a Hollywood film editor. Mr. Balmuth expressed concern that the increasing use of reruns in prime time by the networks was adversely affecting the economic strength of the program-production industry. Mr. Balmuth urged the FCC to adopt a rule that would require the networks to return to a "39-13" schedule—whereby 75% of each season's programs would be new. (Currently, the proportion of reruns to originals in prime time is about 50-50.)

The commission's notice of inquiry into the matter last fall avoided any specific rule suggestions. Four commissioners (Chairman Richard E. Wiley, Charlotte Reid, Glen O. Robinson and James H. Quello) issued concurring statements at the time the notice was released, expressing some doubt as to whether the FCC should, or legally could, involve itself in the rerun issue (BROADCASTING, Oct. 7, 1974).

Comments filed by the networks acknowledged a trend towards more prime-time reruns, although NBC noted that the increase is "less dramatic" than the Hollywood groups suggest. The chief reason behind the increase, said the networks, is the result of spiraling programing costs. NBC claimed that the cost of the average half-hour prime-time episode rose by more than 70% between 1960 and 1968. ABC added that the conversion to color film, "padded costs" at the production level, and the selling practice—whereby a network must purchase rerun rights for daytime use, in order to buy some prime-time episodes after their fifth year—have all contributed to rising programing costs.

The networks noted the escalating costs for their programing and cautioned that any FCC restriction on the amount of reruns aired would have the net result of reducing feature film programing broadcast in prime time and precipitate a return to cheaper "game shows" and foreign productions, neither of which would help the depressed Hollywood production industry. "In no event could the networks regularly invest the amounts of

money now spent on new program production and acquisition, were such programs intended for only one prime time broadcast," said CBS.

The Hollywood Film Council, the Screen Actors Guild and the Writers Guild of America West countered the networks' claim of financial danger if rerun restrictions were adopted. According to them, such restrictions would "merely reduce the inordinate excess profits" now made by the broadcast industry. And on the other side of the fence, the Hollywood groups claimed that the present 50-50 use of reruns is accounting for a total loss in annual production payrolls of \$320 million.

Regardless of who is losing what, the networks contended that economic issues are best left to "market place determination" and not commission regulation. CBS pointed to the FCC's venture into prime-time access—which was designed to solve the problems of the production industry—as proof that the commission should stay out of economic issues. CBS noted that the prime-time access rules had cost the networks a loss of millions, and referred to former FCC Chairman Dean Burch's dissenting opinion, when the first PTAR was adopted, in which he said, "... in the programing field, money is the name of the game."

The networks further argued that any limitation on reruns is tantamount to the FCC dictating programing decisions, a position the commission has continually tried to avoid.

The Hollywood groups, however, saw FCC intervention in a different light. They argued that the courts and the Communications Act have empowered the FCC to be "more than a traffic policeman" concerned with only the technical aspects of broadcasting. The FCC also has responsibility, said the groups, in concerns over general program format and the kinds of programs broadcast. Mr. Balmuth noted that what he wanted the commission to consider was not quality or individual programing, but only the "quantity" of rerun programing broadcast to the public. At the present level, said the American Federation of Musicians, the "excessive amount of reruns creates a cultural wasteland."

The National Association of Television Program Executives and Post-Newsweek Stations Inc. charged that any public interest concern mentioned by Hollywood groups, was a disguise for what is really a "self-serving proceeding." The networks suggested that for most of the TV audience, a rerun does not constitute repeat programing. ABC claimed only one out of seven potential viewers watches a typical program and for the other six a rerun might be desirable. At any rate, said ABC, "it is not for the government to say that the public would be better off with something else."

Another issue raised in the Balmuth petition was whether the FCC should require all reruns to be identified as such on the air. The Hollywood groups favor either a superimposed title or voice-over notice at the beginning of the rerun episode, explaining when the program was

first broadcast on the network.

NBC called the proposed identification requirement "a needless burden on the broadcaster without any benefit to the public." Metromedia Inc. noted that *TV Guide* and various newspaper listings already identify repeats and such identification requirements in any event would not help Hollywood production employment. ABC and CBS pointed to the problem of additional "clutter" on the screen and the administrative difficulties in determining which markets had pre-empted an original episode and thus were not broadcasting a rerun.

'Hot I Baltimore' gets the numbers

But hooker-gay gags turn off three affiliates, prompt nine to delay; also in second season: 'Jefferson,' 'Orlando' score; 'Smothers' droops

Norman Lear's controversial situation comedy *The Hot I Baltimore* (ABC-TV, Friday, 9-9:30 p.m., NYT) chalked up a solid 19.4 rating and 31 share during its first telecast (Jan. 24), despite the fact that three ABC affiliates refused to run it and nine others pushed it back to a later hour.

The three that turned it down were WJZ-TV Baltimore, WPHO-TV Toledo, Ohio, and WJKS-TV Jacksonville, Fla.

"Norman Lear is just testing how far he can go," said Win Baker, president of the TV station group owned by Westinghouse, which includes WJZ-TV. "He's invading new areas of content, but the show has no redeeming value." WJZ-TV also planned to scrap the second episode, scheduled for Jan. 31, according to Westinghouse Broadcasting's president and chairman, Donald H. McGannon. That show deals with a client of one of the hotel's prostitutes, who drops dead in her room. What follows is a whole series of what Mr. McGannon regards as tasteless dead-body jokes. Joel A. Segall, the general manager of WJZ-TV, said in an editorial televised by the station five times last Tuesday (Jan. 28) and Wednesday (Jan. 29) that the corporate management of Westinghouse became convinced that "because of the adult quality of the material, its treatment, and the high level of young people viewing at 9 p.m. Friday evenings, it was not in the public interest to carry this program."

WPHO-TV Toledo had also decided not to carry the second episode because, as the station's president and general manager, Arthur Dorfner, put it, "I was disappointed in the production qualities. It was written and performed badly. Lear himself probably didn't have much to do with the series because it's so far below his usual standards." Mr. Dorfner ran reruns of *Bewitched* in each of the pre-empted periods but he said the word he's gotten is the subsequent *Hot I Baltimore* episodes will not be as controversial, so he may carry them.

Herbert Gold, the program manager of WJKS-TV Jacksonville, declined the show because "I didn't think a situation comedy

about a hooker is appropriate on a non-school night, when a lot of kids will probably still be up."

The ABC affiliates that delayed the Jan. 24 broadcast were WEWS-TV Cleveland; KCPX-TV Salt Lake City; KVII-TV Amarillo, Tex.; WAND-TV Decatur, Ill.; WLUK-TV Green Bay, Wis.; WHBQ-TV Memphis, Tenn.; WRAU-TV Peoria, Ill.; KCAU-TV Sioux City, Iowa; and KMVT-TV Twin Falls, Idaho. Three other ABC affiliates (KITC-TV Boise, Idaho; KULR-TV Billings, Mont.; and KFBB-TV Great Falls, Mont.) also delayed the episode, but that situation was involuntary since the stations fed through KCPX-TV Salt Lake City.

ABC sources said the initial telephone reaction to the Jan. 24 airing of *The Hot I Baltimore* factored out to 120 negative calls in New York and 55 negative ones in Boston. (An additional 30 New Yorkers called ABC to register approval of the show.)

Norman Lear's other second-season entry, *The Jeffersons*, on CBS, continued strong, with a 27.7 rating and a 45 share. Only two share points below its debut week.

Another second-season CBS show, *Tony Orlando and Dawn*, got its best numbers to date (22.1 rating, 33 share) but its second half-hour was up against the first half-hour of a very weak ABC special on the life of Sam Houston, which managed only a 10.1 rating and a 15 share.

NBC's *The Smothers Brothers Show*, which premiered with huge ratings (BROADCASTING, Jan. 20), declined precipitously for the second week in a row and finished third in its time period on Jan. 27 (with a 20.0 rating and a 29 share).

ABC's Jan. 23 premiere of the comedy, *Barney Miller*, made no headway against CBS's *The Waltons* and finished with a 13.3 rating and a 20 share.

Producers' pact stays voided

The Association of Motion Picture and Television Producers Inc. has lost its bid to uphold the 10-year collective bargaining agreement it signed with the Producers Guild of America in 1968. The California Court of Appeals had voided it on the ground that the guild was an "employee group" dominated by employers. And the U.S. Supreme Court has upheld the ruling.

The contract had been attacked in court by six independent producers as one that, as a result of the alleged employer influence, was weaker than those negotiated with management by other Hollywood unions.

California law provides for such suits. And in Hollywood producers fall into two groups—those who simply hire themselves out for individual productions, and those who not only produce but own portions of the company stock. AMPTP, in the appeal the Supreme Court declined to hear, contended that the PGA was not an "employee group" within the meaning of the law.

In another matter the Supreme Court

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let stand the decision of the U.S. Court of Appeals in Denver barring unauthorized taping of recorded musical performances even when the taping company offered to pay royalties to the copyright owner. The case involved the copying on magnetic tape of recordings made before 1972, when musical recordings were brought under copyright protection. But the lower court said the unauthorized taping was a copyright infringement.

WTCN-TV signs with Twins

Minnesota Twins baseball returns to WTCN-TV Minneapolis-St. Paul this spring, according to the station's vice president and general manager, Robert C. Fransen. The American League club's game coverage had been on WCCO-TV there for the past two years. Prior to that, WTCN-TV was the originator for 13 years.

Ray Scott, veteran network sportscaster, and Larry Calton, who did Twins radio-TV last year, will announce a 50-game television schedule (46 road, four home games—with most in prime time). Mr. Scott is also joining the regular WTCN-TV staff as associate sports director with Joe Boyle.

WCCO(AM) Minneapolis-St. Paul will again handle the Twins' radio coverage in 1975. Rights holder for both TV and radio is Midwest Federal Savings and Loan Association, there.

Auto promotion draws fines

Three North Carolina broadcasters have been ordered by the FCC to pay forfeitures totaling \$9,000 for broadcasting lottery information.

The broadcasts were aired in September and October 1973 by Thomasville Broadcasting Co., licensee of WTNC-AM-FM Thomasville; WMFR Inc., licensee of WMFR-AM-FM High Point, and WFMV Television Corp., licensee of WFMV-TV Greensboro. Involved was a promotion campaign of a local automobile dealership in which directions on how participants could win cash prizes after buying a new car were disclosed.

The licensees had argued that the contest was not a lottery, but the commission concluded all the elements of a lottery as defined by federal law—prizes, chance and consideration—were present.

Program Briefs

Still rulebooked. Board of National Academy of Motion Picture Arts and Sciences has voted unanimously against changing rules that have made Ingmar Bergman's "Scenes From a Marriage" ineligible for Oscar consideration this year, on grounds (1) that rules committee already is studying major relationship between TV and movies and (2) that nomination process already was under way. Bergman film was shown on Swedish television in 1973; it began U.S. theatrical exhibition in 1974. Academy rule, it was noted, says that pictures that qualify for consideration that have been exhibited in another medium "are not to be excluded from eligibility provided their first exhibition in another medium has occurred during the same awards year."

Imitation of life. CBS-TV sources say network is developing elaborate made-for-TV movie based on Patty Hearst story. Titled "Cheerleader for the Revolution," original screenplay was authored by veteran TV writer Alvin Sapinsley. It traces life of upper-class young woman who becomes revolutionary when she gets mixed up with terrorist organization.

CPT-Banner. Columbia Pictures Television and Bob Banner Associates, both Hollywood, have entered into arrangement whereby CPT will sell and distribute all Banner-produced TV projects to networks and in foreign and syndication markets. First shows to come under this TV distribution structure are two 90-minute NBC *World Premiere* movies that Banner is doing for network airing this spring: "The Last Survivors," with Martin Sheen as star, and "Journey From Darkness," starring Mark Singer.

'Rascals' reborn. Westfall Productions, New York, is producing new version of 40-year-old "Little Rascals" films as motion picture for theaters this summer, intends to use vehicle for group of TV specials for 1976 and beyond. Charles G. Mortimer Jr., board chairman of Westfall and former senior vice president in charge of TV programming for Wm. Esty Co., New York, says feature, tentatively titled "The New Little Rascals," is being made in association with *Good Housekeeping* and King World Productions, which owns all rights to original

series (produced by Hal Roach) now syndicated to more than 75 TV stations. Mr. Mortimer founded company in 1972 after 15-year tenure with Esty and nine-year association with ABC-TV and CBS-TV in various programming posts. Financing came from Mr. Mortimer's own funds and from his father, former chairman of General Foods Corp., and friends.

Up to 137. Firestone Program Syndication Co., New York, has sold *The New Candid Camera* on 25 additional markets since November, bringing its station total to 137. Among new buyers are WMAQ-TV Chicago, WNAC-TV Boston and WTOP-TV Washington.

Radio rock from BBC. London Wavelength Inc., New York, distributor in U.S. of contemporary music radio programs of BBC, is releasing *Story of Rock*, scheduled for broadcast in 65 markets on or after last Saturday (Feb. 1). Programs cover 24 hours of interviews with leading rock figures and play of their music and are being carried on barter basis.

Up. Writers Guild of America West, Los Angeles, reported last week that residuals from TV went over \$10-million mark in 1974, leaping by more than \$3 million over 1973.

	1974	1973
Television	\$ 8,630,526	\$6,091,595
Pictures to TV	1,684,749	1,121,027
Supplemental markets	15,029	—
Totals	\$10,330,305	\$7,212,622

WGAW acts against KCET

Writers Guild of America, West, last week struck noncommercial KCET(TV) Los Angeles in a dispute over representation of writers on the station staff. The guild, however, did not set up picket lines and the station continued operations. The nub of the difficulties, which have been under negotiation since August, is whether WGAW should represent all writers engaged by the station. The union insists it must; the station insists it will recognize the guild only as bargaining agent for writers of dramatic programs, not for writers of documentaries or of other shows. One of the targets of the WGAW action, it is reported, is the three-year, \$10 million "Visions" project. This program is aimed at getting new and established writers to write for public television.

Six Golden Globes for TV

The British drama import, *Upstairs, Downstairs* (on Public Broadcasting Service), and the new comedy series, *Rhoda* (on CBS), won Golden Globes Jan. 25 from the Hollywood Foreign Press Association as the best TV drama and comedy series.

Telly Savalas for *Kojak* (CBS) and Angie Dickinson for *Police Woman* (NBC) won the best dramatic TV performance awards; Valerie Harper for *Rhoda* and Alan Alda for *M*A*S*H* (also CBS), also won Golden Globes for the best actress and the best actor in TV comedy series.

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News is news in Washington as TV competition sharply escalates

**NBC O&O bets a big budget
in head-to-head scheduling
of local and network programs**

"There's more money spent [for news] per viewer in Washington than in any other market in the country."

That assertion, made by Tom Cookerly, general manager of WMAL-TV Washington, came after months of talent raiding, firings and reshuffling of schedules among

the city's three network outlets. Right now 6-7 p.m. is the most publicized hour on capital television.

The November Nielsens showed CBS-affiliate WTOP-TV, with 162,000 households, holding a slim over-all lead over NBC's owned-and-operated WRC-TV, with 158,000. WMAL-TV, the ABC affiliate, was third with 137,000. When those ratings were computed, however, WRC-TV was splitting its news hour in half, airing the *NBC Nightly News* from 6:30 to 7, and holding first place during that half hour, though the station's ratings fell off sharply between 7 and 7:30 in its second half-hour of local news against the CBS Cronkite show and ABC Reasoner-Smith report.

Metromedia's independent WTTG-TV has stayed out of the 6 o'clock battle and followed the pattern of the group's other unaffiliated stations in programing an

hour of news at 10 p.m. The station's maverick scheduling has paid off: November Nielsens showed WTTG, with 121,000 households at 10-11 p.m., outdistancing the 11 o'clock offerings of its three network-affiliated competitors. Part of the reason for that success is the earlier hour. WTTG's research director, Joe Perry, believes: "This may just be a bad late-night market." Recent ARB data bears him out, showing a 20% drop in sets in use from 10:30-11 p.m. to 11-11:30 p.m.

In the weeks since the last Neilsens, WRC-TV and WMAL-TV have called up troops for a mobilization to unseat WTOP-TV. The NBC O&O brought in Bruce MacDonell from KNBC-TV Los Angeles as news director to institute sweeping changes. WRC-TV's staff has increased by 50% since October, with the number of reporters rising from eight to 15, and film

Management



News



Weather



Sports



Channel Four's MacDonell, Rinker, Vance, Scott and Sheehan



Channel Seven's Moring, Berry, Sarginson, ZeVan and Bassett



Channel Nine's Snyder, Peterson, Robinson, Allen and Wolf

crews from four to seven. The station brought in sportscaster Dave Sheehan from WWTC(AM) Minneapolis who, billed as "The Mouth," has been the subject of heavy newspaper and radio promotion to draw viewers from WTOP's popular Warner Wolf. The veterans on the WRC-TV team, anchors Jim Vance and Glen Rinker and weatherman Willard Scott, are also highly visible on other local media, as is "roving anchor" Fred Thomas, newly hired after he was reportedly unable to reach agreement on a salary figure with WMAL-TV, where he was co-anchor.

WMAL-TV also has brought in out-of-town help. Jerry Moring, a producer with WNBC-TV New York, is now news director. Paul Berry, moved from weekends, is now co-anchor with Wes Sarginson, joined by sportscaster Steve Bassett. Most publicized among WMAL-TV's entries, though, is weatherman Barry ZeVan, a former child acting star brought in from KSTP-TV Minneapolis to compete with Mr. Scott and WTOP-TV's Louis Allen, himself lured from WMAL-TV late in 1974. The costs of this talent merry-go-round are reflected in reported salary figures commanded by weathermen Allen and ZeVan. WTOP-TV has reportedly given the former a five-year, \$500,000 contract. WMAL-TV is paying Mr. ZeVan, Mr. Allen's replacement, about \$70,000 a year.

WMAL-TV and WTOP-TV are each budgeting an estimated \$1 million for their news programming, a figure now vastly overshadowed by the reported \$4 million WRC-

TV is pouring into *News Center*.

With WRC-TV's switch to a solid hour of local news, moving the network broadcast to 7 p.m., the contest is now head-to-head, with each station claiming unique approaches and emphases in its news. WRC-TV's Mr. MacDonell says: "The hour should not be looked on as anything but a total news show"—and viewers may expect to see coverage of both national and local stories in more detail than before. Also central to Mr. MacDonell's philosophy is that "a television audience expects to see a 'show' whenever they turn on the set," and while the station's hard news coverage is not treated lightly, the entertainment element in sports and weather coverage is pronounced. (A violinist on camera accompanied weatherman Scott on *The News Center's* opening night.) A heavy dose of features called mini-documentaries, and a well-staffed consumer-complaint department are also prominent.

WMAL-TV, while building to better its third position, emphasizes the youth-appeal of its news. Mr. Moring calls himself "an absolute bug on local news," and his department's priorities are oriented away from the national scene accordingly. The station relies heavily on correspondents in surrounding Maryland and Virginia areas. An entertainment element isn't absent from WMAL-TV coverage either, as the fast-talking style of Mr. ZeVan seems geared to amusement as well as to information.

At WTOP-TV, as news director Jim

Snyder puts it, "there's a great deal to be said for stability." The station's staff of anchors Gordon Peterson and Max Robinson, Mr. Wolf and Mr. Allen, are familiar to Washington viewers, and in Mr. Snyder's view, among news audiences loyalty counts heavily. In a market in which live "mini-camera" reports abound, the station claims to have run more to date than its competition. No major changes are envisioned at WTOP-TV, but Mr. Snyder cautions: "This is a bad market to get complacent in." The station's daily mix of local, national and feature reporting is under constant analysis.

The rationale for the stations' heavy investment in their local news seems to have two parts. As WRC-TV's Mr. MacDonell says, "If we have something to say, we'd like to say it to the largest possible audience"—and spokesmen for all three stations see those audiences as developing loyalties to other elements of station programming as well as to news. "We look at ourselves first as a news medium," says James Lynagh, general manager of WTOP-TV, and therefore the station that is recognized as first in news is likely to be first in other areas. Tom Paro of WRC-TV, with a large investment in news just made, cautions against strict dollar-for-dollar value comparisons, rather emphasizing "image in the community." "There's no way you recoup those [investments] on the short range," he says. Mr. Cookerly of WMAL-TV looks for his news principally to "gain credibility in other areas" of station efforts.

On a less lofty level, each station is aware of the 11% difference in total households between number-one and number-three in the market, and ratings increases reflect in rate card increases, in a market in which spot prices for 30 seconds during local news time vary from \$200 to \$500. Spot business in the city has held up well under recessionary pressures, and the promise of greater revenues, along with greater station prestige, are responsible for heavy investments—and increased pressure for success—at each station.

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Journalism Briefs

Restriction easing sought. Southern California newsmen, principally Radio-TV News Association of Southern California, are trying to persuade federal judges to rescind tighter restrictions on TV and cameras and radio recorders at Los Angeles-area federal courthouse. Judges issued new rules last week that extended previous rule prohibiting such equipment as well as still cameras in courtrooms and corridors to lobby of building as well as steps outside. Larry McCormick, KTLA-TV Los Angeles newscaster who is president of news association, said he was seeking meeting with judges and, if that fails, organization might go to court.

On top of the news. Bus driver John Miller, with his transistor radio tuned to KGMS(AM) Sacramento Calif., heard newsman Glenn Johnson broadcast bulletin on suspected kidnapping of Andy Lloyd Andersen, 3, by babysitter Betsy

Rock, 24. Minutes later pair matching description given on newscast boarded bus. Driver Miller's notification of police resulted in apprehension within 20 minutes of bulletin.

Power struggle. Public protest against proposed 22% rate hike by Potomac Edison Co., Frederick, Md., energized a 500-watt daytimer last week for three-day marathon for reaction and support. WTRI(AM) Brunswick, Md., collected "over \$2,000 in one and two-dollar contributions," according to general manager Bert Thornton. Fund will be given to Organization for Consumer Justice, Frederick, to challenge PE's request, filed with Public Service Commission, for rate increase.

