Richard E. Wiley: Majority of one at the FCC
VHF drop-ins: Heating up on the back burner

Broadcasting Mar 17
The newsweekly of broadcasting and allied arts
Our 44th Year 1975

NEWSPAPER

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KPRC TV COVERED A LOT OF GROUND TO WIN FOUR HEADLINERS AWARDS IN FIVE YEARS.

The Headliners Club of Texas knows news.

This organization is composed of leading news professionals of the Lone Star State.

Three of the last four years, they selected KPRC TV for its top television award.

This year, they chose us again, making it four out of five for KPRC TV News.

Our latest Headliners Award was for the production of a complete half-hour film report of the Huntsville State Prison break.

This award-winning news special was aired on KPRC TV only a few hours after the violent termination of the 11-day news event, which was covered round the clock by KPRC TV.

Texas is a big state, and to cover it, you've got to cover a lot of ground.

At KPRC TV, it's all in a day's work, and it shows in our newscasts every evening.

KPRC TV HOUSTON
Petry Television, Inc., National Representatives / NBC Affiliate 2

22 FACT-FILLED WORKSHOPS

editorializing

CABLE TV

top speakers

RESEARCH

FCC REGULATIONS

GOVERNMENT RELATIONS

TV programming

hospitality suites

NAB LAS VEGAS

LEGAL ISSUES

Newest engineering techniques

budgeting in an inflation

53RD ANNUAL CONVENTION

APRIL 6-9

women in broadcasting

community affairs

news and public affairs

RADIO'S FUTURE

world's largest equipment exhibit

Sales

license renewal

AGRIBUSINESS PAYS

lively general assemblies

QUESTION: When Does One + One = THREE
ANSWER: In Jackson, Mississippi, Where NSI+ARB = WLBT-TV3

*In the last four NSI, ARB Rating Sweeps (Nov. '73-Nov.'74), WLBT has proved to be by far Mississippi's most popular television station.**

Homes–Viewers–Service Area–Demographics. Whatever it is, WLBT has it.

We're proud of our ratings, not arrogant about them. A progressive television station has no use for vanity. Our ratings have a special meaning for us, because they reinforce our basic tenets: Teamwork, individual respect and community service.

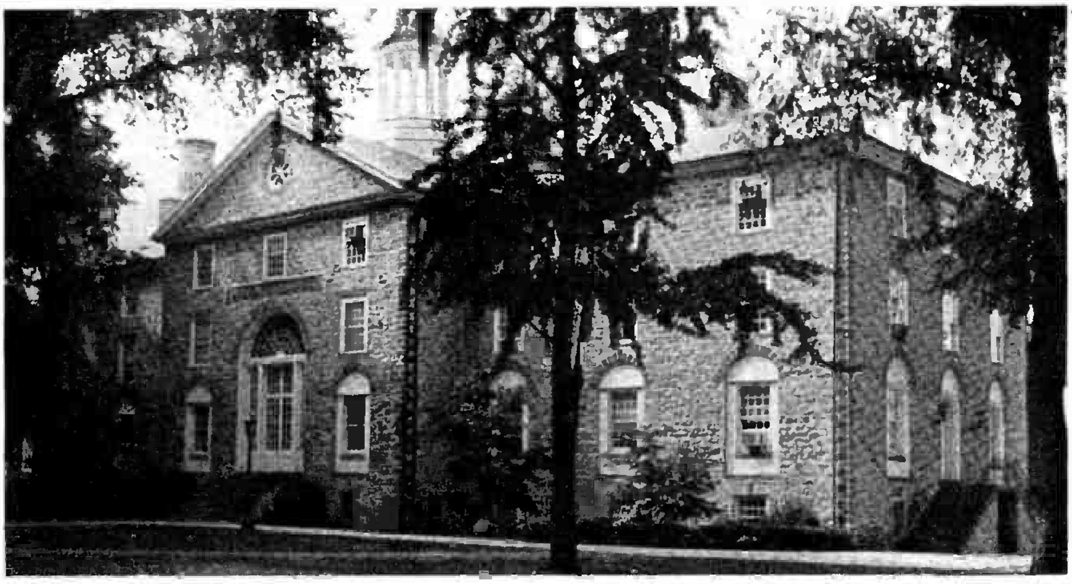
Our record shows we're a good television station; we intend to be an even better one. We promise our viewers, our advertisers and our community, that we shall always strive to serve them responsibly, truthfully and with great care. After all, it is they who have made us Mississippi's Number One Television station.

WLBT-TV 3,
JACKSON, MISSISSIPPI

**Sources: NSI, ARB Nov. '73, Feb-Mar '74, May '74, Nov. '74*

Represented Nationally by H/R Inc.
Affiliated with NBC

PENNSYLVANIA Pioneer and still the Leader

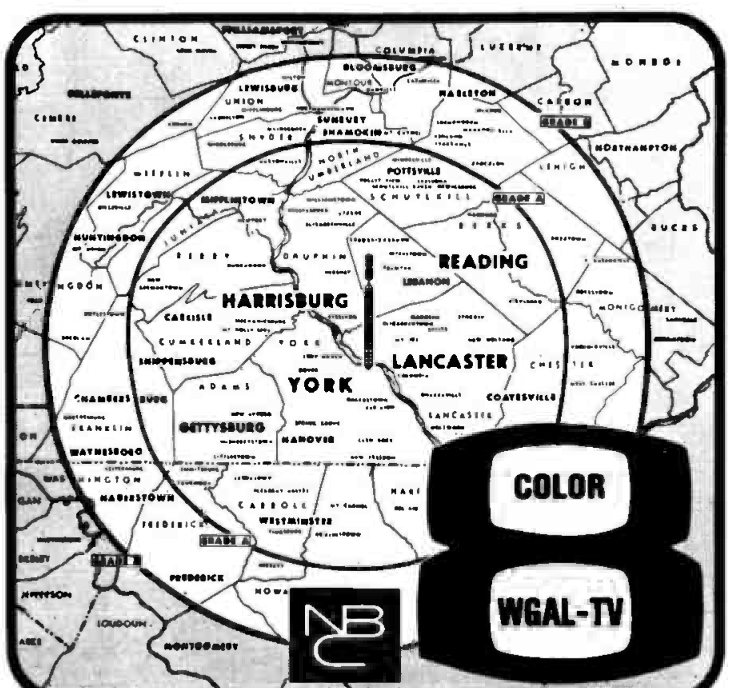


1

WGAL-TV was the first television station in this historic area. Today it is still first in that it delivers the most audience in all segments of the great Lancaster-Harrisburg-York-Lebanon market. The result of this impact is increased sales results for advertisers.

WGAL TV 8

LANCASTER-HARRISBURG YORK-LEBANON, PA.



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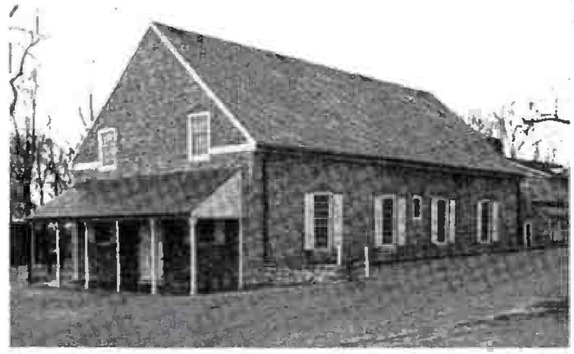

3

(1) Chartered in 1783, Dickinson College is a nationally-known educational institution and one of several historic landmarks in Carlisle, an early Pennsylvania community a few miles west of Harrisburg. The college is an outgrowth of a grammar school which had been founded ten years earlier by John Dickinson, early American patriot, statesman and celebrated "Penman of the Revolution."
(2) In the same vicinity is the Hessian Guardhouse, constructed in 1777 to quarter British mercenaries during the Revolutionary war.
(3) The oldest church in Dauphin county was built in the town of Paxton, near Harrisburg. It is open for service at special times during the year.

Nielsen, Feb.-Mar. '74 special Metro Area break-out. Estimates subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Performance standards. FCC will find itself faced later this month with question not so much of whether as of how it will become further involved in broadcasters' programing. Issue will be presented in connection with proposed statement on comparative renewal proceedings, to give licensee that shows "substantial" record of performance an advantage in contest with challenger. Substantial service would be measured by percentages of schedule devoted to nonentertainment programing, such as news and public affairs, according to staff draft. Commission suggested that approach in notice of inquiry that was issued in 1972 but later shelved.

Interim. There will be no immediate successor to Grover C. Cobb, senior executive vice president of National Association of Broadcasters, who died March 7 of heart attack (*Broadcasting*, March 10). Donald P. Zeifang, vice president, will direct government relations staff which Mr. Cobb headed. Status quo will otherwise remain until after annual convention in Las Vegas April 6-9. Meanwhile all department heads who reported to Mr. Cobb will report directly to president, Vincent T. Wasilewski.

Speculation on designation of successor as second in command has centered on Robert Wells, Kansas broadcaster, former FCC commissioner (1969-1971) and close friend of late Mr. Cobb and Mr. Wasilewski. Mr. Wells had been offered NAB vice presidency three years ago but rejected it to return to broadcasting-newspaper business interests in Midwest. He has lately been under consideration for appointment as director of Office of Telecommunications Policy ("Closed Circuit," Feb. 17).

Superbicentennial. Dan Seymour, retired chairman-president of J. Walter Thompson Co., world's largest agency, has agreed to marshall broadcasting and show business forces for spectacular television celebration of Bicentennial on Saturday, July 3, 1976. Show is tentatively outlined to run 8 to 11 p.m. on eve of 200th anniversary. Mr. Seymour will put his prestige to work as entertainment chairman of event.

With more than year of lead time, Mr. Seymour is expected to recruit networks, motion picture producers, talent representatives, advertisers and agencies, under aegis of Honor America, project of Historic and Cultural Society, Inc. Vice chairman is Leonard Marks, Washington communications attorney and former director of United States Information Agency.

Popular subject. FCC already has to answer to communications and appropriations subcommittees in both houses of Congress on issue of TV sex and violence, and now there is possibility another subcommittee may get into act – House Government Operations Subcommittee on Government Information and Individual Rights, which has Representative Bella Abzug (D-N.Y.) as its chairwoman. At organizational meeting of subcommittee one of its members, Representative Clarence Brown (R-Ohio), suggested subcommittee explore in oversight hearings whether FCC's involvement in clean-up of early-evening TV programing runs counter to First Amendment.

Government Information and Individual Rights Subcommittee is new this session and is responsible for oversight of FCC, Justice Department, U.S. Information Agency, Postal Service and others. Among its members are Representative Torbert Macdonald (D-Mass.), chairman, Communications Subcommittee, and Representative John Moss (D-Calif.), chairman of Commerce Committee's Investigations Subcommittee.

Price of time. Latest estimates indicate TV networks' prices thus far this year have been running, over-all, about 6% higher on average than in same period of 1974. Most of that increase, derived from figures compiled by Broadcast Advertisers Reports, comes from rise in daytime prices. In BAR figures, prime-time minute during first couple of months of 1975 averaged about $61,500, or 3% more than in comparable 1974 months, whereas Monday-Friday daytime minute averaged around $10,750, up 20%. Total minutes sold were up almost 2%, contributing to over-all 8% gain in dollars.