Election computers. Election Reporting Service, subsidiary of Resource Consultants, Inc., has established new computerization service for 1976 elections. System will offer electronic interfacing of a computer for election results so that local station can have up-to-date look and can compete with networks in terms of display. Service will be fitted to each station's format. Project necessitates 12 to 18 months planning and organization. *Election Reporting Service, 505 North Alvernon Way, Tucson, Ariz., 85711. Will McLain: (602) 326-2440.*

A look at news organizations

A study of the wire services that supply the bulk of U.S. newspaper, radio and TV news—principally AP and UPI, plus some supplementary services—has been authorized by the Twentieth Century Fund. Edward Jay Epstein, *New Yorker* staff writer whose books include *News From Nowhere: Television and the News* (BROADCASTING, May 14, 1973), will conduct the study, which is expected to take two years, the fund announced last week. The announcement quoted Mr. Epstein as saying his purpose was to "analyze the news sources that provide the largest proportion of the information diet available to American consumers" through media that for the most part "do not seek out news for themselves or even shape it."

Newsman ordered to testify

A WGR-TV Buffalo, N.Y., newsman was told he had lost his privilege to withhold eyewitness information on the September 1971 Attica prison riots from pretrial hearings of five inmates charged with the murder of two other inmates during the uprising. Stewart Dan, who talked to the slain inmates during coverage of the riots, was told by New York State Supreme Court Judge Joseph S. Mattina that the newsman had waived his right to withhold information because he had already given it to the grand jury, which handed down the five indictments. In his ruling, Judge Mattina said the Constitution "does not, as it never has, exempted a newsman from performing a citizen's normal duty of appearing and furnishing information relevant to the grand jury's task."

Music

Manilow's 'Mandy' does dandy for newcomer Arista

Bette Midler producer is out with successful album and single for Clive Davis's record label

Barry Manilow's *Mandy*, in its second top-ranked week on the "Playlist," has gone a long way toward establishing Mr. Manilow as the superstar Arista Records is claiming he is. With sales on *Barry Manilow II*, the album from which *Mandy* was taken, nearing top-10 status on all major charts, and with a highly successful club tour just completed, his changeover from producer and arranger to performer is the first major success story of 1975.

Mr. Manilow also brings Clive Davis and his Arista label (formerly Bell) their first chart-topper, and provides the new company with an enviable aura of success (though Bell has long been known as a leading singles label).

Barry Manilow's performing career received its first recognition during his stint as musical director for Bette Midler in her rapid climb to stardom. He opened her shows performing his own material, and remained onstage to lead her band during her sets. In addition, he produced both of her albums (with considerable sales success). The future of Mr. Manilow's association with Bette Midler is unclear, since she has not toured in months, but also because Barry Manilow may feel much more comfortable as a headliner from now on.

To radio audiences just becoming familiar with him as a performer, the Barry Manilow stamp is already quite well known in broadcast advertising: he wrote, arranged, and produced numerous commercial jingles, for McDonald's ("You deserve a break today"), Dr Pepper ("So misunderstood"), Pepsi, State Farm Insurance, and Kentucky Fried Chicken.

His first solo album, released 18 months ago on the Bell label, received some radio reaction, but the company was unable to break a single from it. The second album



Manilow

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The Broadcasting Playlist Feb 3

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. 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. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
1	1	Mandy (3:15) Barry Manilow—Arista	1	1	2	1	
3	2	Please Mr. Postman (2:48) Carpenters—A&M	2	2	1	2	
4	3	Lucy in the Sky with Diamonds (5:58) Elton John—MCA	5	5	3	3	
2	4	Laughter in the Rain (2:50) Neil Sedaka—Rocket	3	3	4	6	
6	5	Best of My Love (3:25) Eagles—Asylum	4	4	6	4	
5	6	Kung Fu Fighting (3:18) Carl Douglas—20th Century	9	9	5	5	
9	7	You're No Good (3:35) Linda Ronstadt—Capitol	6	6	9	8	
7	8	Doctor's Orders (2:56) Carol Douglas—RCA	7	8	7	7	
8	9	Never Can Say Goodbye (2:55) Gloria Gaynor—MGM	8	7	8	9	
14	10	Pick Up the Pieces (3:00) Average White Band—Atlantic	10	16	10	10	
13	11	Morning Side of the Mountain (2:55) Donny & Marie Osmond—MGM	15	10	11	12	
25	▲ 12	Black Water (3:53) Doobie Brothers—Warner Brothers	18	12	13	11	
10	13	When Will I See You Again (2:58) Three Degrees—Philadelphia Int'l.	11	13	14	14	
23	14	Lady (2:58) Styx—Wooden Nickel	19	11	16	13	
12	15	Cats in the Hat (3:29) Harry Chapin—Elektra	13	15	18	15	
17	16	Boogie on Reggae Woman (4:05) Stevie Wonder—Tamil	12	20	17	19	
24	17	Fire (3:12) Ohio Players—Mercury	16	23	12	17	
21	18	One Man Woman, One Woman Man (2:57) Paul Anka—United Artists	14	17	19	22	
11	19	You're the First, the Last, My Everything (3:25) Barry White—20th Century	17	19	15	21	
18	20	Some Kind of Wonderful (3:16) Grand Funk—Capitol	20	18	20	18	
15	21	Bungle in the Jungle (3:20) Jethro Tull—Chrysalis	24	14	22	20	
22	22	Get Dancin' (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	25	22	21	16	
29	23	My Eyes Adored You (3:28) Frankie Valli—Private Stock	21	21	26	24	
20	24	Only You (3:16) Ringo Starr—Apple	23	25	23	25	
16	25	Angie Baby (3:29) Helen Reddy—Capitol	26	24	27	26	
27	26	Lonely People (2:27) America—Warner Brothers	22	26	28	29	
32	27	Sweet Surrender (2:50) John Denver—RCA	28	28	25	28	
28	28	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	40	27	24	23	
26	29	I Can Help (2:57) Billy Swan—Monument	27	29	30	31	
34	30	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	38	32	29	27	
19	31	Junior's Farm (4:20) Paul McCartney & Wings—Apple	32	31	31	32	
33	32	Sally G (3:25) Paul McCartney & Wings—Apple	30	33	33	34	
38	33	Look in My Eyes Pretty Woman (3:40) Tony Orlando & Dawn—Arista	29	36	36	35	
30	34	My Melody of Love (3:08) Bobby Vinton—ABC/Dunhill	37	30	46	30	
31	35	Rock & Roll (I Gave You the Best Years of My Life) (3:25) Mac Davis—Columbia	34	34	35	41	
37	36	I'm a Woman (3:26) Maria Muldaur—Warner Brothers	31	35	38	43	
36	37	Dancin' Fool (3:15) Guess Who—RCA	39	37	37	38	
39	38	Big Yellow Taxi (3:10) Joni Mitchell—Asylum	33	39	41	36	
42	39	#9 Dream (2:58) John Lennon—Apple	35	38	43	40	
—	▲ 40	Express (3:25) B. T. Express—Roadshow	36	47	32	37	
41	41	Lady Marmalade (3:57) Labelle—Epic	46	42	34	33	

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
53	▲ 42	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	42	40	40	39	
44	43	Nightingale (3:32) Carole King—Ode	41	41	42	42	
46	44	Can't Get It Out of My Head (3:06) Electric Light Orchestra—United Artists	51	46	39	44	
55	▲ 45	You Are So Beautiful (2:39) Joe Cocker—A&M	47	44	45	50	
40	46	Ride'Em Cowboy (3:52) Paul Davis—Bang	43	50	58	47	
49	47	Ready (3:14) Cat Stevens—A&M	48	43	51	52	
43	48	You Ain't Seen Nothin' Yet (3:29) Bachman-Turner Overdrive—Mercury	44	68	44	65	
47	49	Changes (2:32) David Bowie—RCA	50	52	48	46	
45	50	Free Bird (4:41) Lynyrd Skynyrd—MCA	53	54	49	48	
66	▲ 51	Poetry Man (3:15) Phoebe Snow—Shelter	49	49	53	54	
52	52	Struttin' (2:38) Billy Preston—A&M	55	56	52	51	
62	53	Movin' On (3:21) Bad Company—Swan Song	64	51	50	45	
69	▲ 54	I Fought the Law (2:15) Sam Neely—A&M	65	48	47	62	
50	55	When a Child Is Born (3:29) Michael Holm—Mercury	56	59	59	53	
—	▲ 56	Never Let Her Go (2:58) David Gates—Elektra	52	58	62	63	
—	▲ 57	Please Mr. President (3:37) Paula Webb—Westbound	68	53	70	55	
—	▲ 58	To the Door of the Sun (3:20) Al Martino—Capitol	45	*	57	*	
57	59	Life Is a Rock (But the Radio Rolled Me) (2:54) Reunion—RCA	*	45	*	49	
—	▲ 60	Up in a Puff of Smoke (3:20) Polly Brown—GTO	62	66	55	61	
35	61	Do It Till You're Satisfied (3:09) B. T. Express—Scepter	57	69	54	66	
65	62	Ain't That Peculiar (2:45) Diamond Rio—Big Tree	70	67	56	58	
61	63	Tin Man (3:25) America—Warner Brothers	72	55	71	56	
51	64	I Feel a Song (in My Heart) (2:48) Gladys Knight & the Pips—Buddah	73	57	69	57	
—	▲ 65	Thanks for the Smiles (2:35) Charlie Ross—Big Tree	60	64	60	60	
—	66	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	54	60	65	*	
59	67	Your Bulldog Drinks Champagne (3:29) Jim Stafford—MGM	68	63	61	69	
48	68	You Got the Love (2:54) Rufus—ABC/Dunhill	58	65	63	64	
64	69	I Belong to You (3:12) Love Unlimited—20th Century	71	62	66	59	
68	70	My Boy (3:25) Elvis Presley—RCA	61	61	73	71	
74	71	I Am Love (5:30) Jackson Five—Motown	66	72	74	67	
70	72	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	63	*	68	68	
63	73	The Entertainer (3:05) Billy Joel—Columbia	67	74	64	70	
—	74	Part of the Plan (3:18) Dan Fogelberg—Epic	74	73	75	75	
75	75	Future Shock (3:14) Hello People—ABC/Dunhill	*	71	*	73	

Alphabetical list (with this week's over-all rank): Ain't That Peculiar (62), Angie Baby (25), Best of My Love (5), Big Yellow Taxi (38), Black Water (12), Boogie on Reggae Woman (16), Bungle in the Jungle (21), Can't Get It Out of My Head (44), Cats in the Cradle (15), Changes (49), Dancin' Fool (37), Do It Till You're Satisfied (61), Doctor's Orders (8), Don't Call Us, We'll Call You (42), The Entertainer (73), Express (40), Fire (17), Free Bird (50), Future Shock (75), Get Dancin' (22), Have You Never Been Mellow (30), I Am Love (71), I Belong to You (69), I Can Help (29), I Feel a Song (in My Heart) (64), I Fought the Law (54), I'm a Woman (36), Junior's Farm (31), Kung Fu Fighting (6), Lady (14), Lady Marmalade (41), Laughter in the Rain (4), Life Is a Rock (But the Radio Rolled Me) (59), Lonely People (26), Look in My Eyes Pretty Woman (33), Lucy in the Sky with Diamonds (3), Mandy (1), Morning Side of the Mountain (11), Movin' On (53), My Boy (70), My Eyes Adored You (23), My Melody of Love (34), Never Can Say Goodbye (79), Never Let Her Go (56), Nightingale (43), #9 Dream (39), One Man Woman, One Woman Man (18), Only You (24), Part of the Plan (74), Pick Up the Pieces (10), Please Mr. Postman (2), Please Mr. President (57), Poetry Man (51), Ready (47), Ride'Em Cowboy (46), Rock & Roll (I Gave You the Best Years of My Life) (35), Roll on Down the Highway (28), Sad Sweet Dreamer (66), Sally G (32), Shame, Shame, Shame (72), Some Kind of Wonderful (20), Struttin' (52), Sweet Surrender (27), Thanks for the Smiles (65), Tin Man (63), To the Door of the Sun (58), Up in a Puff of Smoke (60), When a Child Is Born (55), When Will I See You Again (13), You Ain't Seen Nothin' Yet (48), You Are So Beautiful (45), You Got the Love (68), You're the First, the Last, My Everything (19), You're No Good (7), Your Bulldog Drinks Champagne (67).

Big SID in a little package

RCA begins marketing all-solid-state black-and-white mini-minicams with eventual application to color broadcast

Two tubeless black-and-white television cameras, using an advanced type of charge-coupled device (CCD) in place of a conventional vidicon tube as the image sensor, were demonstrated by RCA last week.

They, and an apparently much farther down the road color version, were said to hold eventual promise for use in TV news coverage, but the first applications are expected to be in the surveillance, industrial and military markets.

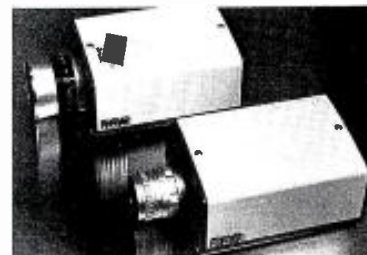
Victor C. Houk, manager of new business planning for the industrial division of RCA Electronic Components, said that in addition to producing industrial cameras with the new CCD, RCA expects to "move into the broadcast market as quantity and performance reach the necessary levels."

In answer to questions, officials said RCA has demonstrated color pictures "using CCD technology" but has "nothing that's anywhere near a commercial offering" in terms of a CCD-based color camera. They did not elaborate except to say that "feasibility has been established."

RCA expects to begin deliveries of its new CCD sensor and the black-and-white all-solid-state cameras on a developmental basis during the second quarter of 1975. Officials said commercial product announcements will be made "shortly thereafter."

RCA said its CCD is "the first solid-state image sensor to be fully compatible with present TV monitors and accessories," and also is the largest and has the highest resolution thus far offered in the CCD field. RCA calls it SID, for silicon imaging device, or Big SID. It is about the size of a postage stamp but contains 163,840 electronic elements and provides resolution that RCA compared to that from a two-thirds-inch silicon vidicon tube.

Primary advantages of all-solid-state cameras are said to include high reliability, small size and light weight for



Small world. The two models of RCA's all-solid-state cameras: the less expensive, general purpose TC1150 (top), with the postage-stamp size silicon imaging device atop it and the TC1155, which allows for more flexibility of use.

was all but completed when a two-year-old song written by Scott English and Richard Kerr and entitled *Brandy* was brought in. In the intervening years, another single with the same title had been a major hit for the Looking Glass, so producer Manilow and performer Manilow changed the title to its present one.

The release of *Mandy* three weeks after the album met with what Arista calls "incredible, immediate MOR response," and with that leverage the single began to be picked up by contemporary stations: first at WLPL-FM Baltimore, and quickly at WMEX(AM) Boston, WMPX(AM) Memphis, and WPIX(FM) New York (a particularly early addition for a New York station).

The immediate future for Mr. Manilow, with *Mandy* just certified gold and receiving heavy airplay, seems rosy. The next single from his album, an uptempo dance tune entitled *It's A Miracle*, is already getting some top-40 play as an album cut, and has been remixed to provide *Mandy* with a follow-up.

Breaking In

Changes—Loggins and Messina (Columbia) ■ Loggins and Messina, two of Columbia's most consistent performers, have built a solid following among young adults. Now they should expand their teen-age appeal with this single. Done in a much mellower mood than their earlier hit, *Your Mama Don't Dance*, *Changes* bears only a thematic resemblance to the David Bowie hit of the same name currently on the charts. The single has built from heavy FM airplay to reach a number of major top-40 outlets in recent weeks, including WCOL(AM) Columbus, Ohio; KFMG(FM) Des Moines, Iowa, and KEWI(AM) Topeka, Kan.

Supernatural Thing Part I—Ben E. King (Atlantic) ■ The recent return of Ben E. King to the Atlantic label recalls the early days of the company when its principal successes were with rhythm-and-blues

artists. Mr. King, once lead singer with the Drifters and later an established performer in his own right, is capitalizing on disco play to pick up top-40 airplay at several contemporary stations, including KILT(AM) Houston, KUPD(AM) Phoenix and WKLY(AM) Portsmouth, Va.

Jackie Blue—Ozark Mountain Daredevils (A&M) ■ This single marks a departure from the boogie category into which the group's previous hit, *If You Want to Get to Heaven*, seemed to fit. *Jackie Blue* is already building something of a following at some FM rockers, with a high-pitched vocal and rather subdued (though still danceable) instrumental backup. The over-all effect is closer to that achieved by some lighter R&B hits than to the Southern rock tradition from which the Daredevils spring. Their single's top-40 acceptance has extended to KIMN(AM) Denver, KEWI(AM) Topeka, Kan., and KPUG(AM) Bellingham, Wash.

Extras. The following new releases, listed alphabetically by title, are making a mark in BROADCASTING's "Playlist" reporting below the first 75:

- **CHANGES**, Loggins & Messina (Columbia).
- **CHARMER**, Tim Moore (Elektra).
- **CHEVY VAN**, Sami Johns (GRC).
- **COOCHIE COOCHIE COO**, Hudson Bros. (Casablanca).
- **EMMA**, Hot Chocolate (Big Tree).
- **EMOTION**, Helen Reddy (Capitol).
- **GOOD TIMES ROCK 'N ROLL**, Flash Cadillac (P.S.).
- **I GET LIFTED**, George McCrae (TK Records).
- **I WON'T LAST A DAY WITHOUT YOU/LET ME BE THE ONE**, Al Wilson (Rocky Road).
- **IT'S ALL RIGHT**, Jim Capaldi (Island).
- **JACKIE BLUE**, Ozark Mtn. Daredevils (A&M).
- **PLEDGING MY LOVE**, Tom Jones (Parrot).
- **STAR ON A TV SHOW**, Stylistics (Avco).
- **WE MAY NEVER LOVE LIKE THIS**, Maureen McGovern (20th Century).

Tracking the 'Playlist.' *Mandy* tops the "Playlist" for a second week, one in which most of the chart action takes place below the top 10. The Carpenters' *Please Mr. Postman*, in the second position, becomes more firmly established as their biggest hit in over a year, and singles from the Eagles, Linda Ronstadt and the Average White Band continue to gain. The Doobie Brothers' *Black Water*, a blend of gospel and Dixieland with lengthy a cappella passages, is a most unconventional major hit and bolted at 12. Chicago-based Styx continues to gain with *Lady*, at 14, by far that group's biggest success. The disco-powered Ohio Players and their *Fire* move up to 17, while MOR and pop favorite Frankie Valli moves to 23 with *My Eyes Adored You*. The rapid chart successes of *Mandy* and *Lucy in the Sky with Diamonds* may soon be surpassed by Olivia Newton-John's breathy follow up to *I Honestly Love You*. Her *Have You Never Been Mellow* is at 30 in its second week on the chart, with broad MOR, C&W and top-40 acceptance reported. The week's hottest disco record, *Express* by the B.T. Express, parlaying heavy New York airplay into a bolted debut at 40. Sugarloaf's *Don't Call Us, We'll Call You* is also bolted, at 42, as is Joe Cocker's comeback single, *You Are So Beautiful*, at 45. Phoebe Snow's debut single, *Poetry Man*, rises to a bolted 51, with Sam Neely's remake of *I Fought the Law* close behind, bolted at 54. David Gates's *Never Let Her Go* makes its "Playlist" debut bolted at 56, and *Please Mr. President* by Paula Webb ("Breaking In," Jan. 27) has touched numerous top-40 hearts, arriving on the chart and bolted at 57. Al Martino's greatest top-40 success in recent memory is arriving with *To the Door of the Sun*, new and bolted at 58. Polly Brown's *Up in a Puff of Smoke* and C&W-boosted *Thanks for the Smiles* by Charlie Ross also make bolted "Playlist" appearances. New releases from the Sweet Sensation and Dan Fogelberg make chart debuts as well.

portability, rugged construction, low power consumption and low cost potential.

Officials noted that pricing is "by necessity relatively high" at this stage. The SID sensor (SID51232) will be offered in two grades, priced initially at \$2,300 and \$1,500 respectively, but officials suggested that by the early 1980's it or its equivalent should be selling at about \$30. The two camera models (TC1150 and TC1155) differ as to lenses, one being for general-purpose uses and the other for specialized uses, but both will be priced at \$3,800 each or \$3,000 each, depending on the grade of sensor chosen.

RCA officials predicted that total industry sales of CCD products for all applications will exceed \$60 million a year by 1979 and surpass \$300 million annually by 1984.

Long-distance increase prompts Macdonald to push new legislation

He wants expedited action on bill that would give FCC more power in dealing with common-carrier rate hikes

Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, announced last week he plans hearings on legislation aimed at giving the FCC more time to deal with rate increases filed by common carriers such as AT&T.

As things stand now, the commission can suspend a rate increase for three months before it automatically goes into effect. If the FCC were to disapprove or modify the increase after it has gone into effect, it could order refunds.

Chairman Macdonald has written FCC Chairman Richard E. Wiley asking that



Ampex again. Julius Barnathan (l), ABC vice president for broadcast operations and engineering, and Charles A. Steinberg, Ampex vice president-general manager, audio-visual division, exchange smiles and handshakes following announcement that ABC had ordered eight Ampex AVR-1 color video-tape recorders valued at \$1.2 million for use in coverage of the 1976 Olympics in Innsbruck, Austria, Feb. 4-15, and in Montreal, Canada, July 17-Aug. 1. Ampex said it has supplied TV equipment for the Olympics since 1956.

the commission speed legislation it is currently drafting to remove the three-month limitation on the commission's power to suspend new tariffs.

The immediate concern over the commission's ability to deal effectively with rate increase was prompted by AT&T's January 3 filing of a \$717 million per-year rate increase on its long-distance telephone charges. The increase goes into effect March 4, unless the commission orders suspension, in which case it would take effect June 2. Although the increase would not affect television costs, except where audio-only pickups are involved, it would raise costs for radio 7.8% (BROADCASTING, Jan. 6).