Up again. Greater Washington Educational Television Association's long-pending and controversial proposal that FCC drop in short-spaced channel 12 in Washington on experimental basis is expected to be ready for FCC action in two weeks – and officials say betting on vote could be risky. Proposal was before commission in September 1973 and came close to approval, despite negative recommendation by staff ("Closed Circuit," Sept. 10, 1973). Since then, however, FCC composition has significantly changed. Ben Hooks is said to be only member still aboard who favored GWETA drop-in in 1973 consideration.

GWETA says it can design channel 12 operation to avoid harmful interference to adjacent-channel and co-channel stations – WWBT(TV) Richmond, Va.; WJZ-TV and WBAL-TV, both Baltimore, and noncommercial WHYY-TV Wilmington, Del. – but FCC staff has expressed strong doubts. Issue is to come up again when FCC considers proposed notice of inquiry into host of other drop-ins Office of Telecommunications Policy has proposed (see page 44).

Frights. Contrary to earlier reports (*Broadcasting*, March 10), one ABC-TV affiliate canceled network's March 4 "Trilogy of Terror" episode of *Tuesday Movie of the Week* (8:30-10 p.m., NYT), and 10 affiliates delayed it to later time periods (mostly into ABC-TV's late night *Wide World of Entertainment* at 11:30 p.m.-1 a.m. that same night). Naysayer was WDIO-TV Duluth, Minn., and satellite WIRT-TV Hibbing, Minn. Among those delaying it were said to be WPLG-TV Miami, WVUE(TV) New Orleans, WITI-TV Milwaukee and KJEO(TV) Fresno, Calif. Fresno station reported abnormally heavy mail overwhelmingly approving delay to late period.

Macy's window. If Representative Torbert H. Macdonald (D-Mass.), chairman of House Communications Subcommittee, has his way, FCC and perhaps other regulatory agencies will be acting, and probably squirming, in full public view. It's known that Representative Macdonald was deadly serious in suggesting last week that commission hold its meetings in public (see page 23); it was not simply result of his pique at being scooped by AT&T official on word of commission action in AT&T proceeding, although that triggered it.

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Top of the Week

Quid pro quo. *One year after FCC Chairman Richard Wiley took office, calling for "new ethic" for radio and TV, the logjam of issues critical to broadcasting has been loosened and industry has been jawboned into staying one step ahead of more government regulation.* Page 21.

Great expectations. *House Communication's Torbert Macdonald chides FCC for broadcasters' family viewing arrangement. "When you say this whole thing depends on their reasonableness, their good faith, that's like writing a letter to Santa Claus."* Page 23.

Form follows function. *Panel under Frank Stanton recommends restructuring of government propaganda activities by abolishing USIA and incorporating all but Voice of America in State Department. Recommendations draw sharp dissents from some present and past USIA directors.* Page 24.

Ready to go. *Finishing touches are put on NAB's Las Vegas agenda.* Page 26.

Don't break us up. *Small-town crossowner fingered by FCC for divestiture asks commission to reconsider.* Page 28.

The Haldeman hustle. *CBS News President Richard Salant explains $25,000 payment to H.R. Haldeman for interview and home movies. He concedes line may have been drawn at wrong place.* Page 38.

Still champion. *CBS captures prime-time rating lead in February-March sweep. Basic holdovers and introduction of* Jeffersons, Cher *and* Tony Orlando and Dawn *cited as reasons for gains over NBC since November sweeps.* Page 41.

Marriage made in heaven? *Home Box Office, pay cable service, and Target Network Television, ad-supported cable TV program distributor, are looking at possibilities of joint satellite venture.* Page 42.

The shoehorn is out again. *FCC is set to issue notice of inquiry on VHF drop-ins. Action, which may come this week, is based on OTP's study which says 83 new stations are possible, but commission economic analysis points that in process 10 existing stations could lose network affiliations.* Page 44.

Back again. *As he has done since entering Congress in 1943, Senator Hugh Scott has introduced a bill to amend the copyright law to provide royalty payments by broadcasters to record performers.* Page 45.

'In Concert' out? *Usual one-two punch of low ratings and rising costs make it almost a certainty that original TV rock show will fold by April.* Page 45.

Pulling the train. *Broadcasting operations contribute four of every 10 dollars of profit at RCA, annual report for 1974 shows. Owned television stations bring in record revenues, but earnings drop.* Page 48.

New at the top. *Leavitt J. Pope says he had a good month in December. He was named president of WPIX Inc. New York; the FCC made a preliminary decision to deny a challenge to the TV station's license, and the Yankees, whose games WPIX carries, signed Catfish Hunter.* Page 65.

Departmental Index on Back Cover

Macdonald emerges as antisiphoning stalwart in critical quizzing of OTP

Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, served notice last week that Congress will not tolerate pay cable siphoning of programs from conventional television. "The antisiphoning rules originated here in this subcommittee, so we're interested in the entire question of antisiphoning," he said. "We doubt Congress will hold still for siphoning – of sports, particularly, but of other areas as well."

Representative Macdonald expressed that view while quizzing John Eger, acting director of Office of Telecommunications Policy, during overview hearing on OTP's activities. Mr. Eger had indicated OTP takes more liberal stance toward siphoning question than does FCC, although he noted that Cabinet Committee Report on Cable Television has recommended that commission retain siphoning regulations with respect to sports until Congress decides to lift them.

Exchange occurred as FCC was preparing to complete work on new pay cable rules, designed to guard against cable siphoning sports events and films from television . OTP's general counsel, Henry Goldberg, said agency would like to see suspension of "some rules" to obtain evidence of what effect of "liberalized rules would be."

Mr. Macdonald's statement regarding subcommittee's interest in antisiphoning rules was reference to flurry of legislative activity that was generated in Congress by FCC's adoption in 1969 of over-air pay television rules. Legislation never emerged, but proposal in subcommittee bill dealing with sports was later incorporated into commission's rules. It denies to pay television any sports event seen on conventional television in last five years. Commission originally had drafted two-year rule.

OTP appeared to be out of sync with views of Mr. Macdonald and some other members on additional matters as well. OTP's proposed cable television bill, with its stress on local regulation and its stripping from FCC of some of its regulatory authority, was one. Mr. Macdonald indicated he did not see virtue in "50 different types" of rules and regulations, and asked for memorandum on why OTP did not feel cable should be subjected to same kind of federal legislation as that imposed on broadcasters.

OTP's opposition to fairness doctrine also led to critical questioning. Mr. Eger noted that OTP opposes case-by-case application of doctrine, and feels that, as means of avoiding second-guessing journalists, commission should consider broadcaster's fairness record on over-all basis at license renewal time. But Representative Charles J. Carney (D-Ohio) said that "if a guy is doing something wrong, he should be straightened out right away; the commission shouldn't wait two years and then take his license away."

New deal for baseball between ABC, NBC

National broadcast coverage of major league baseball, NBC exclusive for 28 years, will be divided between NBC and ABC under TV contracts announced last week. Radio rights have not been assigned. Television contracts, with office of Baseball Commissioner Bowie Kuhn, cover four years and generally follow lines indicated earlier (*Broadcasting*, March 10): They move *Monday Night Baseball* to ABC-TV for all four years; alternate World Series (on NBC-TV 1976, 1978; ABC-TV 1977, 1979) and All Star game and league playoffs (ABC-TV 1976, 1978; NBC-TV 1977, 1979) and keep Saturday *Game of the Week* on NBC-TV all four years. Total rights price put at $92.8 million, up from estimated $72 million paid by NBC for four years ending this year.

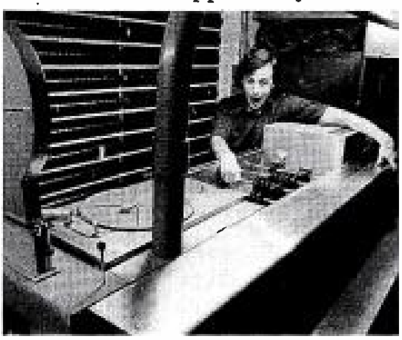
Informed sources said ABC would pay somewhat more that half of almost $93 million, NBC "somewhat less than half." Others narrowed this down – unofficially – to about $50 million to be paid by ABC, $43 million by

AT KY-3-TV, THE BRAND OF REPORTING AND THE BRAND OF FILM HAVE A LOT IN COMMON.

When the people in this picture wave 3 fingers in the air, what they're saying is, "We're number one" at Springfield, Missouri, Chanel 3. Thanks to hard-nosed reporting and hard-hitting promotion, KYTV is the undisputed broadcast king in the Queen City of the Ozarks. By a margin of 3 to 1.

In addition to top-notch journalism, smart programming has meant using plenty of film. And the film they use is Eastman film.

Over the past year, Channel 3 news cameras unlocked the secret of behavior modification programs in a Missouri federal prison; dug up a problem in the underground water supply; whooped it up at a genuine hoe-down; and made friends with a mountain hermit whose only other visitors dropped in by UFO.



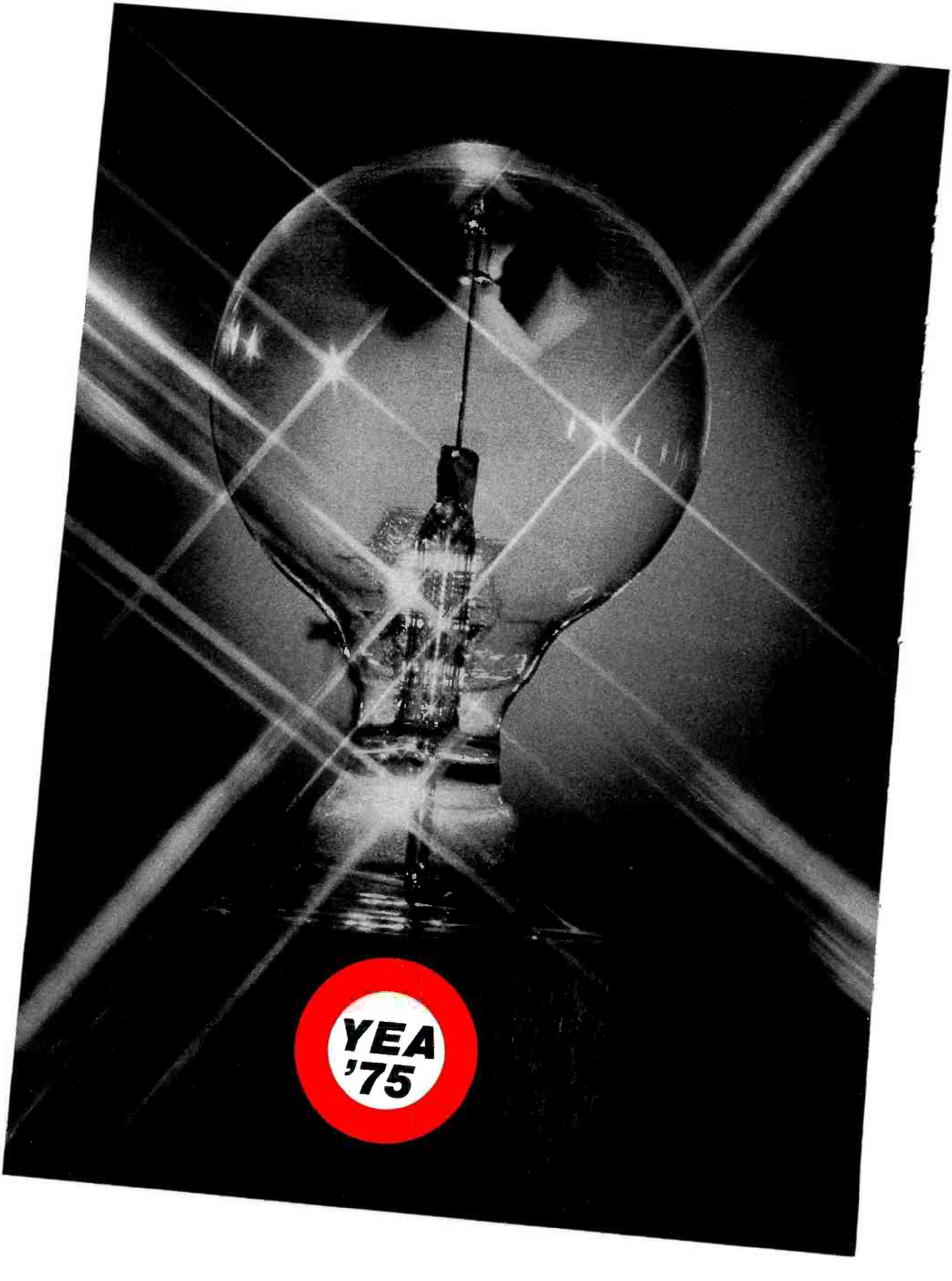
Besides winning viewers, their documentaries have won a silver gavel from the American Bar Association, a certificate of achievement from the state medical association, and an Emmy nomination.

When the KYTV cameras aren't recording news, the KYTV people are busy making it, through locally produced sports and entertainment shows. Take Virgil Ward (front row left) and the capable assistant you see perched on his lap. You can catch their weekly fishing show on 87 markets in the U.S. and Canada. And when Virgil packs his rod and reel, he includes a reel of Eastman film.

Then there's Promotion Director Clarence Martin (front row right). His 10-second-film ID spots for the station not only built awareness, but they helped develop a new market for locally produced commercials.

In the words of News Director Bill Williams (2nd row, 4th from right), "Film is essential to everything we do. After all, TV is *the* visual medium, and it wouldn't do to have a person on camera merely reading a piece of paper. We use film to tell our story. And, besides, our anchormen just aren't that pretty."

Kodak


YEA
'75

Year of Energy Action

Energy from the sun? Eventually. But let's put coal to work *now.*

We're high on solar energy—rays from the sun that can spin this laboratory radiometer at 3,000 revolutions a minute. Fact is, Mobil is investing up to $30 million in the development of solar cells to convert sunlight into electricity.

But let's not be deluded. Solar energy on a scale significant to the U.S. economy is a decade or more away. Despite its eventual promise, America must depend in the interim on energy from conventional sources. Nuclear power, sure. But mostly oil and natural gas. And *coal.*

Right now, one of the best hopes for making up U.S. energy scarcity is coal. This country has enough in the ground to last more than 200 years. Yet, we're using less of it than we did in the late 1940s.

Why? Partly because coal has been driven out of energy markets by oil and especially natural gas (because the price was kept artificially low by Federal Power Commission regulation).

Today, the problem is that under existing sulfur-content regulations, much of America's coal can't be burned.

What's the answer? Continue to protect public health through concern for clean air. But temper regulation with common sense. For example, allow utilities to burn coal with a higher sulfur content on days when atmospheric conditions and wind directions are right.

Perhaps by the 1990s, coal can provide the U.S. with synthetic crude oil and,maybe even earlier, with synthetic gas. Several gasification plants are already being built. Liquefaction will take longer, because the process is so costly, and because there are research bugs still to be overcome. (Mobil recently signed a contract with the U.S. Office of Coal Research to produce gasoline from coal-derived methanol.)

With coal coming back into style, America must update quickly the long-neglected coal industry. Needed are new mines, new equipment, skilled manpower, plenty of research. It will take time and a great deal of money. But we can't afford to wait. Not if our country's dependence on costly foreign oil is to be reduced.

So let's give coal a chance. It's another way to make 1975 the Year of Energy Action.

Mobil®

© 1975 Mobil Oil Corporation

Presidential reception. President Ford spent more than hour last Wednesday mingling with broadcast executives at White House reception following two-hour briefing on energy and economy (see page 25). Shown with President are (l to r) Norman E. Walt, McGraw-Hill Broadcasting; John T. Reynolds, Golden West Broadcasters Stations and C. Wrede Petersmeyer, Corinthian Stations. Among other administration figures on hand were Secretary of Defense James R. Schlesinger; Secretary of Interior Rogers C. B. Morton; Director of Management and Budget James Lynn; Donald Rumsfeld, White House chief of staff, and his assistant, Richard Chaney, and William Seidman, presidential assistant. Administration officials and broadcasters both were enthusiastic about get-together. Broadcast executives used opportunity at briefing — at which officials forecast improvements on all economic fronts in months ahead — to ask questions, and President and administration officials made point at reception that government officials would be available for appearances on stations' talk shows.

NBC. ABC said it would carry 16 Monday night games in 1976, 18 each year thereafter. League playoff series will be carried as day-night doubleheaders in most cases. World Series will follow present schedule: weekend games in afternoon, with Tuesday, Wednesday and Thursday games at night. NBC-TV plans 25 Saturday afternoon games each season as now. Baseball commissioner said ABC also agreed to special prime-time telecast night before 1976 All Star game as baseball's participation in bicentennial, and that both networks will work with baseball in providing preseason promotion.

Radio network rights, held by NBC in past, were not covered in deal. They are controlled, like TV rights, by commissioner's office subject to approval of club owners.

Reduction in NAB joint board proposed

By-laws committee of National Association of Broadcasters — under chairmanship of Donald Thurston, WMNB-AM-FM North Adams, Mass. — has proposed changes in NAB board structure that would have net effect of reducing authorized size of joint board from 51 members to 42, and would disenfranchise immediate past chairman. In detail:

— District seats on radio board would be increased from 17 to 20 and eight at-large seats would be eliminated, bringing total radio board membership down from 30 to 25.

— Membership of TV board, which under existing by-laws can be increased to 18, would be locked in at present 15.

— Seat currently held on joint board by immediate past chairman would be eliminated. Seat currently reserved for past chairman on executive committee would be filled instead by active radio board member for six months and active TV board member other six months.

— Board members would change office at first regular meeting after annual convention rather than at convention as is current practice (because membership on executive committee does not change until first regular meeting after convention).

— Definition of network would be revised so that interconnected program suppliers, such as AP Radio and UPI Audio, would not be eligible for automatic board seats.

Proposed changes are being mailed out for comment to all members of present board, newly elected members who will not be sworn in until April, and any past members who served within last four years. By-laws committee plans to formulate final recommendations at Las Vegas convention in April.

Close, but no pay cable cigar

FCC last Thursday discussed but did not resolve some questions left hanging week before in meeting at which commission all but wrapped up its new pay cable rules. Most time last week was spent on definition of market — whether it should be 35-mile zone around station, station's Grade B contour or Area of Dominant Influence (ADI). National Association of Broadcasters is pressing for Grade B, and on Friday some staff members met with Broadcast Bureau staffers to present data backing up asserted need for Grade B standard. Another question left unresolved was kind of rule to be written regulating pay cable's opportunity to transmit games of new teams or in new sports. Commission will probably complete work on pay cable this week.

Still another star in satellite crown

Midwestern Relay Co. and Western Union Co. will announce today (March 17) agreement to connect WU's Western satellites to Midwestern's microwave network, allowing terrestial carrier to link 52 television stations in 18 cities with WU ground stations in New York, Los Angeles, Dallas and eventually Atlanta.

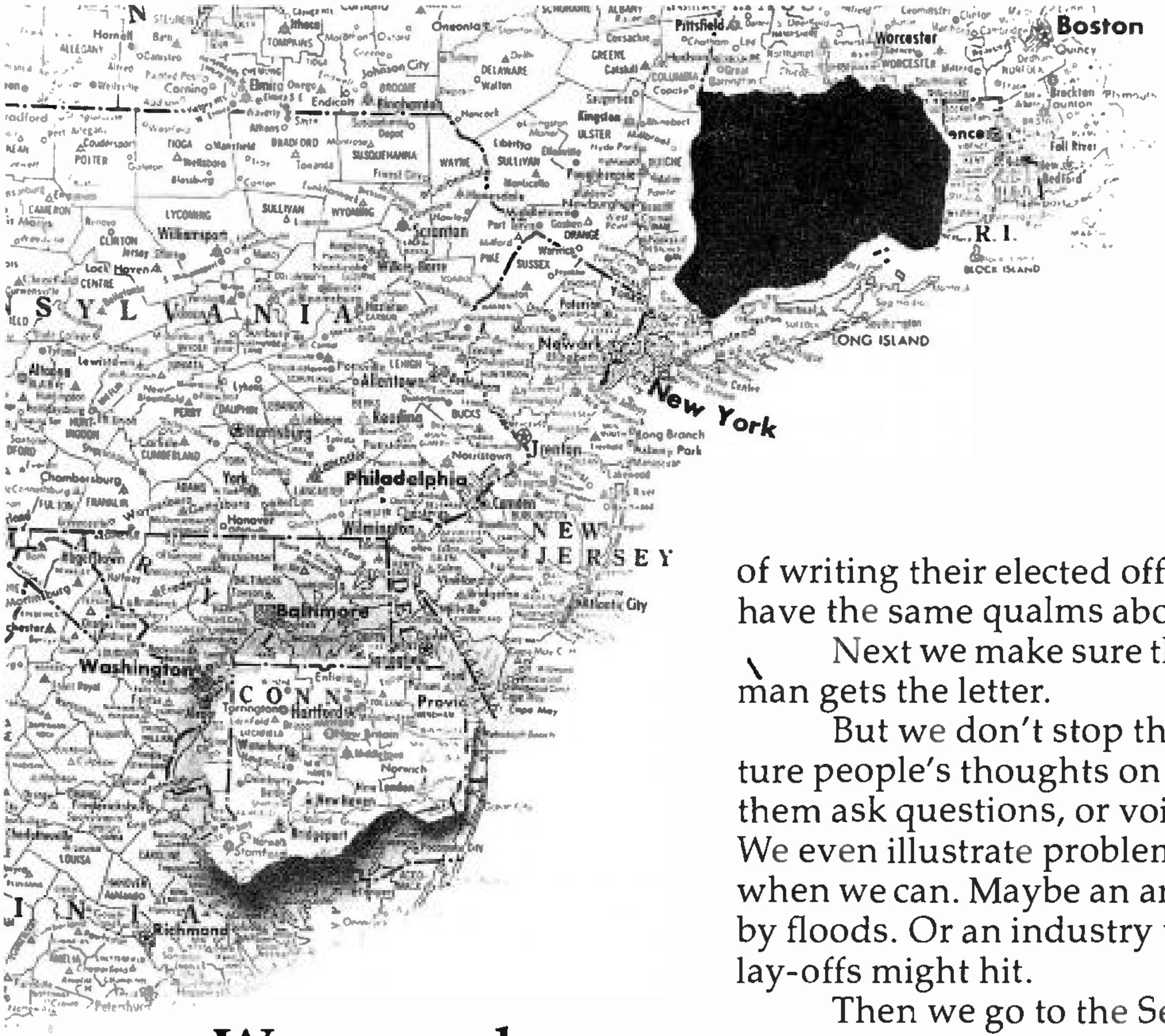
Five-mile interconnection between WU's ground station at Lake Geneva, Wis., 60 miles northwest of Chicago, and existing Midwestern facility is scheduled to be built by Midwestern by summer. Arrangement initially will allow for cross-country relays for sports events, such as when Los Angeles team is playing in Minneapolis. George Comte, president of Midwestern, which is owned jointly by the Journal Co. of Milwaukee and American Microwave & Co. of Iron Mountain, Mich., said new interconnection could serve 24 cable systems now using Midwestern and noted that company also provides networking for Wisconsin educational television system, as well as feeding programing of three major networks to upper Midwest.