The increase was the subject of a recent exchange of letters between consumer advocate Ralph Nader and Chairman Macdonald. Mr. Nader wrote that the FCC's current power to suspend is "wholly ineffective" to handle problems as big as the one posed by AT&T. Three months are not adequate time, Mr. Nader said, for the commission to review AT&T's 8,000 page submission, then proceed from pre-hearings through initial findings by an administrative law judge through oral argument and final ruling and the "inevitable . . . court review."

Mr. Macdonald said he agreed that the FCC "has not been adequately equipped" to handle rate increases such as AT&T's. He said the AT&T increase places "an unfair burden on the consumer" and wrote Chairman Wiley that he will support legislation to revise the commission's power and "act swiftly" to bring the matter before his subcommittee.

Mr. Macdonald also said that he plans to hold oversight hearings "early in this session of Congress" at which he will focus on the FCC's Common Carrier Bureau and its effectiveness in dealing with AT&T.

A spokesman for Senator John Pastore (D-R.I.), who also received a letter from Mr. Nader, said the senator will make no plans for dealing with the problem until he sees the FCC's legislation.

Meanwhile, the Council on Wage and Price Stability has asked the FCC to suspend the AT&T increase for the three-month period, suggesting that the material AT&T has submitted does not justify the increase.

Technical Briefs

TV monitors. Hitachi Shibaden Corp. of America has introduced improved line of monochrome and color TV monitors. Line includes: VM-502—five-inch black-and-white monitor designed for three-abreast standard 19 inch rack panel mount (price: \$220); VM-904—nine-inch monochrome monitor delivering horizontal resolution of 600 lines (price: \$219); VM-126—12-inch black-and-white monitor featuring low-power consumption, 700 lines or better horizontal resolution, linearity compensation coil and DC restoration circuit with video loop-through (price: \$299); VM-172—17-inch monochrome monitor designed for distortion-free video (price: \$319); CM-181—color monitor fully transistorized with features that include aperture

correction, integrated color-lock circuit, external sync, built-in degaussing and decoder circuitry (price: \$1,690); P-43—12-inch monochrome TV receiver/monitor designed for off-air recording (price: \$199.95). 437 Madison Ave., New York.

Improved color film. Eastman Kodak has developed color ektachrome video film that offers finer grain and more rapid and economical processing. Designated number 7240 (tungsten), film can be exposed at various index ratings and with 10-footcandles illumination, normal density ranges can be obtained using typical film equipment. When shot at higher ratings and force-processed, 7240 exhibits improved grain compared with Kodak's 7242 now in use. New film enables two steps to be bypassed in processing, allowing for extra speed and reduction in chemical costs. Film will enter general distribution at midyear, according to Kodak. No selling price has yet been fixed. 343 State Street, Rochester, N.Y. 14650.

Less expensive titling. Datavision Video Products, division of 3M Co., has made available video character generator for under \$2,000. System, designated model D-1032, features alpha-numeric keyboard similar to typewriter set-up for punching up titles over video images. Titles can be



positioned anywhere on screen and can be stored in unit's built-in memory for later display. System operates with most one-half and one-inch video-tape recorders. 3M, 2501 Hudson Road, St. Paul 55101.

For pay. CATV Division of Magnavox has announced introduction of Opticon-36, cable signal converter featuring polarized-light tuning mechanism, memory tuning and special electronics designed to prevent bypassing of pay cable programs.

School time. Illinois Broadcasters' Association is holding training seminar for those planning to take FCC third-class license examination. Seminar will be held March 6 at Holiday Inn East, Springfield, Ill., after which examination will be administered. Seminar will emphasize parts of examination said to be factor in large failure rate of those taking test (BROADCASTING, Jan. 27). Seminar fee, which includes FCC examination fee, is \$5 per person for IBA member station and \$10 for nonmembers.

Compressed image. Consolidated Video Systems has designed video compressor model 600-2 (as option to model 600 digital video synchronizer) to electronically reduce video picture to one-fourth its original size, both horizontally and vertically. Once signal is compressed,



operator can position reduced picture in any of six locations to TV screen. Compressor is available as \$15,000 option to CVS model 600. 3300 Edward Avenue, Santa Clara, Calif. 95050. (408) 247-2050.

A gloomy outlook for TV manufacturers

Commerce, EIA summaries confirm lag that companies have been reporting

The economic picture of television hardware manufacturers continues to be bad, with no prospect of a quick turnaround.

The Commerce Department reported that in December the index of leading economic indicators dropped 2.4%, continuing a five-month decline that now totals 11%, the worst such drop since 1948. Among the factors in the index affecting electronics directly are industrial materials prices and new orders for durables.

The index confirms recent reports by such equipment makers as Sony and RCA, which reported fourth quarter profit drops of 20% and 69%, respectively, and GE which turned in a fourth quarter equal to last year's but said it expects its profits to decline for the first six months of 1975.

Electronic Industries Association's year-end report indicated that total TV sales to dealers dropped 15.5% for the year, and even though December was for counting purposes six weeks long, sales were 29% below last year.

The industry reportedly is talking about rebates on color TV sales in order to lower inventories and production runs for the four months at 50% below last year's rate.

Finance

Inside information may be required from regulated firms

That's interagency proposal now under study at FCC

A committee representing 10 federal regulatory agencies, including the FCC and the Federal Trade Commission, announced last week a proposal for uniform and expanded reports of corporate information.

The proposed reporting requirements, which would include corporate structure, ownerships of voting stock, other affiliations of officers and directors and debt holdings, are designed to provide a clearer view of who owns and controls corporations regulated by the various federal agencies.

The group that prepared the proposal is called the Interagency Steering Committee on Uniform Corporate Reporting, formed last summer after hearings by a Senate Government Operations subcommittee. The chairman of the subcommittee, Senator Lee Metcalf (D-Mont.), in a letter forwarding the recommendations to several agencies, including the FCC and the FTC, said he thinks adoption of uniform reporting procedures "would constitute the most significant regulatory reform ever achieved in this country."

He said the proposal would not place restrictions on ownership or control of regulated firms but, if enforced, would provide an information base that would "vastly improve" the ability of commissions, Congress and the executive branch to carry out their responsibilities.

Examples of information the interagency steering committee recommends that agencies collect are: all affiliations with other businesses or financial organizations by all officers or directors; all contracts or business agreements worth \$1 million or more between companies with affiliated officers or directors, all contracts or other business agreements over \$600, other than salaries or director's fees, between a company and any officer or director; descriptions of each long-term debt over \$1 million with the names of all individuals or organizations

holding more than 5% of each debt issue; other information on short-term debts and leasing agreements.

The steering committee said that no regulatory agency is required to adopt the model rules, but it requested that each give them "due consideration." A spokesman for the FCC said last week the commission already has plans for reviewing its ownership reporting rules on Feb. 26, a date set last December before the steering committee recommendations were released.

Cox profits hit new high

Income rises to nearly \$13 million, paced by record broadcast sales

Cox Broadcasting, Atlanta, reports record net income for the year ended Dec. 31, 1974—\$12,736,000 or \$2.18 per share. This represents a 20% increase over 1973's net income of \$10,635,000 or \$1.82 per share.

The broadcasting division, the company's largest, reported gains of 11% in both revenues and pre-tax earnings. Television revenues, the division's largest contributor, showed an 11% increase. Radio revenues, benefiting from the June 1973 acquisition of KFI(AM) Los Angeles, rose 12%. Altogether, operating revenues for 1974 marked a new high of \$100,407,000.

Cox Broadcasting's share of the net income of Cox Cable Communications, its 56.2%-owned affiliate, was up 13% (from \$1,055,000 to \$1,192,000 in 1974).

Once burned: DDB

Doyle Dane Bernbach reports a consolidated net loss of \$3,264,384 in the fiscal year ended last Oct. 31, compared with a net profit of \$3,628,089 in the previous year. The agency says after-tax profits from advertising activities were \$3,972,795, but the net loss resulted from nonadvertising operations and investments, including Snark Products Inc. and marketable securities and real estate. DDB has now adopted a policy of restricting its operations solely to advertising and has decided to sell Snark, a manufacturer of sailboats.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Chris-Craft Industries	3 mo. 11/30	14,555,000	- 3.0%	(322,000)	*	(.08)	14,994,000	75,000	.02
Cox Broadcasting	year 12/31	100,407,000	+ 10.8%	12,736,000	+ 19.8%	2.18	90,616,000	10,635,000	1.82
Harris Corp.	6 mo. 12/31	228,625,000	+ 12.3%	(8,490,000)	*	(1.37)	203,550,000	9,642,000	1.55
Media General	year 12/31	144,945,000	+ 15.3%	8,885,000	+ 2.4%	2.48	125,729,000	8,677,000	2.41
Scientific-Atlanta	6 mo. 12/31	16,058,000	+ 30.2%	515,000	+ 19.3%	.54 ¹	12,336,000	432,000	.45
Scripps-Howard	year 12/31	32,476,968	+ 15.3%	6,860,010	+ 26.4%	2.65	28,179,193	5,429,751	2.10
Walt Disney Productions	3 mo. 12/31	90,771,000	+ 15.1%	7,140,000	+ 21.3%	.24	78,875,000	5,889,000	.20
Wells, Rich, Greene Inc.	year 10/31	29,129,351	+ 2.3%	3,211,145	- 4.9%	1.97	28,474,744	3,375,077	2.08

* Change too great to be meaningful.

¹ Adjusted for 5% stock dividend S-A paid Dec. 13, 1974.

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 29	Closing Wed. Jan. 22	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ARC	ARC	N	19	16 5/8	+ 2 3/8	+ 14.28	28 3/8	12 3/8	6	17,186	326,534
CAPITAL CITIES	CCR	N	27 1/4	22	+ 5 1/4	+ 23.86	39 1/4	19 1/2	10	7,164	195,219
CBS	CBS	N	36 3/4	33 1/4	+ 3 1/2	+ 10.52	40	25	10	28,092	1,032,381
CDNCERT NETWORK*	O		1/8	1/8		.00	7/8	1/8		2,200	275
COX	CDX	N	14 3/4	13 1/8	+ 1 5/8	+ 12.38	19 3/8	9 3/8	8	5,831	86,007
GRDSS TELECASTING	GGG	A	8 1/8	8 1/8		.00	13 5/8	6 3/8	6	800	6,500
LIN	LINB	O	4 1/8	3 1/4	+ 7/8	+ 26.92	6 3/4	2	4	2,297	9,475
MODNEY*	MOON	O	1 5/8	1 5/8		.00	3 5/8	1	4	385	625
RAHALL	RAHL	O	3 1/4	3	+ 1/4	+ 8.33	6	1 3/4	7	1,297	4,215
SCRIPPS-HOWARD	SCRP	O	17 1/2	15 3/4	+ 1 3/4	+ 11.11	17 1/2	13 1/2	7	2,589	45,307
STARR	SBG	M	4	3 3/8	+ 5/8	+ 18.51	9	3 1/4	3	1,096	4,384
STORER	SBK	N	14 7/8	13 1/4	+ 1 5/8	+ 12.26	17 3/8	10 7/8	5	4,725	70,284
TAFT	TFB	N	17 1/4	14 5/8	+ 2 5/8	+ 17.94	23 3/8	10 3/4	6	4,011	69,189
WOODS COMM.*	O		1/2	5/8	- 1/8	- 20.00	1	1/4	4	292	146
TOTAL										77,965	1,850,541

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1	1		.00	2 1/2	3/4	4	1,259	1,259
AVCO	AV	N	4 3/8	3 3/8	+ 1	+ 29.62	8 7/8	2 1/8	12	11,481	50,229
BARTLE MEDIA	BMC	A	1 5/8	1 1/2	+ 1/8	+ 8.33	2 3/8	5/8	2	2,257	3,667
JOHN BLAIR	BJ	N	4 7/8	4 1/2	+ 3/8	+ 8.33	7 1/2	3 1/2	5	2,403	11,714
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	2 7/8	2 5/8	+ 1/4	+ 9.52	4 1/4	1 1/2	7	4,162	11,965
COMBINED COMM.++	CCA	A	5 1/8	5 1/8		.00	13	5 1/8	3	4,603	23,590
COWLES	CWL	N	5 5/8	4 5/8	+ 1	+ 21.62	7 1/8	3 7/8	7	3,969	22,325
DUN & BRADSTREET	DNB	N	23 7/8	20 3/4	+ 3 1/8	+ 15.06	36	14 5/8	16	26,555	634,000
FAIRCHILD IND.	FEN	N	5 5/8	5 1/2	+ 1/8	+ 2.27	5 3/4	3 3/4	8	4,550	25,593
FUQUA	FOA	N	5 1/8	4 5/8	+ 1/2	+ 10.81	10 3/4	3 1/8	4	7,273	37,274
GANNETT CO.	GCI	N	27 1/2	25 1/2	+ 2	+ 7.84	38 1/4	20 1/2	18	21,080	579,700
GENERAL TIRE	GY	N	13 5/8	12 3/8	+ 1 1/4	+ 10.10	18 1/4	10 1/4	4	21,096	287,433
GLOBETROTTER	GLBTA	O	1 1/4	1 1/4		.00	4 3/4	7/8	3	2,731	3,413
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS++	HHN	N	8	8		.00	14 1/4	6	6	4,340	34,720
JEFFERSON-PILOT	JP	N	30 1/4	29 5/8	+ 5/8	+ 2.10	38 1/4	20 1/2	13	24,188	731,687
KAISER INDUSTRIES*	KI	A	6 1/2	5 1/4	+ 1 1/4	+ 23.80	8 1/2	4 1/4	3	27,487	178,665
KANSAS STATE NET.*	KSN	D	3 7/8	3 5/8	+ 1/4	+ 6.89	3 7/8	2 3/4	7	1,741	6,746
KINGSTIP	KTP	A	3	2 7/8	+ 1/8	+ 4.34	6 3/4	1 1/2	9	1,154	3,462
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	13 5/8	13 3/8	+ 1/4	+ 1.86	16 1/4	10 3/4	8	3,352	45,671
LIBERTY	LC	N	9 7/8	8 7/8	+ 1	+ 11.26	15 5/8	7 1/8	4	6,632	65,491
MCGRAW-HILL	MHP	N	8 1/8	7 7/8	+ 1/4	+ 3.17	9	5 1/2	7	23,291	189,239
MEDIA GENERAL	MEG	A	22 3/4	21 7/8	+ 7/8	+ 4.00	26 1/2	15 1/2	10	3,552	80,808
MEREDITH	MDP	N	9 5/8	9	+ 5/8	+ 6.94	11 3/8	8	4	2,978	28,663
METROMEDIA	MET	N	7 3/4	7 1/4	+ 1/2	+ 6.89	10 5/8	4 1/2	7	6,447	49,964
MULTIMEDIA	MMED	O	10 1/2	9 3/4	+ 3/4	+ 7.69	14 1/4	8 3/4	7	4,388	46,074
NEW YORK TIMES CO.	NYKA	A	10	8 7/8	+ 1 1/8	+ 12.67	13 3/4	6 7/8	6	10,231	102,310
OUTLET CO.	OTU	N	9 1/2	9 1/2		.00	10	7	4	1,379	13,100
POST CORP.	POST	O	7 1/4	5 1/4	+ 2	+ 38.09	16 1/2	4 3/4	5	882	6,394
PSA	PSA	N	5 1/2	4 1/8	+ 1 3/8	+ 33.33	10	3 3/4	6	3,181	17,495
REEVES TELECOM	RBT	A	1 1/8	1 1/8		.00	1 3/4	5/8	19	2,376	2,673
RIDDER PUBLICATIONS	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
ROLLINS	ROL	N	13 1/2	12 1/4	+ 1 1/4	+ 10.20	19 3/4	6 1/2	11	13,341	180,103
RUST CRAFT	RUS	A	6	5 7/8	+ 1/8	+ 2.12	10 1/4	5 1/8	5	2,341	14,046
SAN JUAN RACING	SJR	N	8 3/4	7 1/2	+ 1 1/4	+ 16.66	13 3/8	5 1/2	7	2,509	21,953
SCHERING-PLOUGH	SGP	N	52 3/4	46 7/8	+ 5 7/8	+ 12.53	74 3/8	44 3/4	24	53,823	2,839,163
SONDERLING	SDB	A	5 5/8	4 5/8	+ 1	+ 21.62	10	3 1/2	3	747	4,201
TECHNICAL OPERATIONS	TO	A	3 5/8	3 3/8	+ 1/4	+ 7.40	5 3/4	2 3/8	3	1,344	4,872
TIMES MIRROR CO.	TMC	N	14 1/4	12 1/2	+ 1 3/4	+ 14.00	17 5/8	9 1/4	8	31,385	447,236
WASHINGTON POST CO.	WPO	A	20 3/8	18 5/8	+ 1 3/4	+ 9.39	24 3/8	14 3/4	7	4,750	96,781
WOMETCO	WOM	N	8 1/4	7 5/8	+ 5/8	+ 8.19	10 1/4	6 1/4	6	5,985	49,376
TOTAL										367,636	7,043,842

Cablecasting

AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	7/8	5/8	+ 1/4	+ 40.00	2 1/8	1/2	3	1,672	1,463
AMERICAN TV & COMM.	AMTV	D	9 3/4	8	+ 1 3/4	+ 21.87	19 1/4	5 1/2	20	3,292	32,097
ATHENA COMM.***	O		1/8	1/8		.00	1 1/4	1/8		2,374	296
BURNUP & SIMS	BSIM	O	5	3 3/4	+ 1 1/4	+ 33.33	24 1/8	2 1/2	6	7,933	39,665
CABLECOM-GENERAL	CCG	A	2 3/4	2 1/2	+ 1/4	+ 10.00	4 1/2	1 1/2	10	2,560	7,040
CABLE FUNDING*	CFUN	O	6 1/2	5	+ 1 1/2	+ 30.00	7 3/8	3 7/8	163	1,121	7,286
CABLE INFO.***	D		1/4	1/4		.00	1 1/4	1/4	1	663	165
CITIZENS FIN.***	CPN	A	1 3/8	1 1/2	- 1/8	- 8.33	4 1/4	7/8	1	2,697	3,708
COMCAST*	O		1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/2	3/4	6	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	1 3/8	1 1/2	- 1/8	- 8.33	3 3/8	1	28	4,761	6,546
COX CABLE	CXC	A	6	5 1/2	+ 1/2	+ 9.09	15 1/4	3 3/4	11	3,560	21,360
ENTRON*	ENT	O	1/2	1/2		.00	7/8	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	7 1/2	5 5/8	+ 1 7/8	+ 33.33	17 1/8	5/8	4	7,060	52,950
GENERAL TV*	O		3/8	3/8		.00	1 1/2	3/8	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	7 1/8	5 1/8	+ 2	+ 39.02	9 1/2	4	7	963	6,861
TELE-COMMUNICATION	TCOM	O	2	1 1/4	+ 3/4	+ 60.00	5 3/4	7/8	1	5,181	10,362

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	Stock symbol	Exch.	Closing Wed. Jan. 29	Closing Wed. Jan. 22	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
TELEPROMPTER	TP	N	3 1/4	3 1/8	+	1/8	+	4.00	8 1/4	1 3/8	2	16,013	52,042
TIME INC.	TL	N	30 3/4	28 3/4	+	2	+	6.95	40 1/4	24 7/8	6	9,957	306,177
TODCOM*	TODM	D	2	1 3/4	+	1/4	+	14.28	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	D	5 5/8	5 1/2	+	1/8	+	2.27	6	3 3/4	9	1,795	10,096
UNITED CABLE TV CORP	UCTV	D	1 3/8	1 1/2	-	1/8	-	8.33	4 5/8	1/4	11	1,879	2,583
VIACOM	VIA	N	4 1/4	3 3/4	+	1/2	+	13.33	7 1/2	2 5/8	6	3,850	16,362
VIKOA**	VIK	A	1 1/8	1 1/8				.00	4	1/2	1	2,534	2,850
TOTAL										85,762	585,088		

Programming

COLUMBIA PICTURES	CPS	N	4	3 3/8	+	5/8	+	18.51	4 3/4	1 5/8	17	6,748	26,992
DISNEY	DIS	N	29 1/2	28 1/4	+	1 1/4	+	4.42	54 1/2	18 3/4	18	29,738	877,271
FILMWAYS	FWY	A	3 5/8	3 1/8	+	1/2	+	16.00	6	2 1/8	5	1,812	6,568
FOUR STAR			1/8	3/8	-	1/4	-	66.66	1 3/8	1/8		666	83
GULF + WESTERN	GW	N	26 7/8	24 3/8	+	2 1/2	+	10.25	29 1/8	18 3/8	4	15,553	417,986
MCA	MCA	N	33 3/8	31 1/2	+	1 7/8	+	5.95	33 3/8	19 1/4	6	8,465	282,519
MGM	MGM	N	26 3/4	23 3/4	+	3	+	12.63	26 3/4	9 1/4	6	5,854	156,594
TELE-TAPE**	O		1/8	1/8				.00	3/4	1/8		2,190	273
TELETRONICS INTL.*	O		1 5/8	1 3/4	-	1/8	-	7.14	4 1/8	1 1/4	3	943	1,532
TRANSAMERICA	TA	N	8	7 1/8	+	7/8	+	12.28	10 3/8	5 1/2	9	65,025	520,200
20TH CENTURY-FOX	TF	N	7 1/2	6 1/4	+	1 1/4	+	20.00	9 1/8	4 1/2	20	7,532	56,490
WALTER READE**	WALT	O	1/4	1/4				.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	11 1/8	10 3/4	+	3/8	+	3.48	18 1/2	6 7/8	4	16,317	181,526
WRATHER	WCO	A	2 3/4	2 5/8	+	1/8	+	4.76	8 1/8	1 1/4	34	2,229	6,129
TOTAL											167,539	2,535,279	