Agreement with Midwestern is second firm video commitment for satellite company; first was announced weeks ago by TV News (*Broadcasting*, Jan. 13) which will use Westars to relay feeds to 75 stations. Two cable television programing services are also considering satellite distribution (see page 41).

Consumer agency in renewal act — for now

Bill to establish Agency for Consumer Advocacy (S. 200) was voted out of Senate Government Operations Committee last week without provision that would have prevented agency from getting involved in FCC license renewal proceedings. Amendment to kill exemption was introduced by Senator James Allen (D-Ala.), who argued there is no activity in which consumers have greater interest than in seeing to it through license renewal process that broadcast stations continue to operate in public interest. But observers say real motivation behind Allen amendment is to draw broadcasters into fight to kill whole bill. Mr. Allen, along with former Senator Sam Ervin (D-N.C.), was principally responsible for filibustering measure to death last year.

Vote to remove FCC license renewal exemption was 5 to 3. Those who voted for Allen amendment were Senators Allen, Lawton Chiles (D-Fla.), Sam Nunn (D-Ga.), William Brock (R-Tenn.) and Lowell Weicker (R-Conn.). Those who voted to retain exemption were bill's three pri-



We moved Connecticut closer to Washington.

Most voters lose touch with their elected representatives after the election. Maybe they don't know the representative's address. Maybe they feel their writing style is clumsy. Or maybe writing to an elected official is just an awesome task to many people.

Unfortunately, special interest groups don't share this hesitancy.

So we set out to even things up. And to put Connecticut's Senators and Representatives in direct contact with Connecticut's people.

How? With our "Connecticut Asks Congress" project.

First we have people write and tell us what's bothering them. And write they do. People who would never think of writing their elected officials don't have the same qualms about writing us.

Next we make sure their Congressman gets the letter.

But we don't stop there. We capture people's thoughts on film. We let them ask questions, or voice opinions. We even illustrate problems on film when we can. Maybe an area threatened by floods. Or an industry where job lay-offs might hit.

Then we go to the Senator or Representative in Washington and film *their* response. We film several each month.

The content is current—filmed the week before each half-hour monthly documentary. And the people have a direct line to their leaders. We even have a check-back, to see if legislation or action results.

We realize a letter isn't going to get a law passed immediately. But we can turn a lot of heat on an issue, and generate a lot of public awareness on pending legislation. Or a community need. Or an important problem.

And maybe, most importantly, we can give the people of Connecticut an ear, as well as a voice, in Washington.

WTNH-TV New Haven.

One of the stations of Capital Cities Communications. We talk to people.

mary sponsors: Senators Jacob Javits (R-N.Y.), Charles Percy (R-Ill.) and Abraham Ribicoff (D-Conn.). Senate staffers close to consumer agency bill assume one of latter three senators or some other will attempt to have exemption reinserted when measure reaches Senate floor.

In Brief

Another liberating bill goes in. Senator Roman Hruska (R-Neb.), as promised, introduced bill last week "to guarantee all rights under the First Amendment to the Constitution to the electronic media," but "without infringing upon the right and necessity of the government to grant licenses."

Accelerating judgment. Department of Justice has asked U.S. Court of Claims to consolidate all FCC refund-fee cases now pending and to dispose of them on basis of motions for summary judgment. Eight cases, each involving number of broadcasters, are pending. Department had sought to have some dismissed, but in its latest motion it withdrew that request. It said its proposal for disposing of cases will result in their expeditious resolution.

Watchful waiting. As expected (*Broadcasting*, Jan. 27, 1974; Feb. 3, 1975) FCC has decided not to adopt rules on cable television-newspaper crossownership. Commission, after reviewing latest cable ownership reports, noted such crossownership exists in less than 1% of CATV industry and no evidence was presented to indicate growing newspaper involvement. Nevertheless, crossownership ruling has not been written off entirely, as FCC said it plans to reevaluate issue after new revised ownership reports are completed and returned. Present FCC rules prohibit cable crossownership with national TV network, co-located TV station or co-located TV translator.

In the market. New activity by auto companies was evident last week as CBS-TV reported that Ford had placed its largest football order ever for spots on network's NFL games and NBC-TV said that Chrysler had signed on for another year of heavy sports sponsorship, particularly for network's football and baseball coverage.

Protest from the West. Plans of New York chapter, National Academy of TV Arts and Sciences, for "Salute to Sir Lew Grade" dinner have been questioned by Thomas W. Sarnoff of NBC, immediate past chairman of national academy, in light of $100,000 donation reportedly made to National Academy by Sir Lew, who is chairman and chief executive of Associated Television Corp. Ltd., London, and chairman of subsidiary Independent Television Corp., New York. Mr. Sarnoff, making clear he was acting personally rather than as NBC executive, expressed reservations in letter to national chairman, John Cannon. Mr. Cannon declined to discuss letter, saying it was "internal" academy communication. Mr. Sarnoff was reported out of country Friday and could not be reached. Tribute to Sir Lew is set for April 18 in New York; ABC-TV plans to tape dinner for broadcast as one-hour special, tentatively set for May 22.

Positioning. ABC-TV will make last-ditch effort to save its 60-minute cop series *Baretta* by shifting it permanently from Fridays at 10 p.m. NYT (where it's averaging only a 25 share in national Nielsens) to Wednesdays at 10, beginning April 2. ABC put *Baretta* into Wednesday at 10 slot on its owned station, KABC-TV Los Angeles, as experiment earlier this month (*Broadcasting*, March 10), and on March 5 it got 37 share and on March 12 it went up to 41 share.

Fraud and fraud. Two private industry groups named by Federal Trade Commission and FCC to protect children from misleading television commercials – National Association of Broadcasters' Code Authority and Council of Better Business Bureaus – were themselves accused of "fraudulent and deceptive" efforts in petition by Robert Choate's Council on Children, Media and Merchandising, Washington. Petitions to FTC and FCC late last week charged broadcast industry's self-regulation in regard to protecting children has failed, citing number of drug-related accidents purportedly linked to enticements of ads and claiming those delegated authority have confined their child duties to only 10% of what children watch: Saturday and Sunday fare. Petition asks for relief within 60 days.

ANPA takes a stand. American Newspaper Publishers Association has petitioned FCC for partial reconsideration and clarification of its media crossownership rule.

New problem on PTV funding. Office of Telecommunications Policy and public broadcasting appear to have fallen out again over long-range funding bill administration has sent to Congress. Chairmen of three public broadcasting boards have written Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, asserting that administration's recommended ceilings are too low – and that they would defeat purpose of insulation from political control that five-year appropriation was intended to provide. Letter, written March 5, surfaced late last week, and angered and upset OTP officials, who said they had not been consulted.

Late Fates. *Amon G. Carter Jr.*, president of Carter Publications division of Capital Cities Communications Inc. and publisher of its *Fort Worth Star-Telegram*, elected to board of Capcities. . . FCC Commissioner *Benjamin L. Hooks* last Friday received Black Press Week award for "his efforts in democratizing the FCC." Award was co-sponsored by National Newspaper Publishers Association and Capitol Press Club . . . *Frank Blair*, newscaster retiring after 23 years with NBC-TV's *Today* show, was honored on March 14 telecast (his last) by show's former hosts, and by Epilepsy Foundation of American and National Press Club at reception. He is succeeded by *Lew Wood*, formerly NBC News Vietnam correspondent. . .*Emmanuel Gerard*, entertainment stock specialist who left his Wall Street firm of Roth, Gerard & Co. to join Warner Communications Inc. last fall as executive, elected executive VP and member of Warner board . . . *Cedric Foster*, 74, commentator for Mutual Broadcasting System for 26 years, and most recently with KVOD (FM) Denver, died March 12 at his Denver home of leukemia. *For earlier reports see "Fates & Fortunes," page 51.*

Headliners

Eugene B. Dodson, general manager, WTVT(TV) Tampa-St. Petersburg, Fla., and executive VP of parent, WKY Television System Inc., elected president of parent, which is subsidiary of Oklahoma Publishing Co. **Edward L. Gaylord** continues as chairman and chief executive officer of WKY Television System, which owns, in addition to WTVT, WKY-AM-TV Oklahoma City, KTVT(TV) Dallas-Fort Worth, WVTV(TV) Milwaukee, KHTV(TV) Houston, KSTW-TV Seattle-Tacoma and KRKE(AM) Albuquerque, N.M. Mr. Dodson will remain based in Tampa.

David Ogilvy has retired as chairman of Ogilvy & Mather International, New York, but will remain on board of directors as creative head. **John Elliot Jr.**, chairman of Ogilvy & Mather (U.S.A.), replaces Mr. Ogilvy as chairman and chief executive officer of O&M International. **Andrew G. Kershaw**, president of O&M (U.S.A.), named to succeed Mr. Elliot as chairman. In turn, he has been succeeded as president of U.S. agency by **William E. Phillips**, who has been executive vice president.

A memo about satellite receive-only ground stations.

From: The experts.

You may be about to invest in a TV satellite receiving ground station.

We have extensive experience and expertise in this field.

So there's no point in being subtle here. We feel we are uniquely qualified to produce these receiving stations for you, and we would like to tell you why.

Scientific Atlanta has been engaged in the research, development and manufacture of advanced communications systems since way back in the early Fifties. We have been a major supplier of antenna and receiving systems since the very first communications satellites were orbited. We are the only company with our own network of receive-only service centers throughout the United States. And now our Scientific Atlanta systems are in operation all over the world--literally hundreds of them.

But we haven't earned our reputation by simply producing this equipment. Many of the innovations in satellite communications have been ours. In 1972, for example, we developed the first transportable "receive only" ground station for US domestic TV satellite use. And we developed and delivered it in less than 90 days.

We tell you all this to give you an idea of our qualifications. But even though our credentials are excellent, there is a better way to evaluate us. Talk to the people we've already developed systems for. They will tell you that we are the experts when it comes to satellite ground stations for video, voice and data. Or talk to us--call Howard Crispin, Vice President, Scientific-Atlanta, Inc., 3845 Pleasantdale Road, Atlanta, Georgia 30340. (404) 449-2000.

Scientific
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Monday Memo®

A broadcast advertising commentary from Leo S. Singer, president, Miracle White Co., Chicago

An advertiser throws $2 million of its weight against TV violence

On Saturday, Oct. 6, 1973, I sat expectantly in front of the TV screen in search of a pleasant evening's diversion. With four successive clicks of the remote channel selector, there were four almost identical scenes of a man pointing a murderous gun at another human being. In disgust, I picked up the paper. The lead story dealt with a Boston social worker who was immolated by teen-agers imitating a scene from the movie "Fuzz"—which had aired on TV the preceding Sunday.

Coincidentally, I was preparing a Lion's Club address on water pollution, an innocuously appropriate topic for a soap manufacturer. But this chance experience with television altered the course of my speech and, perhaps, the thrust of my advertising life. In that speech I would announce immediate cancellation of $2 million Miracle White advertising participation in violent television programing.

What happened? Newspapers picked it up. Not water pollution, but mind pollution. One man's impulse became a modern day crusade, leading me on an exhausting trek through 100 radio and TV talk show interviews in every major market, a *Today Show* stint with Barbara Walters and culminating in my testimony before Senator John O. Pastore's (D-R.I.) Communications Subcommittee. What has the consumer and viewer response been? Over 100,000 letters of support were received after Miracle White announced its $2 million cancellation of advertising on crime shows. We are shipping five transfer cases containing these 100,000 letters to the chairman of the FCC, Richard E. Wiley.

Incidentally, letters from viewers who are irate about violence and sex on TV numbered 26,644 at the FCC in the year ended last June 30, up from only 2,142 two years before. In view of the fact that I alone received over 100,000 antiviolence protests, one might question whether the viewing public knew where to address complaints. If I received 100,000, I think the FCC should expect a million. Many viewers write networks, stations, newspapers, various government officials and committees. Of course, most don't write at all, feeling a letter is futile.

Our studies indicate that TV stations would program less violence. But when competitors counterprogram with more blood and guts, attracting a bigger share of audience, everybody is forced to play the rating game or lose revenue.

The National Association of Broadcasters' Code Authority, consisting only of TV people, has some control over programing quality. But it's like the fox guarding the hen house. How can it work? The time has come when alternate methods should be tried. Major advertisers and broadcasters alike share the blame. And most certainly let's not overlook the film industry, the writers and their unions who also play an important role in programing.

Leo Stanton Singer is founding president of the Miracle White Co., a division of Beatrice Foods Co. He is also treasurer and one of the founders of the Electronic Water Purifier Co., Chicago, and once served as assistant city treasurer of Superior, Wis.

Instructive violence begets destructive violence. The press has highlighted some infamous cases where a TV crime was actually duplicated in real life. Most notable are the Evelyn Wagler case in Boston, in which she was doused with gasoline and burned to death as in "Fuzz", and more recently, the "broom" sexual assault in San Francisco (as in "Born Innocent," a made-for-TV movie). Joseph Wambaugh, former police detective and author of police stories who serves as consultant for the TV program *Police Story*, told the press he has seen criminals imitate TV movies dozens of times.

Gallup tells us that two-thirds of all Americans feel there is too much violence on TV. Why then are we inundated with it? Most viewers search for entertainment—an escape from their own personal problems. Game shows are popular for that reason. American ingenuity and creativity know no limits. We create good things as well as bad. Since the results of this creativity go out on the airwaves, which belong to us all, quite similar to highways, electricity, gas and other utilities, do we need some supervision to protect the public? As one parent wrote us: "I can turn off *my* children's TV set, but who will turn off the program of the criminally predisposed?"

Our Miracle White antiviolence campaign has made its mark. In the Nielsen ratings for the week of Oct. 7-13, 1974—just one year after we began speaking out—*not one* of the top-10 television shows deals with violent crime. Situation comedies and all-family programs led the parade. This most certainly confirms public support for our stand. I believe that Americans are more concerned about violence than any other single factor on television. These are my Miracle White customers—and your audience. We, the industry (advertisers and broadcasters together) must unite to improve our product, to wash the blood off the screen in the American living room. I suggest the way to retain consumer confidence, and incidentally increase broadcast revenues, is to establish a revitalized Code Authority—a totally independent, unbiased body beholden to no one, yet beholden to everyone.

As Mike Shapiro, executive vice president of WFAA-TV Dallas-Fort Worth wrote me in October 1973:

"As a former chairman of the TV board of directors of the National Association of Broadcasters and a former member of the TV code review board, I have for years tried to convey that the trends toward violence and sex have been getting totally out of hand, but nobody seemed to listen.

"Based on our audience mail and phone calls to this station, I would say that the public, certainly in this area and probably nationwide, is also of the opinion that new, rigid standards must be established for the industry. I can't think of a quicker way to get the message across to television than the action you have taken in stating in your letter that from this day forward you will not advertise on any television program which in any way depicts violence. In my opinion, your action delivers the message in a much more forceful way than mere words can convey."

In talking to Mr. Shapiro today, he went on further to say: "Television is a family medium and we must consider this at all times. No broadcaster man wants 18 hours of *Lawrence Welk* or 'Mary Poppins.' Adult programing can be portrayed on TV with taste and the proper scheduling."

We in broadcasting are sheltered by the First Amendment—let's implement the new body soon. The alternative is all too clear—more government regulations.

The best thing about Viacom's big new access hit this season: now you can buy it for next season.

Here's what you get.

Another year of the "Pyramid" that dominates access periods with 18-34 women in 29 markets and 18-49 women in 26 markets!

Another year of the "Pyramid" that wins an average 58% more 18-34 women than year-ago programs in 40 markets and 55% more 18-34 women than lead-in programs in 41 markets!

Another year of the "Pyramid" that wins an average 49% more 18-49 women than year-ago programs in 40 markets and 35% more 18-49 women than lead-in programs in 38 markets!

If a fledgling "Pyramid" can do all this, imagine the power of a two-year-old.
Call now for the second year of **"The $25,000 Pyramid"**

from Viacom

Source: NSI, Nov. 1974 and 1973.

Datebook®

■ Indicates new or revised listing

This week

March 17—Due date for reply comments to FCC regarding use of rerun material in prime time on network affiliated stations.

March 17—Reply comments due at FCC on inquiry into need for federal regulations to avoid nonduplicative 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 18—White House News Secretary Ronald Nessen addresses Washington chapter of Sigma Delta Chi. National Press Club, Washington.

March 19—*Pennsylvania Association of Broadcasters* annual congressional dinner-reception. "Gold Medal" presentation to Governor Milton J. Shapp. Washington Hilton, Washington.

■ **March 20**—*International Radio and Television Society* newsmaker luncheon. Speaker: Michael Burke, president, Madison Square Garden. Americana hotel, New York.

March 21—*Council of Better Business Bureaus* forum on Consumer Product Warranty Act. Advance registration $45. Washington Hilton hotel, Washington.

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

Also in March

■ **March 24**—Comments due at FCC on rulemaking to adopt visual emergency notice standards for television.

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

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

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

April

April 1—Deadline for entries, *Broadcasters Promotion Association* community involvement awards. Contact: Professor Robert Schlater, Television and Radio Department, 322 Union Building, Michigan State University, East Lansing 48823.

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. Circus-Circus hotel, Las Vegas.

■ **April 4**—*Broadcasters Promotion Association* board of directors meeting. Denver Hilton, Denver.

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

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

April 4-6—*Women in Communications Inc.*, nort central region meeting. St. Paul Hilton, St. Paul.

April 4-6—*Women in Communications Inc.*, Grea Lakes region meeting. Ohio State University, Holida Inn, Columbus.

April 4-6—*Women in Communications Inc.*, North east region meeting. Hartford, Conn.

April 4-6—*Broadcast Education Association* annua meeting. Las Vegas Convention Center.

■ **April 4-6**—Region 2 conference, *The Society c Professional Journalists, Sigma Delta Chi*, for mem bers in Maryland, District of Columbia, North Car olina, Virginia. Carolina Inn at University of Nort Carolina campus, Chapel Hill.

■ **April 4-6**—Region 11 conference, *The Society c Professional Journalists, Sigma Delta Chi*, for mem bers in California, Nevada, Arizona, Hawaii. Hunt ington Sheraton hotel, Pasadena, Calif.

April 5-6—Region 10 conference, *The Society c Professional Journalists, Sigma Delta Chi*, for mem bers in Washington, Oregon, Idaho, Montana, Alaska Marylhurst College, Portland, Ore.

April 6—*Association of Maximum Service Tele casters*, Washington, 19th annual membership meet ing. 2 p.m. MGM Grand hotel, Las Vegas.

April 6—*Society of Broadcast Engineers* annua meeting. 3-5 p.m., conference rooms 2 & 3, La Vegas Hilton, Las Vegas.

April 6-9—*National Association of Broadcasters* an nual convention Las Vegas convention center.

April 6-9—*International Industrial Television Asso ciation* annual conference. Sahara hotel, Las Vegas.

■ **April 7**—Comments due at FCC regarding post ponement or cancellation of March 31, 1977 com pliance date for cable systems. Reply comments du April 17.

April 8-10—*National Association of Evangelical*

Major meeting dates in 1975-76

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.

Nov. 18-20—*Television Bureau of Advertising* annual convention. Americana hotel, New York.

Feb. 21-25, 1976—*National Association of Television Program Executives* 13th annual conference, Fairmont and Mark Hopkins hotels, San Francisco.

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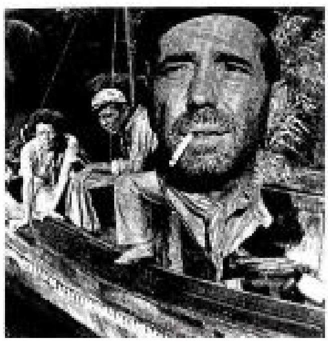

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*Variety, 3/5/75

33d annual convention. Site to be announced. Los Angeles.

■ **April 9**—*Recording Industry Association of America* seventh annual cultural award dinner. Entertainers: Andy Williams, Olivia Newton-John. International Ballroom, Washington Hilton hotel, Washington.

April 10-13—*Association of Federal Communications Commission Engineers* annual meeting. Hotel Rancho Bernardo, San Diego.

April 11-12—Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware, New England. Syracuse University, Syracuse, N.Y.

■ **April 11-12**—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania, West Virginia. Lane Avenue Holiday Inn and Ohio State University, Columbus.

■ **April 11-12**—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana, Kentucky. Orrington hotel and Northwestern University, Evanston, Ill.

■ **April 11-12**—Region 7 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in South Dakota, Nebraska, Kansas, Iowa, Southern Illinois University-Edwardville chapter. Prom-Sheraton Motor Inn, Kansas City, Mo.

April 12-13—*Women in Communications Inc.*, Pacific Northwest region meeting. Portland.

April 13-17—*Broadcast Industry Conference*. Broadcast Preceptor, Broadcast Media and CATV Community Service Awards. Speakers include: Frank N. Stanton, former president, CBS; Bill Leonard, senior VP, CBS News; Larry Gelbart and Gene Reynolds, producers of M*A*S*H. Banquet April 17, Hyatt Regency hotel. San Francisco State U., 1600 Holloway Avenue, San Francisco 94132. (415) 469-2456.

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

April 16—*Council of Churches City of New York* annual awards luncheon for commercial and educational radio/TV stations.