Service

BDO INC.	O	13 3/4	11 7/8	+	1 7/8	+	15.78	14 1/4	10	6	2,513	34,553	
COMSAT	CO	N	32	30 1/4	+	1 3/4	+	5.78	40 3/8	23 3/4	7	10,000	320,000
CREATIVE MGMT.++	CMA	A	5 7/8	5 7/8			.00	7 1/4	3	6	1,016	5,969	
DOYLE DANE BERNBACH	DOYL	O	7 1/8	6 3/8	+	3/4	+	11.76	11 1/2	5 5/8	5	1,796	12,796
ELKINS INSTITUTE**	ELKN	O	1/8	1/8			.00	5/8	1/8			1,897	237
FOOTE CONE & BELDING	FCB	N	6 7/8	6 1/8	+	3/4	+	12.24	11 1/4	5 3/8	5	2,046	14,066
GREY ADVERTISING	GREY	O	6 1/4	5 7/8	+	3/8	+	6.38	8 3/8	5 5/8	3	1,255	7,843
INTERPUBLIC GROUP	IPG	N	11	10 3/4	+	1/4	+	2.32	13	8 1/8	5	2,319	25,509
MARVIN JOSEPHSON*	MRVN	O	6 1/4	6 1/2	-	1/4	-	3.84	8 1/2	3 1/4	4	802	5,012
MC1 COMMUNICATIONS	MCIC	O	2 3/4	2 1/2	+	1/4	+	10.00	6 1/2	1		13,309	36,599
MOVIELAB	MOV	A	1	3/8	+	1/4	+	33.33	1 5/8	1/2	6	1,407	1,407
MPO VIDEOELECTRONICS	MPO	A	1 1/8	1 1/8			.00	2 5/8	1			539	606
NEEDHAM, HARPER	NDHMA	O	5	4 1/8	+	7/8	+	21.21	7 1/2	3 5/8	3	918	4,590
A. C. NIELSEN	NIELB	O	13 5/8	10 3/8	+	3 1/4	+	31.32	28	7 3/8	13	10,598	144,397
OGILVY & MATHER	OGIL	O	12 3/4	11 1/2	+	1 1/4	+	10.86	17 1/4	10	4	1,807	23,039
J. WALTER THOMPSON	JWT	N	6	5 3/4	+	1/4	+	4.34	12	4 1/4	18	2,624	15,744
UNIVERSAL COMM.***	O		1/8	1/8			.00	3/4	1/8			715	89
TOTAL										55,561	652,456		

Electronics

AMPEX	APX	N	3 3/8	2 7/8	+	1/2	+	17.39	4 7/8	2 1/4	3	10,885	36,736
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC++	CEC	A	1 5/8	1 5/8				.00	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	1 7/8	2	-	1/8	-	6.25	3 7/8	1 1/4	8	1,619	3,035
CONRAC	CAX	N	15 5/8	13 1/2	+	2 1/8	+	15.74	21	10	7	1,261	19,703
GENERAL ELECTRIC	GE	N	39 1/8	35 1/8	+	4	+	11.38	65	30	12	181,988	7,120,280
HARRIS CORP.	HRS	N	17 1/2	15 3/4	+	1 3/4	+	11.11	33 1/2	13 1/8	6	6,204	108,570
INTERNATIONAL VIDEO	IWCP	O	1 3/4	1 1/2	+	1/4	+	16.66	7 1/2	1 1/4	22	2,730	4,777
MAGNAVOX	MAG	N	5	4 3/4	+	1/4	+	5.26	9 7/8	3 3/4	14	17,799	88,995
3M	MMM	N	46 3/8	45 3/4	+	5/8	+	1.36	80 1/2	44 1/8	17	113,729	5,274,182
MOTOROLA	MOT	N	40 1/4	36	+	4 1/4	+	11.80	61 7/8	34 1/8	13	28,053	1,129,133
OAK INDUSTRIES	OEN	N	7 3/4	6 5/8	+	1 1/8	+	16.98	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	13 1/4	10 3/4	+	2 1/2	+	23.25	21 1/2	9 7/8	6	74,463	986,634
ROCKWELL INTL.	ROK	N	20 7/8	19 1/2	+	1 3/8	+	7.05	28 3/8	18 3/8	5	30,768	642,282
RSC INDUSTRIES	RSC	A	2	2				.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	6 1/4	5 1/8	+	1 1/8	+	21.95	29 7/8	4 3/4	12	165,625	1,035,156
TEKTRONIX	TEK	N	23 1/2	19 1/8	+	4 3/8	+	22.87	47 3/4	18 1/2	9	8,651	203,298
TELEMATON	TIMT	O	1	1 1/4	-	1/4	-	20.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*	O		6	6				.00	8	2 1/2	38	475	2,850
VARIAN ASSOCIATES	VAR	N	7 5/8	6 3/4	+	7/8	+	12.96	13 1/4	6	7	6,617	50,454
WESTINGHOUSE	WX	N	11 7/8	11 1/8	+	3/4	+	6.74	26	8 1/2	8	87,876	1,043,527
ZENITH	ZE	N	13	10 1/2	+	2 1/2	+	23.80	31 5/8	10	10	18,797	244,361
TOTAL												766,892	18,018,527

GRAND TOTAL 1,521,355 30,685,733

Standard & Poor's Industrial Average

85.9 79.5 +6.4

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
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††Stock did not trade on Wednesday;
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P/E ratios are based on earnings-per-share
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through *Broadcasting's* own research. Earn-
ing figures are exclusive of extraordinary
gains or losses.
†††Stock split.

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† No annual earnings figures
are available.
** No P/E ratio is computed;
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Media

Steven G. Peppard, management-information-systems consultant, CBS/Broadcast Group, New York, appointed to newly created post of director of management-information systems, CBS Radio Division, New York.

Al Brooks, formerly general manager, WCOA(AM)-WJLQ(FM) Pensacola, Fla., elected VP of licensee, Summit Communications, and named general manager of Summit's WREC-AM-FM Memphis.

Thomas Shovan, sales manager, WHVW-AM-FM Hyde Park, N.Y., named to additional duties as station manager.

John D. Langlois, general sales manager, WLEE(AM) Richmond, Va., named station manager, WRXL(FM) Richmond, succeeding **Harold Payne**, named manager of WKLX(AM) Portsmouth, Va.

Raymond S. Rajewski, business manager, KBHK-TV San Francisco, named assistant controller of station's parent company, Kaiser Broadcasting Co., Oakland, Calif.

Wynn Alby, assistant to executive VP, Screen Gems Radio, elected VP, based in Birmingham, Ala., where he will supervise WYDE(AM), that city, and WWVA-AM-FM Wheeling, W. Va.

Gene Walsh, director of press and publicity, NBC, New York, elected VP-press and publicity.

Newly elected officers, Wisconsin Broadcasters' Association: **Don Froelich**, WISN(AM) Milwaukee, chairman; **Rita Sandey**, WSTP-AM-FM Stevens Point, vice chairman; **Steve Peterson**, KFIZ-AM-TV Fond du Lac, secretary.

Greater Richmond (Va.) Broadcasters Inc., newly elected officers: **John A. Piccirillo**, general manager, WLEE(AM), president; **Constance Golden**, WEZS(FM), **Philip Goldman**, WRVQ(FM), and **James Bobcock**, WRNL(AM), directors.

Marjorie Schmidt, assistant promotion manager, KBTB(TV) Denver, named promotion manager, succeeding **Don E. Whiteley**, who resigned.

Sharon A. Silvko, broadcast promotion editor, WWJ-AM-FM-TV Detroit, named assistant promotion manager.

Bob Levy, special projects director, KHOU-TV Houston, named administrative assistant to general manager.

Evelyn M. Keseg, community relations manager, Nationwide Communications Inc., Columbus, Ohio, group station owner, elected secretary. **Willard W. Hoyt**, treasurer of NCI, elected assistant secretary.

Broadcast Advertising

Mike Howe, sales manager, WFAA-TV Dallas-Fort Worth, named general sales manager. He is succeeded by **George Gould**, formerly general sales manager and assistant station manager, KFDM-TV

Beaumont, Tex. **Susan Ziller**, national sales coordinator, WFAA-TV named regional sales manager.

Tony Durpetti, sales manager, McGavren-Guild, Chicago, named VP-divisional manager of company's central division.

Jeffrey B. Lawenda, New York sales manager, CBS Radio Spot Sales, named general sales manager of WCBS(AM) New York, succeeding **John A. Back**, who recently was appointed VP and general manager, CBS Radio Spot Sales, New York (BROADCASTING, Jan. 27).

Robert Hyland, sales manager of New York office of CBS Radio Spot Sales, appointed director of Eastern sales, CBS Television National Sales, New York, succeeding **Stuart Stringfellow**, who resigned. **Bridget McCabe**, senior analyst and manager of administration, CBS Television Stations Division, named director of planning and administration, CBS Television National Sales, New York, replacing **Leslie Miller**, who resigned.

Frederick H. Kittel, VP and creative group supervisor, J. Walter Thompson Co., New York, promoted to senior VP and creative group supervisor.

Stephen N. Salorio, attorney and assistant secretary, J. Walter Thompson, New York, elected VP.

Barry Weed, VP-manager mid-America team sales for Peters, Griffin, Woodward, New York, named East team sales manager, succeeding **Robert Buselli**, who resigned. **James W. Hunt**, on sales staff, PGW, Chicago, succeeds Mr. Weed in Chicago.

Richard Brown, art director-producer, McCann-Erickson, New York, joins Gardner Advertising, St. Louis, as creative group head.

Bourne Morris, VP of Ogilvy & Mather, New York, named management supervisor. **Jacqueline Kilgour**, international and public affairs coordinator, O&M, New York, elected VP.

Jim Smith, account executive, KRON-TV

San Francisco, named to newly created position of local/regional sales manager.

Robert M. Fowler, national sales manager, WESH-TV Daytona Beach-Orlando, Fla., named sales director.

William W. Williams, account executive, WSJS(AM) Winston-Salem, N.C., named sales manager, WREC-AM-FM Memphis.

Jack F. Worth, creative director of Y&R Enterprises Inc., New York, named senior VP with additional duties as general manager of unit's special markets group, which serves industrial, trade and corporate clients.

Elliot Kleeman, assistant general sales manager, KENS-TV San Antonio, Tex., named general sales manager.

Larry Plapler and **Allan Beaver**, VP's and co-creative directors, Levine, Huntley, Schmidt, New York advertising agency, elected to board of directors.

Gerald A. Troxell, office manager, Kal, Merrick and Salan, Richmond, Va., named director of sales, WXEX-TV Richmond-Petersburg, Va.

David G. Stern, in sales for KBTC(AM)-KSCM-FM Houston, Mo., named sales manager.

Martin Bradley Weintsein, copy director, Sharp Advertising, Cleveland, named associate creative director.

J. Peter Koop, director of communications, Larson Industries, Minneapolis, named director of public relations, J.F.P. & Associates, Minneapolis advertising and public relations agency.

Charlotte Beers, senior VP and director of client service, J. Walter Thompson, Chicago, named Chicago Advertising Woman of the Year by Women's Advertising Club of Chicago, and is now candidate for National Advertising Woman of the Year.

Programing

Norman Weitman, VP, sales, Paramount Pictures Corp., New York, elected senior

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Marc Grayson, sales executive, KMUV-TV Sacramento, Calif., named sales executive for MCA TV New York, with responsibility for Western U.S.

Lou Nanne, Minnesota North Stars hockey player, joins WWTC(AM) Minneapolis, as sports director.

Robert Branham, music director, WKCI(FM) Hamden, Conn., joins WWYZ-FM Waterbury, Conn., as program director.

Mike Walden, KFI(AM) Los Angeles, elected president of Southern California Sports Broadcaster Association, succeeding **Tom Kelly**, KNXT(TV) same city.

Jack Mitchell, acting director and producer, department of news and public affairs, National Public Radio, Washington, named director of reorganized informational programs.

David Cavileer, studio supervisor, non-commercial KNME-TV Albuquerque, N.M., named production manager.

Broadcast Journalism

Bill Eames, news director, CBS-owned KNXT(TV) Los Angeles, named bureau chief, CBS Television Stations news bureau, Washington.

Joe C. Harris Jr., news director, WKRC-TV Cincinnati, named news director, KYW-TV Philadelphia. He succeeds **James Topping**, who joins KNXT(TV) Los Angeles.

Frank Humphreys, news producer, WMAL-TV Washington, named TV news assignment editor. **Anne Edwards**, program associate, WMAL-TV, named assistant assignment editor.

Dick Richmond, director of news and public affairs, WBKO(TV) Bowling Green, Ky., joins WCTV(TV) Tallahassee, Fla., in similar position. **Bob Warren**, news director, WDTB(TV) Panama City, Fla., joins WCTV as anchorman.

Joe Moreland, public affairs director and managing editor, WAFB-TV Baton Rouge, La., named news assignment editor, WJXT-TV Jacksonville, Fla.

Thomas J. Gillies, news director, KTVH-TV Wichita, Kan., named farm director for Nebraska Television Network stations (KHGI-TV Kearney, KWNB-TV Hayes Center, KCNA-TV Albion and KSNB-TV Superior). **Craig Edwards**, reporter, KSNB-TV, joins KHGI-TV. He is succeeded by **Kevin McDowell**, graduate of Western Michigan University, as general assignment and sports reporter.

Susan Peterson, reporter, CBS News, Washington, appointed reporter in London bureau.

Joe Ewalt, Washington correspondent, UPI Audio, named correspondent for AP Radio, Washington.

Quentin Bradford, reporter-news producer, WCIA-TV Champaign, Ill., joins WAGA-TV Atlanta as correspondent.

Lois Hackbert, anchorwoman, KMST(TV) Monterey, Calif., joins KNTV(TV) San Jose, Calif., in same position.

Arthur N. Wood, director of minority affairs and news reporter, WOKY(AM)

Milwaukee, joins WITI-TV Milwaukee as general assignment reporter and co-anchorman.

George Reading, anchorman, KTVU(TV) Oakland, Calif., named co-anchorman, KRON-TV San Francisco.

Cable

Ed E. Bookout Jr., manager, Teleprompter-owned cable-TV system in Hillsborough county, Fla., appointed manager, Warner Cable-owned TV systems serving Kingsport, Erwin and Greeneville, Tenn., and Abingdon, Galax and Saltville, Va.

Equipment & Engineering

Charles Link, VP and general manager, Electro Sound Inc., Los Angeles, elected president.

Giulio G. Masullo, director of material sciences, Amperex Electronic Corp., subsidiary of North American Philips Corp., Slatersville, R.I., named operations manager for Amperex Electro-Optical Devices Division. **James H. Van West**, manager of systems and planning, Amperex Electro-Optical Devices Division, named assistant to president for planning and administration.

Alvin O. Kriegel, engineer, KVET(AM)-KASE(FM) Austin, Tex., named chief engineer, KCTA(AM)-KOUL-FM Corpus Christi, Tex.

James E. Gray, chief engineer, WYDE(AM) Birmingham, Ala., named chief engineer of Screen Gems Radio, responsible for WYDE and WWVA-AM-FM Wheeling, W.Va. At WWVA-AM-FM he succeeds **William G. McGlumphy**, who retires after 40 years of service.

Richard Cassidy, chief engineer, department of operations and engineering, National Public Radio, Washington, named director of reorganized department of engineering, succeeding **George Geesey**, now director of program administration and operations.

Jack Keyes, formerly with Rank Precision Industries, West Nyack, N.Y., joins Canon U.S.A. as national sales manager, Canon Broadcast Optics, Lake Success, N.Y.

Allied Fields

David K. Ray, VP of administration, LIN Broadcasting Corp., New York, named president of LIN Communications Services Inc., wholly owned subsidiary offering radio-paging, personal communications and telephone-answering services in New York and Connecticut.

Roscoe Long, legal assistant to FCC Commissioner Charlotte Reid, named associate general counsel, FCC, succeeding **Hilbert Slosberg**, who retired.

James Graf, recently named special assistant to FCC Chairman Richard E. Wiley (BROADCASTING, Jan. 13), joins staff of Senate Commerce Committee to work under communications specialist, Nicholas Zapple.

David L. Wolper, television-movie producer, named by President Ford to Coun-

cil for American Revolution Bicentennial Administration. Mr. Wolper is one of 25 leaders in various fields named to unit, headed by John W. Warner, former secretary of Navy.

Howard A. Zwick has resigned from KYA-AM-FM San Francisco to form Media Trade Co., buying and trading service for broadcasters and advertisers. 240 Montgomery Street, San Francisco 94104. (415) 397-1919.

Deaths

Richard Austin Dunlea, 82, owner of WMFD-AM-TV Wilmington, N.C., died Jan. 12 at New Hanover Memorial hospital, Wilmington. Early member and president of North Carolina Association of Broadcasters, Mr. Dunlea was inducted into N.C. Broadcasters Hall of Fame in 1970. He also put WMFD-TV on air in 1953 but sold it in 1957.



Brooks in the 1940's

William F. Brooks, Jr., 72, director and later VP of news and special events for NBC from 1942 until 1950, died Jan. 27 at Columbia-Presbyterian Medical Center in New York. He had served in key editorial posts with AP, including feature editor and executive news editor, and in magazine and advertising agency field before joining NBC in 1942 to direct its coverage of World War II. His duties were expanded in 1950 under title of VP, public relations, post he held until 1952. Since then he had been consultant, headed own public-relations firm and returned to newspaper work as copy editor on New York *Daily News*, from which he retired in 1972. Survivors include his wife, Louise, and son, William F. Brooks Jr. of Minneapolis.



Wolfe

Edgar Wolfe Jr., 48, publisher and chairman of Columbus (Ohio) *Dispatch* and director of family's WBNS-AM-FM-TV Columbus, was among those killed in Washington plane crash Jan. 25. Other fatalities were attorney **Carlton S. Dargusch Jr.**, 49, counsel for the Ohio Association of Broadcasters; Columbus real estate executive **Fred Leveque** and pilots **Richard White** and **Robert Hattam**. The private plane was en route from Columbus to Washington when its wing clipped a 398-foot radio tower (for WAMU-[FM], WGMS-FM and WGTB[FM]) there. Wolfe party was to attend the annual Alfalfa Club dinner at the invitation of Senator Robert Taft Jr. (R-Ohio), who is a member of family that founded Taft Broadcasting Co.

Arthur Judson, 93, one of founders of CBS, president of Columbia Concerts Corp. which included his own concert management firm, Arthur Judson Inc., New York, and one-time owner of (what is now) Columbia Records, died Jan. 28 at his home in Rye, N.Y. In 1926, Mr. Judson and three partners signed 16 stations at \$500 each, to carry programs of network that became CBS. He is survived by his wife, Daphne, and one son, Francis.

Bill Walsh, 61, Disney film-TV producer died of cardiac arrest Jan. 27 at UCLA Medical Center, Los Angeles. He was co-producer of Disney's first Christmas TV special in 1950 and producer of Disney's *Mickey Mouse Club* (just re-issued) and *Davy Crockett* series until 1956 when he became solely film producer specializing in fantasy and comedy.

Surviving are two sons, Kevin and David, and daughter, Jamie.

Jack Case, 85, retired advertising executive and TV producer (*Cavalcade of Books*, 1952-72), died Jan. 20 at his Oceanside, Calif., home. He is survived by his wife, Rhea.

Harold Norman Geron, 49, program producer, announcer and foreign service officer for Voice of America, Washington, died Jan. 22 of heart attack in Alexandria, Va. Mr. Geron, who previously was executive at several stations in Midwest, is survived by his wife, Martha.

Bob Cullings, 56, sportscaster since late 1930's, died Jan. 7 of heart attack in Binghamton, N.Y. Mr. Cullings announced CBS Radio boxing in early 1950's, later served WFBL(AM) Syracuse, WKIP(AM) Poughkeepsie and WINR(AM) Binghamton, all New York. He is sur-

vived by his wife, Betty, and five children.

Thomas Aden, 58, Phoenix bureau chief for Associated Press since 1966, died Jan. 27 in Phoenix following lengthy illness.

Sid Fuller, 77, retired newscaster, KFI(AM) and KABC(AM) both Los Angeles, died Jan. 26 of heart attack at Avalon, Calif., hospital. He is survived by his wife, Katherine, son, Winston, and daughter, Mrs. Barbra Peterson.

Julia Sanderson, 87, musical comedy star who turned to radio in 1930's and early 1940's, died Jan. 27 in Springfield, Mass. She and husband, Frank Crumit, were featured on *Blackstone Plantation, Tea Time, Gulf Presents Crumit and Sanderson*, all on CBS, and *Battle of the Sexes* on NBC Red. She retired in 1943 after Mr. Crumit's death.

For the Record®

As compiled by BROADCASTING, Jan. 20 through Jan. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ **St. Louis**—New Life Evangelistic Center seeks ch. 24 (530-536 mhz); ERP 1447 kw vis., 289 kw aural. HAAT 997.6 ft.; ant. height above ground 727.6 ft. P.O. address: Box 473, St. Louis 63104. Estimated construction cost \$797,100; first-year operating cost \$200,000; revenue \$400,000. Legal counsel Midlen C. Reddy, Washington; consulting engineer John Patrick Suchan. Principals: Rev. Lawrence W. Rice Jr. and Patrick Flotron are respectively president and vice president of non-profit New Life. Ann. Jan. 21.

AM application

■ **Jacksonville, Ala.**—H-M-S Broadcasting Co. of Jacksonville, Alabama seeks 810 khz, 5 kw-D, 500 w-N, DA-2. P.O. address: Station WCPC, Houston, Miss. 38851. Estimated construction cost \$315,850; first-year operating cost \$86,410; revenue \$125,000. Format: C&W. Principals: Robin H. Mathis, Ralph C. Mathis, John B. Skelton Jr. and Ricky J. Huffman (¼ each) jointly own WDXE-AM-FM Lawrenceburg and WTPR-AM-FM Paris, both Tennessee. Messrs. Mathis and Skelton also have interest in several Mississippi stations. Ann. Jan. 23.