■ **April 17-18**—*Radio Advertising Bureau* seventh management conference. Lincolnshire hotel, Chicago.

April 17-18—*American Advertising Federation* sixth district meeting. Palmer House, Chicago.

April 17-19 — *Louisiana Association of Broadcasters* spring convention. Sheraton Chateau-Charles, Lake Charles.

■ **April 17-19**—Region 3 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Alabama, Georgia, South Carolina, Florida and Tennessee east of eastern time zone. Carlton House Inn, Orlando, Fla.

April 17-19—*New Mexico Broadcasters Association* convention. Roswell Inn, Roswell.

April 17-20—*American Advertising Federation* fourth district meeting. Site to be announced, Fort Lauderdale, Fla.

April 18-19—*Indiana Associated Press Broadcasters Association* annual meeting. Marott hotel, Indianapolis.

April 18-20—*Women in Communications Inc.*, South region meeting. Site to be announced. Memphis.

April 18-25 — *MIFED*, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rappoport, 159 West 53d Street, New York (212) 582-4318.

April 19—*Georgia Associated Press Broadcasters Association*, annual meeting and awards presentation. Marriott Motor hotel, Atlanta.

April 20—Children's Television Fair, sponsored by *Committee on Children's Television*, San Francisco, and 20 professional and civic organizations. Previews of children's programs, dialogue groups for parents and children and workshops. Contact: (415) 863-9434. University of California Education Extension, San Francisco.

April 22—Extended due date for comments regarding FCC's cable rules and carriage of sports programs. Reply comments due May 6.

April 22—*Missouri Broadcasters Association* Broadcast Day dinner. University of Missouri, Columbia.

April 22-23—*Kentucky Broadcasters Association* spring convention. Stouffers Inn, Louisville.

■ **April 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: former Senator Sam J. Ervin. Americana hotel, New York.

April 23-24—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Century Plaza hotel, Los Angeles.

April 23-26—*International Communication Association* annual meeting. LaSalle hotel, Chicago.

■ **April 23-27**—*American Women in Radio and Television* 24th annual convention. Speaker: FCC Chairman Richard E. Wiley. Continental Plaza hotel, Chicago.

April 24-25—*Practicing Law Institute* workshop, "New Communication Services: The Era of Competition. Barbizon Plaza hotel, New York.

April 24-25 — *American Advertising Federation* 11th district meeting. Site to be announced, Boise, Idaho.

April 25-26—*Women in Communications Inc.*, Far West region meeting. Site to be announced. Malibu, Calif.

April 27-29—*Chamber of Commerce* 63d annual meeting, "America's Future—Our Critical Choices." Speakers: Marvin Kalb, CBS diplomatic correspondent; James Jackson Kilpatrick, syndicated columnist-television commentator; Louis Rukeyser, economic analyst-TV producer. Ticket information: (202) 659-6081. Washington Hilton hotel, Washington.

April 28-29—*Television Bureau of Advertising* fourth annual retail TV commercials workshop. Biltmore hotel, New York.

April 30-May 2—*Washington State Association of Broadcasters* 1975 spring meeting. Hotel to be announced, Yakima.

May

May 2-3 — Sigma Delta Chi awards banquet and Region 8 and 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Oklahoma, Texas, Wyoming, Utah, Colorado, New Mexico. Downtown Holiday Inn, El Paso, Tex.

May 2-4 — *Illinois News Broadcasters Association*, spring convention. Speaker: FCC Chairman Richard E. Wiley. Ramada Inn, Champaign.

■ **May 3**—*White House Correspondents' Association* 61st annual dinner in honor of President. Special guests: President and Mrs. Ford, Vice President Rockefeller. Washington-Hilton hotel, Washington.

May 5-7—*National Association of Broadcasters* state presidents conference, Mayflower hotel, Washington.

May 8-9—*Kansas Association of Broadcasters* convention. Hilton Inn, Salina.

May 11-13—*Pennsylvania Association of Broadcasters* 1975 convention. Hotel Hershey, Hershey, Pa.

May 12—Awards luncheon, *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged in America. Site to be announced, Washington.

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

May 15-18—*Western States Advertising Agencies Association* annual conference. Canyon hotel, Palm Springs, Calif.

May 18-20—Annual convention, NBC-TV *affiliates*,

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Century Plaza hotel, Los Angeles.

May 19—*National Academy of Television Arts and Sciences.* Presentation of 1974-75 Emmy Awards, New York and Hollywood. To be telecast on CBS-TV.

May 21-23—*Ohio Association of Broadcasters* spring convention. Imperial House South, Dayton.

May 22-23—*Arizona Broadcasters Association* spring convention. Doubletree Inn, Tucson.

May 22-24—Fourth Annual Publi-cable Conference, University of Kentucky, Louisville. Contact: Barbara Patterson (202) 833-4108.

May 23-29—*International Television Symposium* sponsored by Swiss PTT-Enterprises and city of Montreux. Montreux, Switzerland. Telex 24471 Festimont. CH.

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

May 29-31 — *Oregon Association of Broadcasters* spring conference. Holiday Inn, Medford.

May 29-31—*Associated Press Broadcasters Inc.* 1975 national convention. Keynote speakers: Arthur Taylor, president of CBS Inc., and Rep. Barbara Jordan (D-Tex.). Hotel Palacio Del Rio, San Antonio. Tex. *Texas APBA* annual meeting will be held at same time.

June

June 1-3 — *National Association of Broadcasters* two-day workshop on children's television. Site to be announced, Washington.

June 1-3—*1975 Video Systems Exposition and Conference* (VIDSEC 75). McCormick Place, Chicago.

June 1-4—*Summer Electronics Show*, sponsored by consumer electronics group, Electronic Industries Association. McCormick Place, Chicago.

June 3-5—Conference on "University Applications of Satellite and Cable Technology" sponsored by Universities of Wisconsin and Minnesota and Midwest Universities Consortium for International Activities. University of Wisconsin, Madison.

June 4-6—*Indiana Broadcasters Association* spring convention. Airport Hilton Inn, Indianapolis.

June 5-7—*Alabama Broadcasters Association* spring convention. Sheraton Inn, Huntsville.

June 5-8—*Missouri Broadcasters Association* spring meeting. Lodge of the Four Seasons, Lake of The Ozarks.

June 6—*International Telecommunication Union* biannual symposium on Space and Radiocommunication. Theme: "Satellites in Aeronautics." Geneva.

June 8-10 — *Virginia Association of Broadcasters* spring meeting. Site to be announced, Virginia Beach.

June 8-10 — *Iowa Broadcasters Association* annual convention. New Inn, Lake Okoboji.

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Don Whitely, KBTV(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

■ **June 8-27**—*Institute for Religious Communications* 7th annual workshop. Speakers: Donald H. McGannon, president, Westinghouse Broadcasting, Vincent Wasilewski, president, National Association of Broadcasters, Norman Cash, president, Television Bureau of Advertising, Joseph E. Levine, motion picture executive and producer, and D. Thomas Miller, president, CBS-TV owned stations. Loyola University, New Orleans.

June 12-14—*South Dakota Broadcasters Association* convention. Golden Spike motel, Hill City.

June 12-15—*Mississippi Broadcasters Association* 34th annual convention. Ken Bailey, WBKH(AM) Hattiesburg, chairman. Sheraton hotel, Biloxi.

June 14-17 — 19th annual Television Programing Conference. Contact: Conrad Cagle, WAVE-TV, Box 1000, Louisville, Ky. 40201. Camelot Inn, Little Rock, Ark.

June 20-21—*Florida Associated Press Broadcasters* 1975 convention. Miami (hotel to be announced).

June 22-25—*Florida Association of Broadcasters* 40th annual convention. Don Clark, WDAE(AM) Tampa, chairman. Dutch Inn, Disneyworld.

June 26-28 — *Rocky Mountain Broadcasters Association* annual convention. Big Sky, Mont.

July

July 9-12—*Colorado Broadcasters Association* summer convention. Tamarron, Durango.

July 17-18—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Hyatt Regency, Toronto, Canada.

August

Aug. 15-17 — *Arkansas Broadcasters Association* summer convention. Indian Rock Resort, Fairfield Bay.

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The newsweekly of broadcasting and allied arts
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Media

Housecleaning and jawboning in phase one of the Wiley commission

It's been a year since the chairman of the FCC took office, calling for a 'new ethic' for radio and TV, and a new work schedule for the agency; a look back over that year finds he has loosened the logjam of issues critical to broadcasting, while talking the industry into staying a step ahead of more regulation

On March 19, 1974, Richard E. Wiley, then a freshly minted FCC chairman, arose at the head table at a management luncheon of the National Association of Broadcasters' 52d annual convention to deliver what was in effect an inaugural address. He promised an FCC that would be vigorous and efficient, one that would be sympathetic to both broadcasters and citizen groups. But more than that, he called for "a new ethic in broadcasting."

A new *what*?

A new ethic in broadcasting under which broadcasters would operate as public trustees in the full sense of the term, turn away from the temptation of fraudulent practices and rededicate themselves to excellence, decency and public service.

For broadcasters—who for all the talk they have heard over the years about their role as public trustees could not help feeling like businessmen, and harried ones at that—there was another passage to ponder: If public trustees won't serve as public trustees, then government will be forced to act. "And the greater the degree of disavowal, the greater will be the cacophony of demand —until the still, small voice of due process, of free enterprise, of licensee discretion and of freedom of speech may be drowned out in the process."

What *was* this? The political-style slogan seemed borrowed from Franklin D. Roosevelt. But the rhetoric bore a closer resemblance to that of a fire-and-brimstone preacher: Repent, broadcasters, or see your constitutional rights go up in the flames of governmental retribution.

Looking back, the rhetoric does seem overblown. But from a year-later perspective, that speech in Houston can also be seen as unveiling something new in government policy, one in which a regulator regarded as both conservative and pragmatic would attempt to institutionalize rhetoric as part of an activist campaign to dampen fires, not start them. The approach would not work with some issues, such as those presented by cable. But where it was applied, it seems to have been functional.

When Mr. Wiley moved into the chairman's office, the broadcasting industry and the commission were confronting a number of highly charged issues: Citizen groups were demanding access to the nation's radio and television stations. The Federal Trade Commission was urging the FCC to require broadcasters to make time available for countercommercials.

Yearling. FCC Chairman Richard E. Wiley testifying last week before the House Communications Subcommittee.

Members of Congress were demanding that the commission police the airwaves for sex and violence and, along with groups like Action for Children's Television, that it "do something" about the television programing and advertising aimed at children. Then, too, there was the Department of Justice, pressing the commission on media crossownership.

The speech spun out one thread of the policy Chairman Wiley hoped to develop for dealing with the dilemma these issues posed. In his three and a half years at the commission, first as general counsel and then since January 1972 as a member of the commission, he had built a reputation for ambition, for an enormous capacity for work, and for intelligence. But as a conservative (he prefers to be referred to as a moderate), government intervention in business affairs rankled him—particularly where, as was true of some of the issues, intervention would raise serious First Amendment questions.

He seemed to feel most comfortable with "re-regulation"—the term he coined for the job of culling from commission regulations those that had become obsolete. Indeed, his interest in the exercise knows no bounds—he has a task force scouring the relatively new cable television regulations for rules to simplify or eliminate. But he did not feel free simply to turn his back on these issues; some had been awaiting resolution for years. Besides, he saw his mission as reducing as quickly as possible the commission's backlog of major unfinished business.

The spirit of the new ethic, then, would be invoked in grappling with those issues where First Amendment considerations were involved. On paper, at least, the idea seemed reasonable. Calling on broadcasters to be sensitive to their particular responsibilities where children were concerned, for instance, dovetailed with the kind of service Chairman Wiley thought broadcasters should provide. In fact, where broadcasters were found to be in serious violation of commission rules, they would be shown no mercy. (Don Burden's loss of five licenses, although now on appeal, indicates the chairman's, and the commission's seriousness.) Of course, if additional regulatory muscle were required, as in the case of programing and advertising aimed at children, that could be arranged without risking too much in the way of a First Amendment violation.

But what of the issues that could not be finessed in that way? Access and crossownership, for instance. The commission, under Chairman Wiley's guidance, would assert its role as the agency of government responsible for regulating broadcasting, and make it clear it would not be forced into policies with which it did not agree.

The commission, under former Chairman Dean Burch, had in fact initiated its wide-ranging inquiry into the fairness doctrine, in part at least, because of concern that, as a result of its own and the courts' ad hoc decisions, the doctrine was getting out of hand and being twisted into an instrument for restricting licensee news judgment. And in its final report on the inquiry, in June (BROADCASTING, July 1), the commission rejected the idea of the government mandating a public right of access, either on a free or paid basis, to the broadcast media. (The public's interest in free expression through radio and television is best served by the fairness doctrine, the commission said.) In addition, the report not only turned down the FTC's proposal for counteradvertising; it also disowned the precedent that had provided the basis for all counteradvertising proposals and a number of fairness-doctrine court suits—the 1967 ruling in which it had applied the doctrine to cigarette advertising.

(Chairman Wiley's strong support of the doctrine over the years should probably be read in the light of that report. Abolish the doctrine, as many in broadcasting urge, he feels, and broadcasting's defense against demands for access and for counteradvertising would disappear, he feels.)

The media-crossownership rule is another example of the commission refusing to adopt positions in which it did not feel comfortable. The rulemaking aimed at breaking up multimedia holdings in individual markets was initiated in 1970 in response to a Justice Department suggestion and with at least some enthusiasm on the part of then-Chairman Burch. But that was in 1970; there was not much enthusiasm for the proposal at the commission in 1975, and the rule that emerged was only a pale reflection of it. It prohibits the creation of new broadcast-newspaper combinations, and requires the breakup by 1980 of only 16 combinations, all in small markets, on the ground they constitute complete media monopolies.

What's more, the report and order embodying the rule contain language that the vast majority of publishers owning broadcasting stations in the same market as their newspapers can use as a protective shield when facing petitions to deny based on concentration-of-control-of-media grounds: Parties may raise such issues in connection with renewal applications, but "absent a showing of economic monopolization that might warrent actions under the Sherman Act, it would not be [the commission's] view that arguments would raise valid issues necessitating the designation of renewal applications for hearing." A proposal designed to break up the combinations had emerged as a rule to preserve them.

Last week, however, broadcasters were not feeling charitable toward Chairman Wiley. They were asking, in effect, what he had done for them lately. And what they felt he had not done was take a strong enough stand on cable-television regulation. Cable operators have long regarded him with suspicion and hostility, and they apparently do not put much stock in his remarks that "winds of change" are blowing through the commission where cable is concerned. But broadcasters apparently do. "We're surprised he is going as far as he has toward relaxing cable rules," said one network executive. And surprise gave way to outrage when information on the commission's final decision on the pay cable rules began to circulate (BROADCASTING, March 10). Mr. Wiley's position is that program siphoning "is a legitimate regulatory concern"; prevention of competition is not.

The mere fact that the commission has disposed of those controversial issues as well as a host of others in broadcasting

Accounting their stewardship. This is the Wiley FCC as it appeared last week before Representative Torbert Macdonald's Communications Subcommittee. L to r: Abbott Washburn, Benjamin Hooks, Robert E. Lee, Chairman Wiley, Charlotte Reid, James H. Quello and Glen O. Robinson.

and in the other areas of commission responsibility is a testament to the agency's industry and the chairman's leadership.

When Mr. Wiley took over the agency, it was not in good repair. Not only did it confront a large backlog of unfinished business, it was riddled with vacancies, including three at the commission level. Former President Nixon filled those spots with James H. Quello, Glen O. Robinson and Abbott Washburn. And Chairman Wiley saw to it the staff jobs, including the general counsel's post and important slots in the Broadcast and Cable Television Bureaus, were filled promptly, then began wrestling the bureaucracy into submission and moving it a few steps in the direction of efficiency.

He sets deadlines for the completion of items, meets with bureau chiefs weekly to establish priorities and check on work in progress, and holds the agency to a schedule of three or four meetings a week. The pace has left some commissioners and staff puffing and, lately, has caused some commissioners to grumble (with the result that the pace has slackened).

In the process, he has come to dominate the commission as have few if any chairman have. He controls the flow of items to the agenda and has the knowledge of them that, in many cases, comes from active participation in their development at the staff level. "I learn things by interacting with the staff," he says. "I make it my business to know." Then he adds, "If I have a grasp of the big picture, I can make things happen. Whoever sits in this chair can make things happen."

His dominance of the commission is a function, too, of the fact that he and his colleagues are a fairly congenial group. As presidential appointees, they are all equal in authority. But most of the others are usually in philosophical tune with the chairman. One member who has opposed the chairman on some major issues is Glen O. Robinson, the former Minnesota law school professor of administrative law. He has written long, closely reasoned dissenting statements in the crossownership and prime-time-access proceedings. But creating roaring controversies over issues, as a Nicholas Johnson might, is not his style. So the focus of attention seldom strays very long from Richard E. Wiley.

If the chairman has faults as an administrator, they can be attributed to an excess of zeal for seeing to it a job is done, and done right. "He involves himself too deeply in things," one staffer said recently of the chairman. "He will get into the development of an item long before the staff thinks it's ready for his attention. He wants to contribute ideas or even suggest who should write the item. The result is that the staff sometimes holds back—what's the point if the chairman is going to require a rewrite before the item gets to the commission anyway?"

One also hears Chairman Wiley is a "pragmatist" or a "consensus man." He is forever seeking to broaden the base of support for an item, dropping or adding or modifying language to pick up an extra vote or two. "He's a good negotiator, a good bargainer," one commissioner said the other day. But he and others sometimes wonder whether the chairman carries the knack for composing differences too far—whether he sometimes puts too much of a premium on simply adopting an item. "Not all things are worth getting out," one official said.

One item mentioned in that connection is the prime-time access rule, now in its third incarnation. Chairman Wiley has made no secret of his own distaste for the rule. And he probably could have persuaded a majority of the commission to vote to kill it, the last time around. But he indicates he is reluctant to attempt to steamroller those commissioners whose support for the measure is wavering; besides, he appears to feel the commission has some responsibility for those producers who have made investments on the assumption the rule would remain in force.

The Wiley record as chairman is yet to be written. His term has more than two years to run, and there is no assurance that the record of accomplishment even for the past year will remain intact. Both the fairness doctrine order and the crossownership rule have been appealed to the courts—the former by the National Citizens Committee for Broadcasting; the latter, by NCCB as well as by some of the licensees affected by the divestiture order.

What's more, the chairman's effort to persuade broadcasters to adopt voluntarily his vision of a new ethic has angered many in the industry, and caused some to question his sincerity in protesting concern for broadcasters' First Amendment rights.

After all, the policy statement the commission issued on children's television programing was designed to nudge broadcasters in certain directions; Peggy Charren of Action for Television says it gives parents a "sword of Damocles" to hold over broadcasters' heads at license-renewal time (BROADCASTING, Feb. 17).

And although the National Association of Broadcasters and the Association of Independent Television Stations adopted commercial time standards for children's programs that were in line with their standards for prime time, they acted only after Chairman Wiley made it clear the commission would adopt those standards as rules. What's more, the commission amended its license-renewal form to determine how well broadcasters were complying with the self-imposed standards. (It might be recalled, however, that there was a trade-off—ACT's proposal that commercials be banned entirely from children's programing was rejected.)

As for the so-called family viewing amendment that the NAB is expected to incorporate into its code next month at the convention in Las Vegas, that grows out of the discussions Chairman Wiley held with the presidents of the three networks and later with NAB officials.

A history of Chairman Wiley's efforts to develop the concept—under which broadcasters will restrict the first two hours of prime time to programing that would be appropriate for even young children—provided the bulk of the commission's answer last month to the question that Congress asked it last year to address: What has the agency done to protect children from "excessive programing of violence and obscenity?"

"This new commitment suggests that the broadcast industry is prepared to regulate itself in a fashion that will obviate any need for governmental regulation in this sensitive area," the commission said, with some relief.

But the commission was also able to include in its report a declaratory ruling it had issued on the kind of material it regarded as "indecent" and thus barred under the statute prohibiting the airing of profane, indecent or obscene material. A George Carlin comedy record dealing with the "seven dirty words that can't be said on television," which had been aired on Pacifica's WBAI(FM) New York provided the opportunity.

For some observers, including FCC members, there is something ironic in the deep involvement of the Wiley Commission—probably the most conservative since the early 1960's—in programing. In the past, it usually was the conservatives who objected to commission intrusion into programing. Newton N. Minow, when he was chairman in 1961, drew gasps of disapproval for merely criticizing programing in public; he never called in the network presidents to force changes on the air.

"We keep saying we're not getting into programing, even as we're getting into it," said Commissioner Glen O. Robinson the other day. He referred specifically to the policy statement on children's television programing, to the report to Congress on violence and obscenity, and to the declaratory ruling on indecency.

But he seemed more wistful than angry. For, as he noted, he had not objected to the commission's action in any of those matters. Like Chairman Wiley and the others, then, he saw no alternative under the circumstances—the circumstances being the pressures being exerted on the commission, by Congress and the public, to act in these areas.

However, barring court reversals, phase I of the Wiley administration—what he has referred to as the "clean-up" phase, the one in which the major items of business he inherited, were disposed of—is over. Hints of what to expect in phase II will probably be contained in the speech Chairman Wiley will deliver to the NAB convention on April 8. And considering the record of the past year, broadcasters would be advised to pay attention.

Macdonald doubts family viewing will do the job

At 'overview' hearing, he suggests FCC get farther into the act on sex and violence; he also asks Wiley to open commission meetings

The hopes and faith the FCC has placed in the networks and broadcasters generally in their self-regulatory plans to protect children from obscenity and violence on television is unshared by some members of the House Communications Subcommittee.

"As far as I'm concerned, they just have one motivation," the subcommittee chairman, Torbert H. Macdonald (D-Mass.), told Chairman Richard E. Wiley and other members of the commission last week.

"That's the bottom line. They don't care what they put on the screen as long as Nielsen ratings show it attracts a large audience."

The remark, at an "overview" hearing on commission activities, was in response to Chairman Wiley's report that the networks had agreed to restrict the first hour of network prime time—8 to 9 p.m.—to so-called "family viewing" fare, and that the National Association of Broadcasters was expected to amend its code to require such material between the hours of 7 p.m. and 9 p.m.