AM action

■ **Hibbing, Minn.**—Jerry J. Collins. FCC granted 1060 khz, 1 kw-D. P.O. address: Wabana Lake Resort, RR #2, Box 543, Grand Rapids, Minn. 55744. Estimated construction cost \$40,704; first-year operating cost \$20,245; revenue \$50,000. Format: contemp/C&W/pops. Principal: Mr. Collins has 51% interest in WLKE(AM) and new FM in Waupun, Wis. Petition to deny Mr. Collins' application was filed by Hibbing Broadcasting Co., licensee of WMFG-AM-FM Hibbing. FCC denied Hibbing petition, saying it did not find Mr. Collins' operating-cost estimates unreasonable. Ann. Jan. 15.

FM applications

■ **Vero Beach, Fla.**—Robert T. Rowland seeks 105.5 mhz, 3 kw., HAAT 300 ft. P.O. address: 14623 Island Dr., Jacksonville Beach, Fla. 32250. Estimated construction cost \$62,494; first-year oper-

ating cost \$55,671; revenue \$72,000. Format: contemp. Principal: Mr. Rowland is general manager of WOIK-AM-FM Jacksonville, Fla. Ann. Jan. 22.

■ **Pinckneyville, Ill.**—Coalbelt Broadcasters seeks 103.9 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 678, Murphysboro, Ill. 62966. Estimated construction cost \$42,650; first-year operating cost \$42,000; revenue \$65,000. Format: popular/C&W. Principals: Ralph, Marion and James Dunn, Dale Adkins (25% each) own WINI(AM) Murphysboro. Ann. Jan. 23.

■ **Ship Bottom, N.J.**—Raab Communications seeks 100.1 mhz, 3 kw., HAAT 300 ft. P.O. address: 33 Long Beach Blvd., North Beach, Long Beach Island, N.J. Estimated construction cost \$11,000; first-year operating cost \$63,000; revenue \$100,000. Format: standard popular. Principals: Max L. and Mary Raab (71.5%), et al. Mr. Raab owns movie production and theater businesses. Mrs. Raab is designer of women's apparel. Ann. Jan. 20.

■ **Albuquerque, N.M.**—Christian Broadcasting Academy seeks 88.3 mhz, 10 w. P.O. address: Box 25973, Albuquerque 87125. Estimated construction cost \$1,985; first-year operating cost \$1,200. Principal: David Briggs, president. Ann. Jan. 23.

■ **West Chester, Ohio**—Lakota School District seeks 89.1 mhz, 10 w., HAAT 140 ft. P.O. address: 5050 Tylersville Rd., West Chester 43069. Estimated construction cost \$5,500; first-year operating cost \$600. Principal: Allen S. Lynch, director of broadcasting. Ann. Jan. 20.

■ **DuBois, Pa.**—DuBois Area Broadcasting Co. seeks 107.3 mhz, 50 kw., HAAT 500 ft. P.O. address: 207 W. Second Ave., DuBois 15801. Estimated construction cost \$64,200; first-year operating cost \$60,700; revenue \$96,000. Format: relig/easy lsg. Principals: Ralph J. Boyer, Donald B.

Shobert, Jerry D. Sessoms, Raymond A. Smith (10% each), et al. Messrs. Boyer, Shobert, Sessoms and Smith are respectively manager of linen supply company, building company owner, machine shop foreman and insurance agency employee. Ann. Jan. 23.

■ **Jackson, Tenn.**—Charles C. Allen seeks 103.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 1313 Eastview, Humboldt, Tenn. 38343. Estimated construction cost \$72,224; first-year operating cost \$37,500; revenue \$75,000. Format: MOR. Principal: Mr. Allen is wildlife communications coordinator of Tennessee Wildlife Resources Agency. Ann. Jan. 22.

■ **Gatesville, Tex.**—McClarin Broadcasting Co. seeks 98.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 813 Main St., Gatesville 76528. Estimated construction cost \$26,577; first-year operating cost \$15,320; revenue \$65,000. Format: C&W/easy lsg. Principal: George W. McClarin (100%) owns KCLW(AM) Hamilton, Tex. Ann. Jan. 23.

FM actions

■ **Flagstaff, Ariz.**—Christian Towers Broadcasting. Broadcast Bureau granted 93.9 mhz, 87 kw, HAAT 1,550 ft. P.O. address: 1155 Lunden Rd., Prescott, Ariz. 86301. Estimated construction cost \$100,781; first-year operating cost \$64,445; revenue \$60,000. Format: religious. Principals: Thomas J. Machamer, formerly chief engineer and announcer at KNOT(AM) Prescott, Ariz.; George J. Lentz, founding director of title insurance company; and Joseph A. Lessard, president of construction supplies firm (¼ each). Christian Towers is non-profit corporation (BPH-9213). Action Jan. 17.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

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408-375-3164

KICR Cedar Rapids, Iowa—To Aug. 8 (BMPH-14387); WEMD-FM Easton, Md.—To June 28 (BMPH-14347); WONA-FM Winona, Miss.—To Feb. 6, 1976 (BMPH-14377).

FM starts

- KFXD-FM Nampa, Idaho—Authorized program operation on 94.9 mhz, ERP 46 kw, HAAT 2520 ft. Action Jan. 3.
- WGRT Danville, Ind.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 10.
- WGRG-FM Pittsfield, Mass.—Authorized program operation on 95.9 mhz, ERP 710 w, HAAT 560 ft. Action Jan. 14.
- WQPM Princeton, Minn.—Authorized program operation on 106.3 mhz 3 kw, HAAT 295 ft. Action Jan. 7.
- KMOE Butler, Mo.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 150 ft. Action Jan. 13.
- *WBJB-FM Lincroft, N.J.—Authorized program operation on 90.5 mhz, ERP 2.25 kw, HAAT 52 ft. Action Jan. 10.
- WGGN Castalia, Ohio—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 13.
- *WDNX Olive Hill, Tenn.—Authorized program operation on 89.1 mhz, ERP 1.5 kw, HAAT 250 ft. Action Jan. 7.

FM license

- *WSPS(FM) Concord, N.H.—Broadcast Bureau rescinded grant of Dec. 30, 1974, for license for new station. Action Jan. 24.

Ownership changes

Applications

- KARM-FM Fresno, Calif. (101.9 mhz, 1.8 kw)—Seeks assignment of license from KARM, George Harm Station to Lake Enterprises for \$290,000. Sellers: George R. and Floyd H. Hyde, trustee of estate of Hattie Harm. Buyers: Walter B. Lakes (55%), Joseph B. and Albert J. Allegretti (25% jointly), Louis H. Kornik (15%), et al. Mr. Lake has 60% interest in KFRE(AM) Fresno. Albert and Joseph Allegretti are respectively owner and office manager of garden products manufacturing company. Mr. Kornik is president of investment firms. Ann. Jan. 24.
- KBOI-TV (ch. 2) Boise, Idaho—Seeks assignment of license from Boise Valley Broadcasters to Donrey Communications Co. for \$2,100,000. Seller: Boise Valley (James A. Jontzt Jr., president and general manager) plans also to sell KBOI-AM-FM Boise. Buyer: Donald W. Reynolds (100%) owns KORK-AM-FM-TV Las Vegas; KOLQ-AM-TV Reno; KGNS-TV Laredo, Tex.; and KFSA(AM) Fort Smith, and KBRN(AM) Springdale, both Arkansas, as well as several newspapers. Ann. Jan. 23.
- KNCK(AM) Concordia, Kan.—Seeks transfer of control of General Broadcasting Co. from Charles S. Cook and Oscar W. Allen, both deceased (each ½ before; none after) to Marian D. Cook and M. Elizabeth Allen (each none before; ½ after). Consideration: none. Ann. Jan. 21.
- WPLB-AM-FM Greenville, Mich.—Seeks transfer of control of Flat River Broadcasting Co. from Robert G. Lewis, as executor of estate of Earl N. Peterson (50% before; 30% after) to Pearl C. Lewis (50% before; 60% after) in settlement of estate. Consideration: none. Ann. Jan. 21.
- WCTF-TV (ch. 19) Cleveland—Seeks assignment of CP from Community Telecasters of Cleveland

to WUAB Inc. for amount not exceeding \$250,000. Seller: Charles W. Steadman, president and principal stockholder. Buyer: United Artists Broadcasting, owner of WUAB Inc., owns WWSH(FM) Philadelphia and has interest in WRIC-TV Ponce, Puerto Rico. WUAB Inc. (Eric R. Plekrow, chairman of board) owns WUAB(TV) Lorain, Ohio—Cleveland and plans to operate on ch. 19 in lieu of its present operation on ch. 43. Ann. Jan. 24.

■ WGN(AM) Pawucket, R.I. (550 khz, 1 kw-D, 500 w-N, DA-N)—Seeks transfer of control of Roger Williams Broadcasting Co. from Dominick A. Hysko (52% before; 1% after) to Donald R. and Dennis W. Hysko (jointly 48% before; 99% after). Consideration: none (gift). Principals: Dominick Hysko is transferring control of WGN to his sons as part of estate plan. Ann. Jan. 24.

Actions

- WWSN(AM)-WMCD(FM) Statesboro, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WWSN Inc. to Radio Statesboro for \$800,000. Seller: Donald O. McDougald who has no other broadcasting interests. Buyers: Cecil H. Grider (30%), W. C. Woodall Jr. (30%), James P. Omdorff (30%), et al. Mr. Grider has interests in WIMO(AM) Winder, Ga. and WFFA(AM) Pensacola and WMEN(AM) Tallahassee, both Florida. Mr. Woodall also has interest in WFFA and WMEN along with interest in WDWD-AM-FM Dawson and WBBK(AM) Blakely, both Georgia; WGSW(AM) Greenwood, S.C., and WDSR(AM)-WTLF-FM Lake City, Fla. Mr. Arndorff is land developer (BAL-8287). Action Jan. 21.
- WCTT-AM-FM Corbin, Ky. (AM: 680 khz, 1 kw, DA-N; FM: 107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Corbin Times-Tribune from R. Springer Hoskins, executor of estate of J. Springer Robinson to R. Springer Hoskins and Mary Heath Robinson. Consideration: none. Principals: Mrs. Robinson and Mr. Hoskins are widow and nephew of late Mr. Robinson (BTC-7609). Action Jan. 13.
- KICR(FM) Cedar Rapids, Iowa (102.9 mhz)—Broadcast Bureau granted assignment of CP from Stereo Beam Corp. to Cedar Rapids Broadcasting Co. for \$22,700. Seller: James I. Mitchell, president. Buyers: G. Dale Cowie (65%), Stanley R. Cowie (15%), et al. G. Dale Cowie owns KASL-AM-FM Ames, Iowa, and has interest in KJQJ(AM) St. Joseph, Mo. Brother Stanley R. Cowie is Hennepin county administrator. Action Jan. 17.
- KFAL(AM) Fulton, Mo.—Transfer application granted Oct. 31, 1974, not consummated. Ann. Jan. 21.

Facilities changes

TV actions

- WSLA Selma, Ala.—Broadcast Bureau granted CP to change ERP to 53.7 kw (vis.); 10.7 kw (aur.) (BPCT-4808). Action Jan. 15.
- KGLO-TV Mason City, Iowa—Broadcast Bureau granted request for authority to operate trans. by remote control from 112 N. Pennsylvania Ave., Mason City (BRCTV-228). Action Jan. 15.
- WHEC-TV Rochester, N.Y.—Broadcast Bureau granted CP to change type trans. (BPCT-4814). Action Jan. 17.
- WHIO-TV Dayton, Ohio—Broadcast Bureau granted request for authority to operate trans. by remote control from 1414 Wilmington Ave., Dayton (BRCTV-231). Action Jan. 15.
- *WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted mod. of CP to change ERP to 2140 kw (vis.); 427 kw (aur.); ant. height 980 ft.; change type of trans. (BMPET-835). Action Jan. 15.

AM applications

- WVOY Charlevoix, Mich.—Seeks CP to change hours of operation from daytime to unlimited with 5 kw, DA-N. Ann. Jan. 23.
- KDLM Detroit Lakes, Minn.—Seeks CP to make changes in ant. system. Ann. Jan. 23.
- WFBL Syracuse, N.Y.—Seeks CP to change ant.-trans. location to Regional Market Rd. and 2nd St., N. Syracuse, and install new type trans. Ann. Jan. 23.
- KLSC Portland, Ore.—Seeks CP to side mount FM ant. of existing KLSC-KPAM-FM tower. Ann. Jan. 23.
- WFLI Lookout Mountain, Tenn.—Seeks CP to increase nighttime power to 5 kw and use different DA (DA-2). Ann. Jan. 23.
- KKYN Plainview, Tex.—Seeks mod. of CP to change ant. location coordinates. Ann. Jan. 21.
- WPIK Alexandria, Va.—Seeks CP to make changes in ant. system. Ann. Jan. 23.
- WEXM Jamesville, Va.—Seeks mod. of CP to make changes in ant. system. Ann. Jan. 21.
- WHAR Clarksburg, W. Va.—Seeks CP to change ant.-trans. location to 1.6 miles northeast of Clarksburg, and install new type trans. Ann. Jan. 23.

AM actions

- WIRA Fort Pierce, Fla.—Broadcast Bureau granted mod. of license covering change in main studio location to 1400 Melody Lane, Fort Pierce, and operate trans. by remote control from main studio location (BML-2534). Action Jan. 15.
- WENE Endicott, N.Y.—Broadcast Bureau granted CP to make changes in nighttime directional pattern MEOV's; condition (BP-19858). Action Jan. 14.

AM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KINY Juneau, Alaska (BP-19,481), Jan. 7; WEKO Cabo Rojo, Puerto Rico (BP-19,560), Jan. 3; WGUW Bangor, Me. (BP-19,797), Jan. 13; WHKP Hendersonville, N.C. (BP-19,841), Jan. 15; WLVA Lynchburg, Va. (BP-19,585), Jan. 14; WPGD Winston Salem, N.C. (BP-19,767), Jan. 9.

FM applications

- WQEN Gadsden, Ala.—Seeks CP to change trans. location to Chandler Mountain, near Steele, Ala.; change ant. location to Rainbow Dr., Gadsden; operate by remote control from proposed studio site; install new trans. and ant.; increase ant. height; change TPO; ERP 100 kw and HAAT 1,114 ft. Ann. Jan. 23.
- KEZQ Little Rock, Ark.—Seeks CP to change trans. location to Shinnall Mountain, near Ivesville, Ark.; install new ant.; decrease ant. height; change TPO; ERP 100 kw and HAAT 770 ft. Ann. Jan. 23.
- *WVUR-FM Valparaiso, Ind.—Seeks CP to change frequency to 90.9 mhz. Ann. Jan. 20.
- *WOSU-FM Columbus, Ohio—Seeks to change trans. location to 350 W. Dodridge St., Columbus; change trans. TPO, transmission line and ant.; increase ant. height; ERP 50 kw and HAAT 449.8 ft. Ann. Jan. 20.
- WJAI Eaton, Ohio—Seeks CP to change trans. location to Carr Dr., Mosier industrial park, Brookville, Ohio; change studio location to 500 Holiday Ave., Eaton; install new ant. and trans.; increase ant. height; change TPO; ERP 50 kw and HAAT 500 ft. Ann. Jan. 20.
- WCNW-FM Fairfield, Ohio—Seeks CP to install new trans. and ant.; increase ant. height; change TPO; ERP 50 kw and HAAT 485 ft. Ann. Jan. 23.

FM actions

- WGOK-FM Mobile, Ala.—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio at 14 N. Church St., Fairhope, Ala. (BRCH-1241). Action Jan. 8.
- WCRB-FM Waltham, Mass.—Broadcast Bureau permitted remote control (BRCH-1240). Action Jan. 8.
- KGOR Omaha—Broadcast Bureau granted CP to change trans. location to 5400 N. 72 St., Omaha; install new trans. and ant.; increase ant. height; change TPO and ant. height to 1230 ft.; ERP 115 kw; remote control from main studio at 5010 Underwood Ave., Omaha (BPH-9205). Action Jan. 17.

FM starts

- Following stations were authorized program operating authority for changed facilities on date shown: KAUM Houston (BPH-8601), Jan. 6; KCFM St. Louis (BPH-8542), Jan. 7; KSET St. Joseph, Mo. (BPH-8599), Jan. 10; KZOK Seattle (BPH-8979), Jan. 7; WAXL Minneapolis (BPH-9058), Jan. 15; WCOH-FM Newnan, Ga. (BPH-9060), Jan. 3; WHUC-FM Hudson, N.Y. (BPH-9123), Dec. 31, 1974; WQXA York, Pa. (BPH-8771), Jan. 9; WTPM Aguadilla, Puerto Rico (BPH-8608), Jan. 7; *KNHC Seattle (BPED-1894), Jan.

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In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ Pella, Iowa, FM proceeding: Pella Communications and Tulip City Broadcasting Co., competing for 103.3 mhz (Docs. 20283-4)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for April 15. Action Jan. 20.

■ Bayou Vista and Berwick, La., AM proceeding: Teche Broadcasting Corp. (Bayou Vista) and Phillips Radio (Berwick), competing for 1170 khz (Docs. 20300-1)—Designated ALJ Byron E. Harrison to serve as presiding judge; scheduled hearing for April 8. Action Jan. 20.

■ Polson, Mont., AM proceeding: Lake County Broadcasters and KBMR Radio Inc., competing for 1050 and 1070 khz (Docs. 20310-1)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for April 14. Action Jan. 22.

■ Orange, Tex., FM proceeding: Ken Stephens Gulf States Broadcasting Co., competing for 106.1 mhz (Docs. 20317-8)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for April 29. Action Jan. 20.

■ Parkersburg, W. Va., FM proceeding: Triplett Broadcasting Co. and Electrocom Inc., competing for 95.1 mhz (Docs. 20294-5)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for April 8. Action Jan. 20.

Procedural rulings

■ Fresno, Calif., FM proceeding: Atlas Broadcasting Co. and Pacific Quadracasting, competing for 105.9 mhz (Docs. 20143-4)—ALJ James F. Tierney continued hearing from Jan. 28 to March 18. Action Jan. 16.

■ Hanford, Calif., FM proceeding: Kennebec Western Broadcasting Co. and Willson Broadcasting Co., competing for 103.7 mhz (Docs. 20266-7)—Chester F. Naumowicz Jr. scheduled hearing for March 25. Action Jan. 16.

■ KCTY(FM) Salinas and KTRB(FM) Modesto, both California, facility changes proceeding: JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—ALJ Walter C. Miller scheduled hearing for March 25. Action Jan. 20.

■ Camilla, Ga., FM proceeding: Capel Broadcasting Co. and Enterprise Broadcasting, competing for 105.5 mhz (Docs. 20245-6)—ALJ Ernest Nash scheduled hearing for April 1 in lieu of Feb. 26, exchange of exhibits by March 7, and notification of witnesses by March 21. Action Jan. 15.

■ Brookhaven, Miss., FM proceeding: Brookhaven Broadcasting Co. and 21st Century Broadcasters, competing for 92.1 mhz (Docs. 20145-6)—Review board denied request of 21st Century Broadcasters to add issues against Brookhaven Broadcasting Co. Board denied addition of content of application issue, public notification of hearing procedure issue, short-spacing, staffing, equipment and stereophonic issues against Brookhaven. Action Jan. 17.

■ St. Charles and Florissant, Mo., FM proceeding: Contemporary Media, St. Charles Broadcasting Co., Changing Waves, all for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20227-9)—ALJ David I. Kraushaar canceled all scheduled deadlines and continued hearing indefinitely, since parties are negotiating agreement to merge interests and settle case. Action Jan. 15.

■ WNJR(AM) Newark, N.J., AM proceeding: 1430 Associates and WNJR Radio Co., competing for WNJR facilities (1430 khz) (Docs. 20298-9)—Review board scheduled pre-argument conference for Feb. 7, on conflicting proposals of WNJR Radio Co. and 1430 Associates for interim operating authority of WNJR. Board said that conference would explore interest of each party in participating in interim proposals and if unwilling to join proposal, alternative terms and conditions under which party would participate in any interim operation. Action Jan. 22.

Dismissed

■ Santa Paula and Fillmore, both California, FM proceeding: William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Orton Inc., at Fillmore, competing for 96.7 mhz (Docs. 19866-8)—ALJ John Conlin granted joint petition by Wallaces and Class A Broadcasters for approval of agreement; dismissed Class A application with prejudice; ordered that no reimbursement shall be paid until board denied pending petition to add character issue against Class A; and in separate action, dismissed motion by Wallaces for summary denial of Class A application. Action Jan. 17.

■ Tallahassee, Fla., FM proceeding: Capital City FM, Phillips Radio and Amrad Corp., competing

Summary of broadcasting

FCC tabulations as of Dec. 31, 1974

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,406	2	24	4,432	45	4,477
Commercial FM	2,576	0	60	2,636	160	2,796
Educational FM	688	0	29	717	104	821
Total radio	7,670	2	113	7,785	309	8,094
Commercial TV	702	1	8	711	33	767
VHF	508	1	4	513	5	520
UHF	194	0	4	198	28	237
Educational TV	227	0	14	241	8	253
VHF	91	0	4	95	3	99
UHF	136	0	10	146	5	154
Total TV	929	1	22	952	41	1,010

* Special temporary authorization

** Includes off-air licenses

for 103.1 mhz (Docs. 20237-9)—ALJ Thomas B. Fitzpatrick approved joint request by Amrad Corp. and Phillips Radio, and dismissed with prejudice application of Phillips Radio. Action Jan. 21.

■ Fitzgerald and Ocilla, Ga., FM proceeding: Ben Hill Broadcasting Corp. and Oliva Broadcasting Co. (Docs. 20133-4)—Review board granted motion by Broadcast Bureau and stayed effectiveness of presiding judge's order of Jan. 9, which granted joint request by Ben Hill and Oliva, and dismissed Ben Hill application. Action Jan. 22.

Joint agreement

■ Breckenridge, Colo., FM proceeding: Zap Communications and Breckenridge Broadcasting Co., competing for 102.3 mhz at Breckenridge (Docs. 20047-8)—ALJ Thomas B. Fitzpatrick granted joint petition by applicants and approved agreement; dismissed with prejudice application of Zap Communications; granted application of Breckenridge Broadcasting; and terminated proceeding. Action Jan. 16.

Initial decision

■ Norfolk, Va., TV proceeding: WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp., competing for ch. 3 (Docs. 18791-2)—ALJ David I. Kraushaar granted in supplementary initial decision application of WTAR Radio-TV Corp. for renewal of license. Supplementary initial decision affirmed Judge Kraushaar's initial decision released March 21, 1973, which granted WTAR-TV license renewal application and denied competing application of Hampton Roads Television. Ann. Jan. 22.

Fines

■ KLXA(TV) Fontana, Calif.—FCC notified International Panorama TV, licensee of KLXA that it incurred apparent liability of \$5,000 for failure to obtain FCC authority to relocate its main studio at Santa Ana. Action Jan. 15.

■ WLMD(AM) Laurel, Md.—FCC notified Interurban Broadcasting Corp., licensee of WLMD that it incurred apparent liability for \$2,500 for violating logging rules and broadcasting telephone conversations without prior notice. Action Jan. 15.

■ KOWH-AM-FM Omaha—Broadcast Bureau ordered Reconciliation Inc. to forfeit \$1,000 for failing to log time daily transmissions ceased; either operating beyond licensed sign-off time or making false log entries so indicating; and either operating with over-and-underpower or making false log entries so indicating. Action Jan. 14.

■ WSYD(AM) Mt. Airy, N.C.—FCC informed Mount Airy Broadcasters that it incurred apparent forfeiture of \$3,000 for operating WSYD with excessive power and nondirectionally. Action Jan. 15.

■ WSHB(AM) Raeford, N.C.—FCC denied request to reconsider \$1,000 fine assessed against WSHB for exceeding limits of its licensed power for 50 days in 1971. WSHB entered maintenance logs as new evidence. However, information in these logs is inadequate to grant reconsideration of its fine, FCC said. Action Jan. 15.

■ North Carolina—FCC ordered three North Carolina licensees to pay forfeitures totalling \$9,000 for broadcasting lottery information. Thomasville Broadcasting Co., licensee of WTNC-AM-FM Thomasville; WMFR Inc., licensee of WMFR-FM High Point, and WFMV Television Corp., licensee of WFMV-TV Greensboro, were assessed \$2,000, \$2,000 and \$5,000 respectively. Action Jan. 15.

■ KTLI(AM) Tillamook, Ore.—Broadcast Bureau notified Beaver Broadcasting System of apparent liability for forfeiture of \$500 since operator did not have broadcast endorsement on his third-class operator's permit. Action Jan. 17.

■ KLVI(AM) Beaumont, Tex.—FCC denied application by Radio Beaumont, licensee of KLVI, for mitigation or remission of forfeiture. FCC said

Radio Beaumont did not provide adequate grounds for reduction of \$2,000 forfeiture for broadcasting telephone calls without giving proper notice to parties called. Action Jan. 15.

■ KCFH(AM) Cuero, Tex.—Broadcast Bureau notified Norman Broadcasting Corp. that it incurred apparent liability of \$250 for failing to make new determination of its ant. resistance. Action Jan. 14.

■ WDNE(AM) Elkins, W.Va.—Broadcast Bureau notified Marja Broadcasting Corp. that it incurred apparent liability of \$1,500 for failing to have third-class radiotelephone operator on duty and in actual charge of transmitting equipment; failing to maintain maintenance log; failing to have operator on duty sign operating log; failing to make entries in station's logs regarding time station stopped supplying power to ant.; failing to enter indications of operating constants of last radio stage and ant. current in operating log at intervals not exceeding three hours; and making corrections in operating log which were not initialed. Action Jan. 14.

■ WRDS(AM) South Charleston, W.Va.—Broadcast Bureau ordered WRDS Radio to forfeit \$1,000 for repeated failure to observe rules which require that actual ant. input power of each station not be less than 90% nor greater than 105% of authorized power. Action Jan. 14.

■ WRDN(AM) Durand, Wis.—Broadcast Bureau notified WRDN Inc. that it incurred apparent liability for forfeiture of \$200 for failing to have properly licensed operator in charge of transmitting system since operator's radiotelephone third-class license was not endorsed for broadcast operation. Action Jan. 17.

Other action

■ FCC denied numerous requests for refunds of fees, other than cable TV annual fees, collected under current fee schedule. As basis for asserting their right of refund, petitioners stated that Supreme Court decision "struck down" either specific fees or entire fee schedule. FCC said these petitioners did not seek review by Supreme Court. Thus, FCC found no judicial mandate that it consider refunds. Action Jan. 20.

Allocations

Actions

FCC took following actions on FM allocations:

■ Monte Rio, Calif.—FCC assigned FM ch. 249A to Communications Associates, Monte Rio. Action will provide first broadcast station to that community (Doc. 19848). Action Jan. 15.

■ Springfield, Ill.—FCC assigned ch. 254 to Springfield, as its fourth FM channel assignment. FCC adopted proposal of Eastern Broadcasting Corp., licensee of WCVA(AM) Springfield, and denied requests in opposition by Prairieland Broadcasting of Decatur, licensee of WDWZ(AM) Decatur, Ill. (Doc. 19961). Action Jan. 15.

■ Cheraw, S.C.—FCC assigned ch. 276A to Cheraw as first FM assignment, and substituted ch. 292A for ch. 276A at Florence, S.C. (Doc. 19771). Action Jan. 15.

■ Rapid City, S.D.—FCC allocated ch. 262 as third FM at Rapid City. James E. Taylor, Ray J. Aldrich, William A. Goodhope, Robert A. Gunderson and Bruce H. Lien supported rulemaking, while James River Broadcasting, licensee of KKLS-AM-FM Rapid City, and Sturgis Radio Co., Inc., licensee of KBHB(FM) Sturgis, S.D., opposed proposed assignment (Doc. 19795). Action Jan. 21.

■ Schulenberg, Tex.—FCC dismissed request of Dr. A. J. A. Watzlavick to assign ch. 272A to Schulenberg. FCC said Watzlavick failed to respond to notices that informed him of change in engineering circumstances. Apparent lack of interest led FCC to dismiss proposal and end rulemaking proceeding (Doc. 20185). Action Jan. 15.

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Rulemaking

Petition

■ **Demanding Equal Access to Facts and Warnings Aired on Television for Citizens Who Are Hearing Impaired (DEAFWATCH)**, Washington—Requests adoption of standards for presentation of visual emergency notification on TV. Ann. Jan. 24.

Actions

■ **Chief, Broadcast Bureau**, in response to request by law firm of Smith and Pepper, extended from Jan. 31 to March 3, time for filing comments, and from March 4 to April 3, time for filing replies in matter of amendment of Part 73 of rules regarding AM station assignment standards (Doc. 20265). Action Jan. 21.

■ **FCC denied several requests for stay of Jan. 20 effective date of rules implementing National Environmental Policy Act**. New rules require that information relating to major facilities be submitted to FCC along with applications for CP's (Doc. 19555). Action Jan. 22.

Translators

Applications

■ **Princeville at Hanalei Community Association**, Princeville, Hanalei and Kauai county, Hawaii—Seek ch. 11, rebroadcasting KITV Honolulu. Ann. Jan. 21.

■ **Jeffrey City Community TV Association**, Jeffrey City, Wyo.—Seeks ch. 7, rebroadcasting KWRB-TV Riverton, Wyo., and ch. 11, rebroadcasting KDUH-TV Hay Springs, Neb. Ann. Jan. 21.

■ **Mammoth Community Television**, Mammoth and Yellowstone national park, Wyo.—Seeks ch. 10, rebroadcasting KTVQ Billings, Mont. Ann. Jan. 24.

Actions

■ **K04HV Sand Point, Alaska—Broadcast Bureau granted CP for translator on ch. 4, rebroadcasting KYUK-TV Bethel, Alaska; condition (BPTTV-5115).** Action Jan. 8.

■ **K07NC Tok Junction, Alaska—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KUAC-TV Fairbanks, Alaska (BPTTV-5111).** Action Jan. 6.

■ **K04HW Ganado and Greasewood, Ariz.—Broadcast Bureau granted CP for translator on ch. 4, rebroadcasting KOOL-TV Phoenix (BPTTV-5061).** Action Jan. 8.

■ **K07NB Ponderosa Basin, Calif.—Broadcast Bureau granted CP for translator on ch. 7, rebroadcasting KCRA-TV Sacramento, Calif. (BPTTV-4999).** Action Jan. 6.

■ **K61AI northeast Santa Barbara, Calif.—Broadcast Bureau granted CP for translator on ch. 61, rebroadcasting KCET Los Angeles (BPTT-2575).** Action Jan. 13.

■ **K55AP western Santa Barbara and Santa Ynez valley, Calif.—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting KCET Los Angeles (BPTT-2574).** Action Jan. 13.

■ **K03EB Princeville, Hanalei and Kauai county, Hawaii—Broadcast Bureau granted CP for translator on ch. 3, rebroadcasting KGMB-TV Honolulu (BPTTV-5062).** Action Jan. 6.

■ **K11MH Abiquiu and rural area, N.M.—Broadcast Bureau granted CP for translator on ch. 11, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTTV-5110).** Action Jan. 6.

■ **K09MC Taylor, Neb.—Broadcast Bureau granted CP for translator on ch. 9, rebroadcasting KHAS-TV Hastings, Neb. (BPTTV-5109).** Action Jan. 6.

■ **W68AE Ogdensburg, N.Y.—Broadcast Bureau granted CP for translator on ch. 68, rebroadcasting WUTR Utica, N.Y.; condition (BPTT-2671).** Action Jan. 13.

■ **W57AE Prattsburgh, N.Y.—Broadcast Bureau granted CP for translator on ch. 57, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2683).** Action Jan. 10.

■ **W56AH Woodhull, N.Y.—Broadcast Bureau granted CP for translator on ch. 56, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2679).** Action Jan. 10.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 21 (stations listed are TV signals proposed for carriage):

■ **Ind. Co. Cable TV**, 755 23rd St., Batesville, Ark. 72501, for Newark, Ark. (CAC-4664); KATV, KARK-TV, KTHV, KETS Little Rock, Ark.; KAIT-TV Jonesboro, Ark.; WREC-TV, WMC-TV, WKNO-TV, WHBQ-TV Memphis.

■ **Tele-Vue Systems**, 345 Park Ave., 15th Floor, New York 10022, for Corte Madera, Calif. (CAC-4648): Requests certification of existing CATV operations.

■ **Citrus County Cablevision**, Box 187, Crystal River, Fla. 32629, for Citrus Springs, Fla. (CAC-4662); WESH-TV Daytona Beach, Fla.; WDBO-TV, WFTV Orlando, Fla.; WTOG St. Petersburg, Fla.; WEDU, WFLA-TV, WTVT Tampa, Fla.; WLCTV-TV Largo, Fla.; WUFT Gainesville, Fla.; WOCA-TV Ocala, Fla.; WCJB Gainesville, Fla.; WLTV Miami.

■ **Storer Cable Communications**, 1177 Kane Concourse, Miami Beach 33154, for Camilla (CAC-4675) and Pelham (CAC-4676), both Georgia: Add WFSU-TV Tallahassee, Fla.

■ **Liberty TV Cable**, 610 N. Wayne Plaza, Angola, Ind. 40703, for Winchester, Ind. (CAC-4671): Add WKJG-TV Ft. Wayne, Ind.; WHMB-TV Indianapolis.

■ **Hutchinson Cablevision**, Box 1687, Hutchinson, Kan. 67501, for Hutchinson (CAC-4660): Requests carriage of WDAF-TV, KCMO-TV Kansas City, Mo., until KWGN-TV Denver becomes available via microwave facilities.

■ **Lafourche Communications**, Box 1133, Thibodaux, La. 70301, for Napoleonville (CAC-4658) and Assumption parish (CAC-4659), both Louisiana; WBRZ, WAFB-TV Baton Rouge; WWL-TV, WDSU-TV, WVUE, WYES, WGNO-TV New Orleans; WRBT Baton Rouge; KATC, KLFY-TV Lafayette, La.

■ **Valley All-Channel Cablevision of Moorhead**, Box 97, Moorhead, Minn. 56560, for Moorhead (CAC-4657): Add CBWT Winnipeg, Canada.

■ **Imperial Cable TV**, Box 26, Imperial, Neb. 69033, for Imperial (CAC-4647); KNOP-TV, KPNE-TV North Platte, Neb.; KHPL-TV Hayes Center, Neb.; KTVS Sterling, Colo.; KOMC McCook, Neb.; KLOE-TV Goodland, Kan.

■ **Micro Cable Communications Corp.**, Box 333, Oakland, N.J. 07436, for Cedar Grove township, N.J. (CAC-4652); WCBST-TV, WNBC-TV, WNEWT-TV, WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WPIX-TV New York; WLIW Garden City, N.Y.; WXTV Paterson, N.J.; WNET, WBTB-TV Newark, N.J.; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.

■ **Cable Haven TV**, 221 Witherspoon St., Princeton, N.J. 08540, for Little Egg Harbor township (CAC-4649); Tuckerton (CAC-4650) and Eagleswood township (CAC-4651), all New Jersey; WCBST-TV, WNBC-TV, WNEWT-TV, WABC-TV, WOR-TV, WPIX-TV New York; KYW-TV, WPMI-TV, WCAU-TV, WPHL-TV, WTAF-TV Philadelphia; WNET Newark, N.J.; WHYY-TV Wilmington, Del.; WKBS-TV Burlington, N.J.; WNJS Camden, N.J.

■ **Cruces Cable Co.**, Box J, Las Cruces, N.M. 88001, for Las Cruces (CAC-4655): Add KRWG-TV Las Cruces.

■ **Jamestown Clear TV**, 308 2nd St., N.W., Jamestown, N.D. 58401, for Jamestown (CAC-4653): Add WTCN-TV Minneapolis.

■ **Ultra Com of Blanchester**, 333 W. Clinton St., Wilmington, Ohio 45177, for Blanchester, Ohio (CAC-4672): Add WKBF-TV Cleveland; WUAB Lorain, Ohio and delete WTTV Bloomington, Ind.; WHMB-TV Indianapolis.

■ **Circleville Cablevision Associates**, 156 W. Main St., Circleville, Ohio 43113, for Circleville township (CAC-4666), Washington township (CAC-4667) and Pickaway township (CAC-4668), all Ohio; WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus, Ohio; WOUB Athens, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WKBF-TV Cleveland.

■ **Two M Cablevision**, Box 85, Waverly, Ohio 45690, for Huntington township, Ohio (CAC-4349): Add WHJO-TV Dayton, Ohio; WCHS-TV Charleston, W.Va.; WCPO-TV Cincinnati; WXIX-TV Newport, Ky., and for Twin township, Ohio (CAC-4350): Add WCPO-TV Cincinnati; WXIX-TV Newport, Ky.; WCHS-TV Charleston, W.Va.; WHTN-TV, WSAZ-TV Huntington, W.Va.

■ **Chillicothe Cablevision**, 38 E. Water St., Chillicothe, Ohio 45601, for Ross county, Ohio (CAC-4661): Add WXIX-TV Newport, Ky.

■ **Armstrong Utilities**, 214 S. McKean St., Butler, Pa. 16001, for Butler (CAC-2162): Add WPGH-TV Pittsburgh; and for Butler township (CAC-4677): Requests certification of existing CATV operations.

■ **Derry-Decatur TV Line**, Box 224, Lewistown, Pa. 17044, for Mifflinburg, Pa. (CAC-4654): Add WOR-TV, WPIX-TV New York.

■ **Plum Cable TV**, 700 Seco Rd., Monroeville, Pa. 15146, for Plum, Pa. (CAC-4663). KDKA-TV, WIIC-TV, *WQED, WTAE-TV, WPGH-TV, WQEX Pittsburgh.

■ **Citizens Cable Co. and Williamsport Cable Corp.**, 330 Basin St., Williamsport, Pa. 17701, for Williamsport (CAC-4678), Montoursville borough (CAC-4679), South Williamsport borough (CAC-4680), Armstrong township (CAC-4681), Dubois township borough (CAC-4682), Old Lycoming township (CAC-4683), Loyalsock township (CAC-4684), Hepburn township (CAC-4685), Lycoming township

(CAC-4686), Woodward township (CAC-4687), Susquehanna township (CAC-4688) and Fairfield township (CAC-4689), all Pennsylvania: Add WPHL-TV, WTAF-TV Philadelphia.

■ **Sareco Cable TV**, 115 Court Square, Abbeville, S.C. 29620, for Abbeville (CAC-4674): Add WGGSTV Greenville, S.C.

■ **Television Cable Co.**, Box 895, Myrtle Beach, S.C. 29577, for Conway, S.C. (CAC-4665): Add WUNJ-TV Wilmington, N.C.

■ **Uvalde Television Cable Corp.**, Box 271, Uvalde, Tex. 78801, for Uvalde (CAC-4673): Requests certification of existing CATV operations.

■ **Woodlands CATV**, 2201 Timberloch Place, Woodlands, Tex. 77373, for Woodlands (CAC-4656): KPRC-TV, KHOU-TV, KTRK-TV, KUHT, KVRL, KHTV Houston.

■ **Fox Cities Communications**, 360 S. Monroe St., Denver 80209, for Combined Locks (CAC-4669) and Kimberly (CAC-4670), both Wisconsin: WBAY-TV, WFRV-TV, WLUK-TV, WPNF-TV Green Bay, Wis.; WMVS, WVTM Milwaukee; WGN-TV Chicago.

Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Northern Valley Cable Co., Bergenfield borough, N.J. (CAC-3568); Arkadelphia Telecable, Arkadelphia, Ark. (CAC-3697); Starkville TV Cable Co., Tallulah, La. (CAC-3826); Mahoning Valley Cablevision, Girard, Ohio (CAC-4001); Everett Cablevision, Everett, Wash. (CAC-4066); Tele-Vue Systems, Lake Stevens, Wash. (CAC-4069); H. C. Ostertag Cable Television Co., Wrightsville (CAC-4088) and Columbia (CAC-4089), both Pennsylvania; Community TCI of Missouri, Grandview (CAC-4175), Lee's Summit (CAC-4176) and Belton (CAC-4177), all Missouri; LVO Cable of Shreveport-Bossier City, Bossier City, La. (CAC-4187); Clearview Cable Corp., Brooklawn borough, N.J. (CAC-4209); Televents, Camarillo, Calif. (CAC-4265); Cable Communications Systems, Paynesville, Minn. (CAC-4326); Teleprompter of Florida, DeLand (CAC-4366), Orange City (CAC-4367), Lake Helen (CAC-4368), Deltona (CAC-4369), DeBary (CAC-4370), portions of Volusia county (CAC-4371), New Smyrna Beach (CAC-4372), Edgewater (CAC-4373) and unincorporated portions of Volusia county (CAC-4374), all Florida; Sylvania Cable TV Co., Sylvania, Ga. (CAC-4385); Chester County Broadcasting Co., Downingtown borough, Pa. (CAC-4398); Warner Cable of Fox River Valley, Oshkosh, Wis. (CAC-4432); Southern Ohio Cable-Vision Co., Manchester, Ohio (CAC-4460); Emmitsburg Cable TV, Emmitsburg, Md. (CAC-4487); Full V.U. Television, Vincennes, Ind. (CAC-4505); Highlands Cable Television, unincorporated areas of Liano county (CAC-1351), unincorporated areas Kingsland (CAC-1353), unincorporated areas of Burnet county (CAC-1352) and Granite Shoals (CAC-1970), all Texas; M & M Cable Co., Sunset-Whitney Ranch, Calif. (CAC-2409); Selma Telecable Corp., Selma (CAC-3188) and unincorporated portions of Dallas county (CAC-3189), both Alabama; Coaxial Communications of Franklin County, unincorporated portions of Franklin county, Ohio (CAC-3245); Arkadelphia Cable Communications, Arkadelphia, Ark. (CAC-3490).

■ **Saint Lucie village, Fla.—FCC granted application of Florida Cablevision for certificate of compliance to add WCKT and WPLG-TV to its cable system at Saint Lucie village.** Florida Cablevision, saying Saint Lucie Village was located between its two Fort Pierce systems already carrying two signals, and that carrying all but two requested signals was too expensive and technically difficult, requested waiver of rules. Action Jan. 15.

■ **Concordia, Mo.—FCC granted application by Missouri Valley Communications for certificate of compliance to begin cable operations in Concordia, located in Sedalia, Mo., smaller TV market.** MVC proposed to carry Missouri stations KOTV St. Joseph; KBMA-TV, WDAF-TV, KCMO-TV, KMBC-TV and *KCPT Kansas City; KCJB-TV and KOMU-TV Columbia; KDNL-TV and KPLR-TV St. Louis; and KRCG Jefferson City. Action Jan. 15.

■ **Lynchburg, Va.—FCC granted application of Lynchburg Cablevision for certificate of compliance to begin cable service at Lynchburg.** Opposition by Old Dominion Cable Co., alleging franchise deficiencies and conflict-of-interest, was denied. Lynchburg is located in Roanoke-Lynchburg, Va., major TV market. Cablevision proposed to carry WDBJ-TV, WRFT-TV, *WBRA-TV and WSLT-TV Roanoke; WLVA-TV Lynchburg; *WVPT Staunton, Va., and WTTG and WDCA-TV Washington. Action Jan. 15.

Other action

■ **WPTV(TV) West Palm Beach, Fla.—FCC denied petition for special relief filed by Scripps-Howard Broadcasting Co., licensee of WPTV.** WPTV had asked FCC to issue declaratory ruling that CATV systems in West Palm Beach 35-mile specified zone are not required to provide cable carriage to 100 W translator station W64AD North Fort Lauderdale. Because Scripps-Howard failed to establish that carriage of W64AD would adversely affect public interest, FCC said it would not depart from its established signal carriage rules. Action Jan. 15.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Pennsylvania station seeking young aggressive sales manager. Salary commensurate with background. Opportunity for good salesperson to move up. Must handle accounts. Box A-196, BROADCASTING.

Sales Manager for #1 rated station in major south-western market. Young, dynamic company also owns separately programed FM, same market. Showplace offices, great living conditions. Write Box A-222, BROADCASTING.

In the northeast there is a self-starting aggressive professional sales person who wants ownership without any cash investment and who desires to manage a dynamic station. This person will be able to make excellent dollars, have many fringe benefits and be part of a growing chain. Box B-37, BROADCASTING.

General manager for 10,000 watt public radio station. Budgets, fund-raising, teaching of one radio-TV course. Five full-time staff, 50 students. M.A. preferred. Three years full-time experience, some public preferred. Salary \$12,000-14,000. KMWU, 1751 N. Fairmount, Wichita, KS 67208.

Manager or assistant manager WTBJ Monticello, Florida. Immediately, not later than April 1. Requirements: Management ability, sales experience, programming knowledge, first phone. Compensation: Mgr. \$600 per month base plus 7 1/2% collected sales, \$50 per month gas allowance. Asst. Mgr. \$300 per month plus 7 1/2% collected sales, \$25 per month gas allowance. No calls. Write including resume, H. L. Townsend, Jr., Townsend Broadcasting Corporation, Box F, Parsons, TN 38363.

Help Wanted Sales

Account executive needed for highly regarded, community minded station in northeast city of 60,000. One of our salespeople earned \$26,000 last year; another earned \$22,000, plus liberal benefits and management that makes the job challenging and enjoyable. This is a permanent position. We are top rated, up-tempo MOR, very competitive and anxious to hear from applicants who can demonstrate a desire and track record to succeed. Convince us in your first letter. Box B-31, BROADCASTING.

Christian station looking for individual to announce and sell morning gospel program in a Top Ten market. Only one in the market so the possibilities are unlimited. Must have excellent credentials and a proven sales record. Box B-46, BROADCASTING.

Want to make money and live in a beautiful small Virginia market? Group owned operation needs aggressive professional radio salesperson with management potential to take over good current account list. Box B-52, BROADCASTING.

Sharp radio salesperson for Southern California small market 5000 AM fast growing. Salary \$1,000 per month to start. Chance to buy into station. Send resume to Box B-53, BROADCASTING.

KHAK in Cedar Rapids needs a very good salesperson. Are you a top biller in a small market? An ex-manager? or a pro who really knows selling? We pay top wages, offer excellent benefits and plenty of opportunity within our 6-station group. Call or write Jim Young, Box 1360, C.R. IA 52406 (319-365-9431). An equal opportunity employer.

Creative A.E. for fulltime 5 kw AM/FM. Career opportunity, new management. Donald Sherman, KMYC, Box 631, Marysville, CA 95901. 916-742-2396.

Combination salesperson and sports director who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for salesperson-sportscaster who wants to step up to slightly larger market or to get away from big city. Contact Charlie Parsons, KVBR, Brainerd, MN 56401.

Sales winners wanted for local AM and 50,000 watt Metro FM radio stations. Have you a past history of success? Looking for a challenging, rewarding, future with increased income? Both our stations have good ARB and Pulse ratings. And we're looking for people who can sell radio advertising. Is this the opportunity for you? Let us know what you've sold, local, regional, area. We're going places with radio, are you? Contact Francis V. Lough, WLNA/WHUD, Radio Terrace, Peekskill, NY 10566. Equal Opportunity Employer.

Help Wanted Sales Continued

Sales person wanted for Radio Advertising. Guarantee salary, car expense and commission. \$15,000 to \$18,000 annually for someone willing to work. No experience necessary, all you need is a high school education and desire to learn. Contact Roscoe Bowers at WIRA-WOVV Radio in Fort Pierce. We are an Equal Opportunity Employer.

Madison, WI. Excellent career opportunity for bright young problem-solving salesman (or woman) on the way up, strong on creativity and ability to build campaigns. Six station group seeks individual with management potential. Job opening result of promotion. Our people earn far more; city offers superior living. You'll have an opportunity for management and equity. WISM, Madison, WI. A Midwest Family Station.

Sales manager with other management responsibilities open immediately. New station, booming resort area. Good salary, plus. Must have proven track record. Familiar with small market radio. FCC rules. Occasional air shift. Resume, tape. Kazual Radio, Box BN, Parker, AZ 85344.

Help Wanted Announcers

Morning personality sought for number one midwest station in 200,000 metro. Must be dependable, creative, aware, no beginners. Send resume, salary requirements to Box A-1, BROADCASTING.

Announcer-Program Director must be experienced. Mature voice: Top 40 format. Northeast. Box A-153, BROADCASTING.

Experienced Announcer. Rock format. Good quality voice. Top 50 market. Box A-154, BROADCASTING.

Experienced-DJ wanted for Top 40 Station in Western Massachusetts. Must be good on production and copy. Chance to move with growing company. Box A-210, BROADCASTING.

Experienced bright sounding announcer, with modern country and rock music knowledge. Tight board a must. Midwest background only. Salary open. Send resume. All applications answered. Box B-51, BROADCASTING.

Personality for nights on top rated major country station. First phone is a must. Minorities encouraged. Resumes to Box B-55, BROADCASTING.

We don't have an announcer salesperson that earned less than \$12,000 in 1974. We need another one. Must have first phone and desire to earn money. Send complete resume, air-check, and photo, first mailing. Roy Mapel, KIML Radio, Gillette, WY.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY82435. An Equal Opportunity Employer.

Personality-Up MOR announcer. Brightness, creativity and production a plus. Send all info first letter. \$550 plus talent to start. First. Write PD KUHL, P.O. Box 166, Santa Maria, CA 93454.

Experienced announcer needed for staff position at beautiful music station. Contact: Bruce Hanson, WATI, Indianapolis, IN 46217.

Morning person needed, big corporation + big station = big opportunity. Good salary, good fringe benefits, good working conditions. 50,000 watt WWVA is looking for the right person to fill 6-10 a.m. slot. Mod-country format. Tapes and complete resume to Bob Ward, WWVA, Capitol Music Hall, Wheeling, WV 26003. An Equal Opportunity Employer.

Morning person for WCOA. Leading NW Florida MOR. Must have 8 or more years experience, send tape, must contain ad-lib spots 30's and 60's. References will be checked. First opening in 16 years. Contact Byrn Bennick, P.O. Box 12487, Pensacola, FL 32573.

Christian station in one of the nation's major markets needs gospel music dee jay. See ad under "Help Wanted Sales."

Immediate opening, midwest MOR for experienced morning drive person. Excellent starting salary, many fringes. Contact Don Hoover, 815-933-6633.

Help Wanted Technical

Midwest AM-FM needs Chief Engineer strong on maintenance. Career opportunity. Box A-146, BROADCASTING.

Help Wanted Technical Continued

Engineer wanted for growing two station chain in central Massachusetts with heavy maintenance experience. Excellent salary plus top benefits including profit sharing. Box A-217, BROADCASTING.

Experienced chief engineer for AM and FM station located 20 miles outside of Pittsburgh. Must have transmitter and audio maintenance experience, familiar with remote operation. Send resume to Box B-19, BROADCASTING.

Engineer/announcer. Seeking first class technician with professional air sound, good news delivery. Tape and resume to Radio, P.O. Box A, Bel Air, MD 21014.

Chief engineer, complete charge maintenance. Some new, some old, all good equipment. Must pull small board shift. Call collect, Grainger, 219-533-1460.

Immediate opening for First Class Engineer. Strong maintenance for AM and Stereo FM. Send resume to Tom Catalano, Box 1136, Ocala, FL 32670.

Help Wanted News

News editor for two man department. Heavy local news. Long hours. Hard work. Salary open. Midwest resident only. Sports and AG, knowledge important. Box B-50, BROADCASTING.

Morning news. Gather, write locally-oriented news. Assume talk show after established. News background, strong delivery. Send tape/resume WCSI, Box 709, Columbus, IN 47201.

Newsperson wanted to be news director of suburban Springfield, Massachusetts station, where news is all important. Interview a must. Contact Bob Bouchard, WDEW Westfield, MA 01085.

WOKY needs fulltime newsperson. Send tape and resume. Minorities welcome. 3500 N. Sherman, Milwaukee, WI.

Help Wanted Programing, Production, Others

WKBW Buffalo, wants to hear from you if you're a major market production director. Send tapes and resume to Bob Harper, program director, WKBW Radio, Buffalo, NY 14209. An equal opportunity employer. Applications from both sexes and all races encouraged.

Situations Wanted Management

Success-oriented. General manager seeks new challenge. 14 years last station. 22 years successful management/sales. Excellent abilities all phases. Responsible, community-minded. Available March 1. Box A-132, BROADCASTING.

Aggressive, hardworking account executive. 3 1/2 years experience, top 10 market seeks sales management position to develop potential. 29, married. Box A-150, BROADCASTING.

Already a successful sales manager at 25, currently with major broadcast company in top 30 market. Wanted: Sales management with opportunity to become GM. Seek top 50 market. Degree, references, high energy. Don't respond unless you need a leader. 25 K min. Box B-10, BROADCASTING.

Station being sold. Current successful GM seeking similar position. Professional, strong on sales, administration, P&L, motivation, FCC. Honest, community-active, creative. References. Box B-12, BROADCASTING.

Experienced manager. Presently managing a successful medium market station. Will locate in Tennessee, Kentucky or midwest. Box B-21, BROADCASTING.

Give me your station, your staff, your policies. I'll give you bottom line attention. I am a people oriented, sales oriented veteran broadcaster with total management knowledge. Presently producing but available to right conditions. Impeccable record. AM or FM, West Coast medium to large market preferred. Box B-23, BROADCASTING.

General Manager, thorough knowledge sales, programming, promotion, FCC regulations, engineering. New Jersey, Pennsylvania, Maryland, Delaware. Box B-49, BROADCASTING.

General manager, highly motivated, can do it all. 15 years experience, all markets. Strong in sales and promotions. Excellent track record, top references. Experience includes all areas of management. A dedicated professional seeking new and rewarding position. Box B-54, BROADCASTING.

Situations Wanted Management Continued

Man (45) with 15 years radio and TV advertising plus air work desires to move into management of radio station. Salary \$1,200 per month or good percentage, want change whole ball of wax, no half loaf. Contact Robert North, Box 1626, Elcentro, CA or 714-553-0736.

Major market pro, with PD sales and engineering, 15 years experience. Can manage all phases. 702-329-7955.

Situations Wanted Sales

Experienced salesman, announcer. Small or medium market M.O.R. or country format. Box A-149, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Announcer with 4 years experience, first ticket. Looking for contemporary MOR in midwest. Box A-209, BROADCASTING.

Professional, many years experience. Solid references. Finest background. Strong on news, writing and air work. Good production. Prefer East or Midwest. Box B-3, BROADCASTING.

Music master. Extensive knowledge of all music, will work DJ/MD/sales, etc. College grad., 3rd. Prefer prog. rock, jazz. Dedicated, anywhere, now! Resume materials available. Box B-6, BROADCASTING.

1st phone jock. Two years experience. Prefer top 40, contemp., gold in southern Wisconsin or northern Illinois. Box B-22, BROADCASTING.

New England. Beautiful music. EZ. Now employed major market. Prefer non personality format. 1st endorsed, good voice, strong industry references. Salary open. Mature, responsible. Tape, resume, Box B-25, BROADCASTING.

Morning entertainer, knows how to work within the flow of the music. Presently employed, seeking top 100 market, rocker or progressive MOR. 3rd endorsed, four years experience. Box B-41, BROADCASTING.

1st phone jock with news-sports and sales experience desires position with radio and television outlet, interested in both radio and television announcing or television engineering. Box B-44, BROADCASTING.

Veteran morning communicator. 1st, family man, top references. From 20M. Leave message after 5 p.m. EST: 614-773-1586.

Versatile, experienced with 3rd phone. MOR, rock, heavy sports. Neil Rogers, 351 Cambridge Rd., Hollywood, FL 33024. 305-961-1398.

New England. MOR announcer, staff or personality. Family man, good background, highest references. Steve May, 401-568-2782.

Former all-purpose announcer with equal TV prod./dir./news experience in 1 year with AFRS. 3rd phone, two english degrees, good writing ability, diversified musical and sports knowledge, and pleasant voice, seeks reentry into field, anywhere. Salary no problem. C. R. Troy, Rock Glen, PA 18246, 717-384-4179.

Husband and wife, B.A. degree, experienced. Husband announcer and programming, wife announcer and news. Available March 1, 1975. Call 701-452-2986. Ask for Mac or Ruth.

Creative black DJ, first phone, experienced, very motivated. Rahsaan Jackson, 113 N. Garnett Rd., #299, Tulsa, OK 74116. 437-3778.

What is "Good"? Who is "Good"? "Good" is a label whose meaning ranges from O.K. to super. "He's Good but," "He's really Good!" "Good" is relative to personal taste and need. "I think he's Good." "He'll be Good for that slot." "Good" to one may be deplorable to another. "He's Good!" "He's rotten!" I'm Good, but you may think I'm rotten. It's your money and your decision. "Good" aircheck available. P.S. I'm looking for "Good" bread. "Good" 52 Old Windmill Rd., St. Charles, MO 63301.

Creative female desires music/talk show. DJ, 3 years college music/interview shows. Degree, editor of consumer music magazine. Single. Will relocate. B. Cronie, 348 East 78th Street, NY 10021.

Young, aggressive DJ, midwestern grad., currently doing medium market country. Want to do top 40 or MOR. Very negotiable. Tony James, 1718 Douglas St., Rockford, IL 61103. 815-968-2530.

First phone, seeking position in west, experienced, production, mac sil mo. Day 1-314-531-3453, night 1-314-962-0725.

Experienced pro looking for stable position with good station. Call Bill, 516-265-7268.

Situations Wanted Announcers Continued

Available immediately, mature, 5 years both contemporary and rock, 29, single, will travel. I can talk to the people. Looking to move up, not sideways. Call Walker anytime, 315-788-7843, or WOTT, Watertown, NY, 315-782-6340.

First phone, 3 years experience with MOR, contemporary, all news. Desire all night gig. Find out more, call Robinhawk, 713-524-1487, or write 1815 Banks, Houston 77006.

Nice Place to Settle Down. Sought by seasoned professional. 14 years, All phases. MOR or laid-back Top 40. Vet. Married. Degree. Major credentials. SE, SW or MW. All inquiries welcomed. Bob Randall, 5550 N. Braeswood, 131 Houston, TX. 713-729-9175.

Female, 3rd, mature voice, 4 years college experience. Willing to relocate, any format considered. For tape, resume, write Mary Saloschin, 55 Lowden Ave., Somerville, MA 02144.

Well Received Radio Personality, married; 5 yrs. Top 40 experience, Chicago, radio comm. grad. Any market, will relocate. 616-947-7201. Cliff, 961 Fitzhugh Drive, #10, Traverse City, MI 49684.

Atlanta: A top talent in sales & announcing. Have a great desire and ability along with motivation. Moving to Atlanta soon. Gary Isaacson, 350 Campus View Dr., Riverside, CA. Phone 714-683-8724.

First phone mature DJ-maintenance man; seek happy, relaxed longevity, South. Prefer five days, MOR. Unemployed. 305-428-3161. Available immediately.

Situations Wanted Technical

Experienced chief engineer, AM-FM-DA Over 25 years broadcast engineering, seeking employment in radio or a start in TV. Western states. Box B-2, BROADCASTING.

Go west! One of the east's most experienced young men wants to go west. Loads of experience as chief of one of the east's biggest AM-FM combinations. If your station or group is looking for a sharp, take charge chief who can make your station the best sounding in your market, write to Box B-8, BROADCASTING.

Operator-engineer with first class FCC license. Box B-30, BROADCASTING.

Engineering position desired. Full time, most any location. First with radar. Need first break, willing to learn. Previous experience teaching electronics (Elkins). 203-233-2459, Dennis.

Situations Wanted News

Radio (or radio-TV combo) sportscaster. College play-by-play. Six years experience. College degree. Exciting style. Box B-1, BROADCASTING.

Radio Malaysia, my 3 year experiment. News writing followed, major Northeast market. Seeking reader-writer slot, NE. 3rd endorsed. Box B-11, BROADCASTING.

Experienced public affairs producer/host, some news, wants all-news station, or station with serious news department. Box B-14, BROADCASTING.

Veteran news director, highly respected in top 90 market, wants into class top 45 operation. Replies to Box B-45, BROADCASTING.

Award winning news director. Looking for medium market news job. Young. Prefer midwest but all offers considered. Call Robb, 1-918-756-0576.

Award winning newsteam member looking for challenging medium market. B.A. Journalism, gather, write, deliver. Call 914-831-5130.

Seeking to be part of a professional news operation, former news director, 3 years experience in writing, digging, uncovering news, talk and interview shows. Rod Hensel, 687 Broad Street, Salamanca, NY 14779. Call 716-945-4243.

News Position Desired. Hard worker. Some experience in print, electronic journalism. B.A. journalism. Broadcasting school grad. Tape, resume available. John Pappas, 200 L St., S. Boston, MA 02127. 617-269-5755.

Aggressive Young Newscaster. Two yrs. ND and DJ in Medium Market. For true professional and serious reporting, write: Robert Day, 552 So. Gramercy Pl., #3, Los Angeles, CA 90005. Tape and resume available to all upon request.

Christian broadcaster seeks employment with Christian radio or similar. Experienced in media. Michigan. 616-775-8404.

Situations Wanted Programing, Production, Others

Drive-time personality for major market network O&O seeks PD position. Past experience includes PD, MD, ND, OM. Make me an offer I can't refuse. Box B-7, BROADCASTING.

PA director seeks PD or assistantship. 4 1/2 years top 40/MOR includes top 50 market, MD, copy/production, promotion, news, automation, traffic. College, third, married. Prefer New England. Let's talk. Box B-9, BROADCASTING.

Professional programmer/personality, dynamic, original, married, college graduate, six years experience medium and large markets. Box B-34, BROADCASTING.

Exceptional program/operations talent. Take charge attitude/ability. Highly motivated/qualified to deliver top revenue audience. Not a top forty cipher but a mature analyst and format designer. Expert application of primary and secondary program sequence. Will work in absolute confidence with manager that desires to penetrate into top market positions. Box B-40, BROADCASTING.

Dominate the over 29 listeners, where the money is. Let the other twelve stations share the 9 to 29. My positive programming does it! Box B-47, BROADCASTING.

Assistant director/producer, B.A. Broadcasting. One year commercial experience willing to work way up in production. Creative, dependable and eager for break. Contact Greg Malic, 363 Chateaugay, Chesterfield, MO 63017. 314-469-6450.

TELEVISION

Help Wanted Management

Executive Director ETV, PTV. M.A. preferred. Public relations, budget, administrative, supervisory, broadcasting, education experience desired. Ability to innovate, plan, direct, and evaluate programs. Box A-216, BROADCASTING.

Help Wanted Sales

Self-starter for group owned station. Single station Texas market. Potential \$20M plus. Send resume and track record to Box A-163, BROADCASTING.

Help Wanted Technical

Group operator radio and TV needs highly qualified engineer for headquarters staff. Preference given engineering degree but will accept equivalent experience. Box B-33, BROADCASTING.

Asst. director for technical operations. Strong on color TV maintenance, supervision. Minimum 10 years experience. In charge of technical operation of Southern ETV production center. An equal opportunity employer. Application deadline March 3, 1975. Box B-36, BROADCASTING.

Maintenance engineer for TV station, experienced in video, studio maintenance, salary open. Call Mr. Vance, WATU-TV 26, Augusta, GA, 404-724-5527.

Maintenance/operations engineer for videotape, film, UHF transmitter. First phone required. ABC affiliate. John Powley, WOPC, Box 609, Altoona, PA 16603.

Now accepting applications for vacation relief positions for May through September employment. First class license and experience preferred, however, will consider applicants with either one or the other. Equal opportunity employer. Write: Chief Engineer, WPRI-TV, 25 Catamore Boulevard, East Providence, RI 02914.

TV studio engineer, J. Walter Thompson Company. Engineer needed immediately for advertising agency studio. Applicant must be experienced in maintaining and operating RCA professional equipment and video tape in all formats. Contact Edward Abrams, 212-636 7000, Ext. 2136.

Need operations and maintenance engineer with broad background to maintain sophisticated new color TV/audio fax for large Chicago corporation. First phone preferred. Equipment includes: TR-4's, IVC 960's, LDH-20's, CI switcher. Contact Jim Franck, CNA/Insurance, CNA Plaza, Chicago, IL 60685. 312-822-7772. Equal opportunity employer.

Help Wanted News

News Executive Producer needed for Top 50 Network affiliate. Candidates must have good news background and know-how. An Equal Opportunity Employer. Send resume and current salary to Box A-219, BROADCASTING.

Help Wanted News Continued

Weathercaster. Meteorologist preferred. Prestigious station in mid-south. Must be a communicator with good on camera presentation. Box A-225, BROADCASTING.

New position, assistant professor: Fall, 1975 M.A. or Ph.D. with at least five years professional experience in radio/TV news to teach courses in broadcast journalism, including supervision of student broadcasts, and an introduction to Mass Media course. Preference given to applicant with knowledge of radio production techniques, but teaching emphasis will be on writing, editing skills. Position calls for person who enjoys working with students in an editorial capacity. Direct inquiries to Dr. Robert O. Blanchard, Chairman, Department of Communication, The American University, Washington, DC 20016. An Equal Opportunity/Affirmative Action Employer.

Help Wanted Programming, Production, Others

Seeking an experienced person to supervise talented employees, set up and manage production budgets, manage all phases of studio, remote and control room operations for a major northeast VHF affiliate. Send resume and salary requirements. An equal opportunity employer. Box A-142, BROADCASTING.

Situations Wanted Management

General manager-sales manager, etc. Thoroughly experienced and successful all phases, including station ownership. Special expertise in management, sales management-sales (national, regional, local), programming, film-buying, production, network newscasting-announcing, promotion, community involvement, challenges. Outstanding credentials! Since 1944 have practiced radio 12 years, television 18 years. Age 45. Degreed. Sales and programing specialist! Management-troubleshooter. Accustomed to overcoming formidable challenges, to much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box B-17, BROADCASTING.

TV promotion manager in medium market seeks major market. Excellent credentials. Write today! Box B-20, BROADCASTING.

Sales manager. Top, top, metro market who is employed, degreed, married, young. Great 10 year record includes national sales. Seeking a stable, established, but growth station. Box B-35, BROADCASTING.

Up Your ratings. Bright, young promotions manager with excellent major market successes. Can do it all. Box B-57, BROADCASTING.

General manager, sales manager TV-radio, prefer medium market station or group, thoroughly experienced and successful all phases, including TV-radio station ownership. Especially aggressive in sales (national and local) programming and promotion. 23 years experience in TV and radio management. Contact John H. Coco, Southland Square Apts., 200 Armour Drive, Apt. #234, Houma, LA 70369. Telephone 504-669-2966.

GM/GSM, up through ranks professional with 20 years experience in radio and TV. My specialty independent TV operation. Call now for details, 702-739-8501.

Situations Wanted Announcers

Southern states. Weekend weather, booth, studio cameraman. Now employed, major market. Also FM beautiful music. Third endorsed. Good voice and appearance. Strong industry references. Salary open. Resume, Box B-26, BROADCASTING.

New England. Top ten vet. Now employed. Staff, tape breaks, weather. Good voice and appearance. Top industry references. Salary open. Resume, Box B-27, BROADCASTING.

Situations Wanted Technical

First Phone Studio Technician. Seven Years Experience. VTR, Camera, Switching. Consider All. Box A-213, BROADCASTING.

Southeast, South or Mid-Atlantic only. Prefer large but interested in any size market. Long time experience all phases of TV. Desire change in climate. Director of or chief engineer. Box B-5, BROADCASTING.

1st phone jock with news-sports and sales experience desires position with radio and television outlet. Interested in both radio and television announcing or television engineering. Box B-44, BROADCASTING.

Situations Wanted Technical Continued

Experienced chief engineer, director of operations, seeks European position as operator, supervisor sales, instructor, tech. rep in any electronic field. Familiar with all TV, AM, FM and remote telecasting. Any position considered. Box B-48, BROADCASTING.

Situations Wanted News

Reporter-anchor, 2 1/2 years experience medium market, college graduate, can shoot film, edit, report, produce, and anchor. Box A-178, BROADCASTING.

Bright Female college grad. desires TV news or production. Will relocate. Write Box A-203, BROADCASTING.

Anchor-reporter, producer. Best at specials and investigative series. Looking for news-conscious station. Young. Box B-13, BROADCASTING.

Young/mature, announcer/newsman, weatherman/talk host. Wishes active hard-working position. Salary secondary. Box B-24, BROADCASTING.

Sports broadcasting is special. The viewer has to realize that you know what you're talking about. I have the talent, the experience, and the desire to make things happen. I have done the job in a small market for three years. I'm ready and qualified for bigger game. Nightly sports, play-by-play, interviews, commentary. I've done it all. Let me do it for you. Box B-29, BROADCASTING.

Black professional meteorologist, six years top ten. AMS member. Sincere, pleasant, can cartoon. Science programs-reporting O.K. Will consider anchor. Don Sarreals, 301-530-3383. 6300 Contention Ct., Bethesda, MD 20034.

Ex-sportscaster, now university football coach, desires to return to broadcasting. Prefer television sports. Ten years sportscasting experience. Presently part-time locally. Ron Newsome, 505-538-6233, KNFI, Silver City, NM 88661.

Lackluster news department? Knowledgeable, aggressive, imaginative news director. Wide experience radio-TV news, including 31-man all-news operation. Numerous awards. Prefer stay in top 10. Phone: 314-842-0463.

Meteorologist seeks employment. Young, versatile, experienced broadcaster, forecaster, will relocate anywhere. If interested, contact Sam Davis, 10 St. George St., West Warwick, RI 02893. Phone: 401-828-0157.

Experienced Sports Director with extensive production background. P.O. Box 23, West Trenton, NJ 08628.

Situations Wanted Programing, Production, Others

For Sale-Executive Producer. 13 years major market experience. Want production/programing/operations management. Strong all phases production with complete understanding all areas programing. More interested in job satisfaction than market size. Excellent reputation, top references. Box A-64, BROADCASTING.

Promotion Manager, available now due to stations reorganization. Heavy on air, ex producer director. Creative, news promotion specialist. Box A-189, BROADCASTING.

Creative agency copywriter-R/TV producer, broadcast experience. Desires promotion-production position. Imagination unlimited! Box B-43, BROADCASTING.

Creative black female, 28, MA communications, producer/moderator weekly public affairs program, media consultant, administrative capabilities. Seeks challenging position, want more than quota filler. Box B-56, BROADCASTING.

Producer/director. MS-Syracuse. Two years production manager-cablecasting. Film, radio experience. 315-782-6660.

Television Production Man, Southern Illinois University graduate, 27 years old. Experience in producing, directing, lighting, camera work, audio and set design. Videotape back pack experience. I am now directing news, talk, children's and musical programs. Will relocate anywhere. Available in May. Lance O'Neal, Naval Station, Box 25, F.P.O., NY 09571.

WANTED TO BUY EQUIPMENT

Western Electric 640AA condenser microphone and RA1095 amplifier. Box B-18, BROADCASTING.

Wanted: New and used TV equipment for UHF Station; Especially transmitter and tower. All considered. Send prices, descriptions: Box B-58, BROADCASTING.

Wanted To Buy Equipment Continued

RCA PTS-51 new or used Switcher Module, any condition. Joe Wright, CE, WBOY-TV, 304-624-7573.

Used 1000 watts or less mono FM transmitter, less exciter, for standby use. Jay Edwards, WSUS, 201-827-2525.

Reward for information concerning collections of old library transcriptions. World, Associated, Standard, etc., available for purchase by collector. Bob Nicholas, 4200 Blackthorne, Long Beach, CA 90808.

Wanted: used tower, up to 300 ft., suitable for top mounted FM antenna. Send particulars to P.O. Box 1789, Pascagoula, MS 39567.

FOR SALE EQUIPMENT

Model TT-35BH RCA Television transmitter. Channel 9. \$25,000.00. Box A-214, BROADCASTING.

Two RCA TK-43 color cameras with pedestals, cables and camera control units. Currently in use. Good condition. KIVA-TV, Farmington, NM, 505-327-9881.

For Sale RCA TT25BL Channel 6 Transmitter complete with accessories, with assorted spare tubes and components. Write KRIS-TV, P.O. Box 840, Corpus Christi, TX 78403 or call 512-883-6511, T. Frank Smith.

RCA RT-16, 6 deck multicart cartridge tape playback unit. New condition, still in factory carton. Originally \$2500; will sell for \$1500. Contact Chief Engineer, WCUZ Radio, #1 McKay Tower, Grand Rapids, MI 49502. 616-451-2551.

385 Ft. Type 400 Winchinger Tower for sale as is. Available this spring. Make reasonable offer in writing to: Gus Zaharis, WTIP, Box 3032, Charleston, WV 25331.

Marli. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Empty 10" metal 1/4" audio tape reels for NAB hubs. Storage boxes included for \$1.00 each plus shipping. Al Scheer, P.O. Box 1457, Lexington, KY 40501, 606-255-4404.

CEI 270 color camera with camera control unit and RTH Verotal XXI 40mm to 400mm lens. All in excellent condition. Contact Chief Video Engineer, Bruce Dumas, Orth-Tec Corporation, Box 566, Salem, NH 03079. 603-893-4552.

16mm sound projectors, optical-magnetic, cameras, editing eq. and much more. Free listing. Wanted Eastman Model 25 projectors. ICECO, 2991 North Fulton Drive NE, Atlanta, GA 30305.

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Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

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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.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Daily Almanac of important country events, birthdays, record information. Free details: write Country Almanac, Box 978, Beloit, WI 53511.

Half-Price Closeout! Our comedy commercials book, 101 commercials, 35 categories. \$5.00 to Brain Bag, P.O. Box 875, Lubbock, TX 79408.

Unsold time is money lost forever! Act now! We offer immediate cash A-1 PI deal. Call collect, 201-566-4771.

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Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Feb. 10, Mar. 24, April 28. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

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Experienced, strong administrator, thorough knowledge of music with ability to judge market in tough competitive situation, interest in community involvement. Medium midwest market. Send resume and salary requirements to:

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Grass Valley, CA 95945

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SOUGHT: A JOURNALIST WHO COMMUNICATES

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Miscellaneous Continued

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We are a highly respected national company doing business exclusively with broadcast stations. You know our name, many of you are now doing business with us. We are doing business in 48 states. We are dividing the 48 states into sales territories.

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You must be available for a five day training session at our expense at our home office. You will be expected to represent us at state broadcast conventions but there is limited travel involved.

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Box A-218, BROADCASTING

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Full time regional radio station in Florida. Good trading area. Over \$100,000 cash flow. Excellent growth still left for new owner. Asking \$1,200,000 cash. Price includes valuable real estate.

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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. No telephone copy accepted. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box—, c/o BROADCASTING, 1735 DeSales St. NW, Washington, D.C. 20036

Since January 1, 1974, BROADCASTING no longer forwards audiotapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or VTR's to be sent to a Box number.

Rates: classified listings ads:

---Help Wanted, 50cents per word--
\$10.00 weekly minimum.

---Situations Wanted, 40cents per word--\$5.00 weekly minimum.

---All other classifications, 60cents per word--\$10.00 minimum.

---Add \$2.00 for Box Number each issue.

Rates: classified display ads:

---Situations Wanted--\$25.00perinch

---All other \$45.00 per inch.

---More than 4" billed at run-of-book rate.

---Stations for Sales, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on Display space.

Profile

A seasoned programmer plans to generate more BTU's at Warner Bros.

Ian Michael Peacock, the new program chief of Warner Bros. Television, is an Englishman with an American tinge, and it is this perhaps that may account for his having been brought from London to Hollywood by the powers-that-be at Warner Bros.

On the one hand he is a recognized bright star in the firmament of TV program producers (for years he was known as the whiz kid of BBC programming). On the other, since TV programming in the United Kingdom is principally tape, this too may have influenced those who see this expertise as one of the answers to the present crunch that has struck American TV program production.

For Mike Peacock—everyone calls him Mike—the potential is enormous and undoubtedly gratifying. This is not only because of his experience in electronic TV production, which can cut roughly a third off the below-line costs, but more particularly because his record speaks well for developing the type of program that seems to be coming over the horizon for American TV, particularly for the first hour of network prime time: family viewing and comedy.

It was Mr. Peacock who was involved in the development of such BBC programs as *Till Death Do Us Part*, which after six episodes claimed an audience of 15 million, two-thirds of the population of England, and became the basis of *All in the Family* in the U.S. Another Peacock development was *Stepoe & Son* which became *Sanford & Son* here.

Starting as a BBC trainee in 1952, Mr. Peacock in a short 15 years was a producer, an editor, programming chief and then top man of the entire BBC creative staff.

"He was brash and abrasive in those years, but without peer in his field," according to one who worked with him. "And it was understandable that when commercial TV came to Britain that he would be much sought after and be much interested." This was in 1967 when Mr. Peacock became managing director of London Weekend Television (in Britain private companies are given franchises to provide programming for geographical areas). It was a stormy year for Mr. Peacock. After the franchise had been received, and before the year was out, Mr. Peacock resigned. Due, he said recently, to differences of opinion with his more business-oriented board. What buoyed him, however, was the fact that five of his creative colleagues in London Weekend Television resigned with him—an indica-



Ian Michael Peacock—executive vice president-network television, Warner Bros. Television, Burbank, Calif. b. Sept. 14, 1929, Christchurch, Hampshire, England. BSE, London School of Economics, 1952. Trainee, assistant producer, producer, editor, chief of programs, controller, British Broadcasting Corp., 1952-1967; managing director, London Weekend Television, 1967; consultant, independent producer, TV and industrial films, 1967-1972; managing director, Warner Bros. Television Ltd., London, 1972-74; executive vice president-programs, then executive vice president-network television, Warner Bros. Television, Burbank, Calif., 1974-present. m. Daphne Lee July 26, 1956. Children: Adam 14, Caspar 11, Emma 5.

tion of the esteem he held, and still holds, among his fellow workers.

The next five years were Mr. Peacock's Elba. He was a TV consultant and he formed a film producing company that made many industrial films, using comedy to make its commercial points. But, the former colleague continues, "It was a bad time for him, but it also was useful. It was a maturing period, it made him more considerate of people, more understanding. It mellowed him."

That American tinge comes from his six years in the U.S. during World War II, when he, as were many English youths, was evacuated from beleaguered buzz-bombed England to the U.S. and Canada. Mr. Peacock stayed with family friends in Worcester, Mass., and received his secondary education at Kimball Union Academy in Hanover, N.H.

After returning to England and matriculating at the famed London School of Economics, from which he earned a degree in economics (another plus in this day of cost-conscious TV studios), Mr. Peacock entered TV—almost by chance. In his last year at LSE, one of his professors suggested he take an exam for trainee at the BBC which was looking for bright young college graduates. He did, and he was selected as one of a handful. The rest is history. Mr. Peacock advanced in a

decade and a half from trainee to assistant producer, full producer, editor, program chief of the then new BBC-II (an all-UHF system) and two years later, at age 38, chief of BBC-I programming under the title of controller.

When Mr. Peacock was just another producer at BBC, he helped develop a program called *Panorama* which turned into a weekly news-public affairs program of some note. It was on this basis that he was named editor of BBC News, a post he held for four years. It was during this time that he was chairman of a task force that studied the feasibility of the establishment of a second BBC, the UHF network. And when BBC-II was established, it was Mr. Peacock who became its program chief. And two years later, he was brought back to the main BBC as its creative chief-in-chief, controller, they called it.

Mr. Peacock is reticent to discuss his first brush with commercial TV. He is also meager in details about the next five years, 1967-72, just relating that he was a TV consultant and an industrial film producer.

As happens in broadcasting, there had been co-production deals with various American TV studios and so it was more natural then that he became a known quantity to a number of American firms. One was Warner Bros., which in 1972 asked him to become managing director of its London subsidiary, Warner Bros. Television Ltd. His switch to the U.S. came in 1974, when Gerald J. Leider, then Warner Bros. Television president, was transferred to London to represent all WB activities in Europe.

So what's Mr. Peacock got in mind for Warner Bros?

He's aware, he said the other day, that there are external pressures (outside the purely business pressures) that may be changing American TV. He does not see, however, any radical changes. "I think," he said, "the economic situation in the next year or two is not likely to be conducive to any radical rearrangement of the way things are done. I think it will be extremely difficult to persuade anybody to do something that will cost more money."

Noting the pressure from Washington to eliminate violence from broadcasting, he declared firmly: "The system is going to have to find a way of responding to it."

Mr. Peacock also feels programmers must recognize all their obligations. "We are," he said, "too much occupied with stories and storytelling. We ignore other elements of the cultural spectrum . . . music and art, for example. There is a responsibility for the propagation of the culture. With television's power in reaching people, that responsibility should be ours, not relegated to the back drawer of PBS . . ."

Editorials

Closing the noose

The FCC announced last week it was amending its television license renewal form to enable it to monitor compliance with commercial standards that the National Association of Broadcasters and Association of Independent Television Stations adopted last year for children's programming. Thus the government officially adopted the broadcasters' own rules as government rules, without the tedious formality and appellate risks of government rulemaking.

For the sake of historical completeness, the announcement should have added that the broadcasters adopted their new standards at the urging of FCC Chairman Richard E. Wiley—with all parties pretending it was an act of self-regulation taken as a desirable alternative to new government restraints. Washington's addiction to delusion and euphemism was never more flagrantly displayed.

In a stroke of timing that can be ascribed only to arrogance or ineptitude, the commission issued its announcement on children's television a week before the NAB code board was to meet in the latest episode of Wiley nudge and industry response. The code board is under intense pressure to write criteria for the content of programming to be scheduled in periods of "family viewing," whatever that may mean. If the script plays out as written, some months from now the commission will modify its renewal form to monitor compliance with the new "self-regulation" of programming in family time. And once again all broadcasters—including the hundreds that have neither subscribed to the NAB code nor taken the INTV pledge—will be brought under common regulation without official rulemaking.

By now it ought to be apparent that mass concession to FCC persuasion is nothing less than government regulation by short cut. Networks and stations ought to be alert to the perceived tastes of their audiences in all broadcast periods and choose their programming accordingly. But to suggest that the herd must act if anyone is to act is an abdication of individual responsibility that, once lost, cannot be reclaimed.

The variable winds of change

Under the Democratic reorganization of the House Commerce Committee last week, Chairman Harley O. Staggers (D-W.Va.) lost a good deal of the power he had exercised in ways that were often puzzling and occasionally outrageous. Whether broadcasters will profit by that and other changes in committee structure and leadership remains to be seen.

The kind of one-man rule exemplified by Mr. Staggers's single-handed killing of license renewal legislation will apparently be ended under the new authority given the Democratic caucus on the committee. Broadcasters have bitter reason to recall the turning of the calendar as Mr. Staggers, despite the prodding of committee members, postponed the appointment of conferees to settle differences between bills already passed by the House and Senate. They were still waiting when the 93d Congress and all its pending legislation expired.

CBS has vivid memories of Mr. Staggers as chairman of the Investigations Subcommittee pillorying news specials prepared by CBS News and the CBS-owned WBBM-TV Chicago. All broadcasters will be watching that subcommittee closely, now that it has come under the chairmanship of John Moss (D-Calif.) who has displayed a lively interest in broadcast affairs going back to his membership on the old Oversight Subcommittee during the quiz scandals and FCC ex parte revelations of the late 1950's.

The extent to which Mr. Moss may venture into broadcast matters in his new role may be determined not only by his own

turn of interest but also by the disposition of Torbert Macdonald (D-Mass.), who retains the chairmanship of the Communication Subcommittee. With Mr. Staggers at the helm and unquestioning obeisance to seniority still the rule, the Investigations Subcommittee could move into Mr. Macdonald's communications domain without serious challenge. Under the new delegations, that freedom may be restricted.

That directs attention to Mr. Macdonald, who, if so minded, could assume a far more authoritative role in broadcast matters than he has at times played in the past. No one questions Mr. Macdonald's intelligence and general knowledge of broadcast affairs. His interest, however, has at times wandered, and his health has been poor. Perhaps Mr. Macdonald will devote new energies to communications now that other parts of his subcommittee's former jurisdiction have been diverted to a new subcommittee on power.

From the broadcasters' point of view, much depends on the frame of mind Mr. Macdonald brings to the 94th Congress.

Tests to come

The FCC took a long time to write its new policy on co-located newspaper and broadcast ownerships, knowing that it would probably be tested in the courts. For the sake of worthy publishers-broadcasters, against whom no evidence of abuse of power was ever presented, we hope the policy survives. It could have been worse.

There is, however, a hint of political expediency in the determination that monopoly ownerships in a few radio and television markets should be broken up. To our knowledge, there was no more evidence of abuse in those communities than elsewhere. Still, those combinations are to be dismantled on the philosophical assumption that they must be bad—a conclusion that may add a wanted note of toughness to the policy but does not make much principle. A more discrete application of governmental authority was to have been preferred.

It is difficult to foretell how the FCC can avoid some kind of confrontation with the Justice Department, which argued for much stronger action than the FCC took and which has filed a whole array of petitions to deny individual license renewals for crossownerships. Throughout these proceedings, Justice has been using antitrust arguments in its efforts to persuade the FCC to take action—but has carefully avoided putting its cases to the test in antitrust suits. It wants the FCC to do the job under the infinitely looser "public interest" standard.

We hope that the FCC lawyers have done their homework and that the FCC will be firm in defending its position. This was not the easiest decision the agency has made.



Drawn for BROADCASTING by Jack Schmidt

"He's going to sell time on the Mickey Mouse Club."

What was your greatest public service achievement in 1974?

ATTENTION:

Television, radio stations, newspapers.

The Scripps-Howard Foundation is again sponsoring the Roy W. Howard Public Service Awards to bring reward and recognition for outstanding public service reporting.

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

Material must have been broadcast or published in 1974, and no entry blank is required.

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

The Howard Awards are named for the longtime editor and president of the New York World-Telegram & The Sun, and president of Scripps-Howard Newspapers and United Press.

Top prize winners in the 1973 competition were KGW-TV, Portland, Oregon, and The Wall Street Journal. Fourteen other entries received either cash grants or special mention.

Accompany each entry with a sponsoring letter from the station manager or editor, along with a brief history of the endeavor. Newspaper entries must be mounted in some manner.

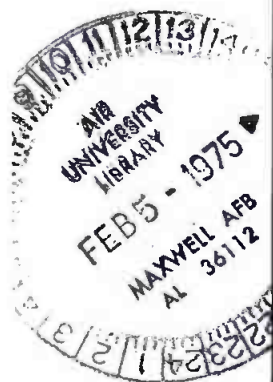
Entries must be postmarked no later than March 1, 1975, and received within eight days thereafter. Address television and radio entries to Roy W. Howard Awards, The Scripps-Howard Foundation, WMC-TV, 1960 Union Avenue, Memphis, Tenn. 38104. Newspaper entries should be sent to Roy W. Howard Awards, The Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017.

Television and radio entries will be returned only if accompanied by sufficient postage. Newspaper entries become the property of The Scripps-Howard Foundation.



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Broadcast Advertising	40	Editorials	82	Monday Memo	18
Broadcast Journalism	57	Equip. & Engineering	63	Music	59
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