Chairman Wiley was instrumental in getting broadcasters to adopt a self-regulatory plan. But Representative Macdonald chided him for his apparent "optimism" that self-regulation will succeed.

"When you say this whole thing depends on their reasonableness, their good faith," he added, "that's like writing a letter to Santa Claus."

Nor was Representative Macdonald the only skeptic. Representative Charles Carney (D-Ohio), who said he receives a considerable volume of mail from constitutents complaining about television programing, thundered, "I want to say publicly to members of the industry that they had better show some discretion. Otherwise, they'll get it in the neck."

Chairman Wiley said he understood the congressmen's concern. But, as he has in the past, he noted that securing self-regulation is as much as the commission can do under present law and the First Amendment. If the congressmen had suggestions, he said he would like to hear them.

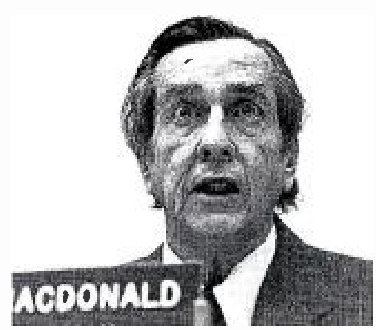
Representative Macdonald did. He agreed that the commission is in "a tough position," but he suggested that the commission might, "without touching the First Amendment," get at the issue through the ascertainment-of-community-needs survey broadcasters must make. "Are they doing a public service by showing sex and violence?" he asked.

But Chairman Wiley thought the pressures on the broadcasters that the issue was generating would be effective. "I think they're getting the message—from you, from Senator [John O.] Pastore [D-R.I., chairman of the Senate Communications Subcommittee, who for years has criticized the networks for sex and violence] and me."

The hearing revealed that Representative Macdonald was not only interested in what the commission has done but in the way it has done it. He would like the commission to open its meetings to the public. He made the suggestion as a result of his annoyance at having to learn third- or fourth-hand from an AT&T source of the commission decision on Feb. 27 raising AT&T's permissible rate of return to 8.74%. "I think it would be a very good move on your part to see to it that Congress and the public become as well informed as segments of the industry over which you have jurisdiction, and on which you impose regulations."

Chairman Wiley several months ago instructed some staff members to study the problems that might be associated with open meetings, and he said the matter soon would be presented to the commission for its consideration.

But he was noncommittal on the subject last week. Some parts of the meeting might be opened to the public, he said. But he also said that the "proprietary information" with which the commission deals poses an obstacle to



Mr. Macdonald

open meetings. And he wondered whether commissioners and staff would feel as free to engage in "frank and vigorous discussion" as they do now.

Commissioner Robert E. Lee, who in the early 1950's, before his appointment to the commission, worked on the staff of the House Appropriations Committee, said his experience there proved the value of conducting at least some business behind closed doors. A reporter might publish a remark that had been made simply to open negotiations, he said. Commissioner Charlotte Reid, who as a member of Congress before joining the commission in 1971, was a member of the same committee, also felt that open meetings might be self-defeating.

The hearing, which touched briefly on a number of other issues before the commission, was described by Representative Macdonald as simply a prelude to an in-depth "oversight" hearing that would be held later in the session. Last week's get-together was designed at least in part as a means of familiarizing new members of the subcommittee with the commission's activities.

It also gave Chairman Wiley an opportunity to tell Congress of the commission's unhappiness in collecting fees from those it regulates. He noted that the commission, which charges fees in response to a congressional mandate, is fighting a number of law suits as a result of its fee-collecting activities. The commission is being sued by those seeking refunds of fees paid under a schedule the Supreme Court declared illegal, and is having to defend the legitimacy of its new schedule.

"If we are to be the Federal Communications Commission and not the Federal Fee Collection Agency," he said, "I would suggest that Congress might want to re-evaluate the entire area," he said.

There was no response.

Stanton panel would put USIA functions under State Dept., make Voice of America independent agency

Recommendations of commission headed by former CBS president get off to stormy start as two members dissent, opponents launch immediate counterattacks

A major restructuring of U.S. information and cultural activities abroad was recommended last week by the Panel on International Information, Education and Cultural Relations—the Stanton panel, named for its chairman, Frank Stanton, the former president of CBS. The report was greeted by cordial if noncommittal receptions by the President and the Department of State, by an immediate denunciation from the director of the United States Information Agency, and by at least two conspicuous dissents among the panel's own members.

The diplomatic and bureaucratic backlash threatened to obscure the Stanton panel's three-part proposal:

(1) that the State Department take over responsibility for articulating its own foreign policy, and create a new Office of Policy Information (and a new deputy under secretary) to do so;

(2) that an autonomous agency, the Information and Cultural Affairs Agency, be established within the State Department orbit to assume assignments now split between State and USIA, and with its director reporting to the Secretary of State.

(3) and that the Voice of America, which now reports to USIA, become an independent federal agency, reporting to a five-member board of overseers (three representing the public, the other two reporting back ultimately to State Department control).

Touchstone of the panel's rationale is the belief that "the separation [of cultural activities into State and information activities into USIA] never made much sense, since both programs were executed in the field by the same agency [State] and educational and cultural exchange remained subject to political currents flowing through the Department of State." The report cites a comment by

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former USIA Director George Allen that "only the U.S. government could invent a system under which one agency sends the fiddler abroad and another the fiddle."

That reasoning didn't wash with the panel's most vocal dissenter, Dean Edmund A. Gullion of the Fletcher School of Law and Diplomacy at Tufts University. He said the recommendations amount to "parcelling out the corpus of the USIA to different sections of the Department of State," and would erode the distinction between government-to-government diplomacy and people-to-people diplomacy.

Dean Gullion's position—an apparent surprise to Dr. Stanton and the panel—came in a letter received as the final report was being made public. It underscored the abstention of Washington communications lawyer and former USIA director Leonard Marks, a panel member who asked that his name not be associated with the final report. Still another broadcast-industry-connected individual and panel member, Cox Cable Chairman J. Leonard Reinsch, is understood to be cool toward the panel's recommendations ("Closed Circuit," March 3), although he has not taken a public position against them.

Dr. Stanton noted later that Mr. Marks had participated in the panel's final deliberations, on Jan. 20, without voicing objection, and then had "requested abstention retroactively" in a letter dated Jan. 27. Mr. Reinsch did not attend the Jan. 20 meeting. His proxy was voted by John Shaheen, a fellow member of the U.S. Advisory Commission on Information.

The recommendations announced last week followed in most particulars earlier news reports of what the panel had in mind (BROADCASTING, Jan. 27, et seq.), with the exception of an abandoned recommendation that Voice be placed in tandem with Radio Free Europe and Radio Liberty under direction of the Board for International Broadcasting (BIB), which was set up to administer those two more overt propaganda activities after disclosures that both RFE and RL had been subsidized secretly by governmental intelligence agencies for many

Broadcasters get word from top. Top executives of 23 broadcast-group owners made swift changes in plans last week to accept an invitation from the White House. The invitation, received on Monday, were to attend on Wednesday a briefing on economic and energy matters and a reception that was attended by President Ford.

The idea for the briefing was credited to Charles Crutchfield, of Jefferson-Pilot Stations. He had suggested it in a letter to Donald Rumsfeld, White House chief of staff, several weeks ago.

William Seidman, White House economics adviser, and Secretary Rogers C. B. Morton of the Interior Department, conducted the briefing and answered questions in a session that began at 4 p.m. The President mingled freely with the broadcasters for more than an hour at the reception in the Red Room, which started at 6 p.m.

The reception also afforded the broadcast executives an opportunity to talk informally with members of the White House organization of particular interest to them—News Secretary Ron Nessen; his deputy, Gerald Warren, and Margita White, of his staff; Robert Mead, the President's television adviser, and John Eger, acting director of the Office of Telecommunications Policy.

The executives who attended: John Murphy, Avco; Arch Madsen, Bonneville; Thomas Murphy, Capital Cities Communications; C. Wrede Petersmeyer, Corinthian; Clifford M. Kirtland Jr., Cox Broadcasting; Reid Shaw, General Electric Broadcasting; John Reynolds, Golden West; Franklin Snyder, Heart Corp. broadcast division; Norman Walt, McGraw-Hill Broadcasting; Clem Weber, Metromedia; E. R. Vadeboncoeur, Newhouse Stations; August C. Meyer Sr. and Jr., Midwest Television Inc.; T. Ballard Morton, Orion Broadcasting; Joel Chaseman, Post-Newsweek Stations; Frank Shakespeare, RKO General; Marshall Berkman, Rust Craft Broadcasting; Peter Storer, Storer Broadcasting; Charles Mecham Jr., Taft Broadcasting; Richard Eaton, United Broadcasting; Marvin Shapiro, Westinghouse Broadcasting; Daniel Pecaro, WGN Continental, and Mr. Crutchfield.

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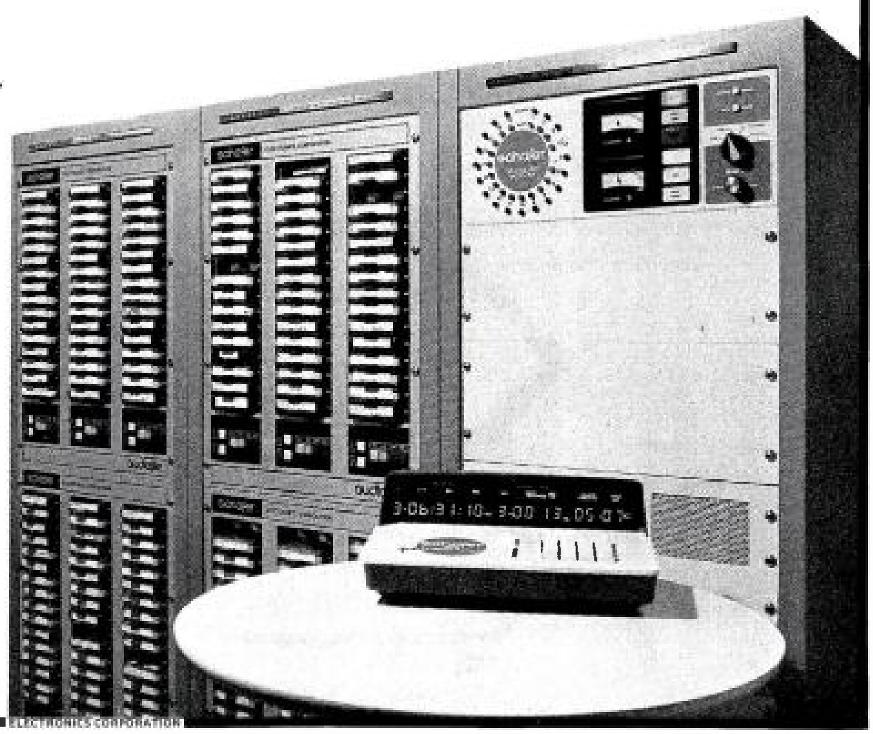

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years. Those earlier reports had brought adverse reaction from at least one Capitol Hill figure who would figure significantly if the Stanton panel's suggestions were to be carried out: Representative John Slack (D-W.Va.), chairman of a House Appropriations Committee subcommittee.

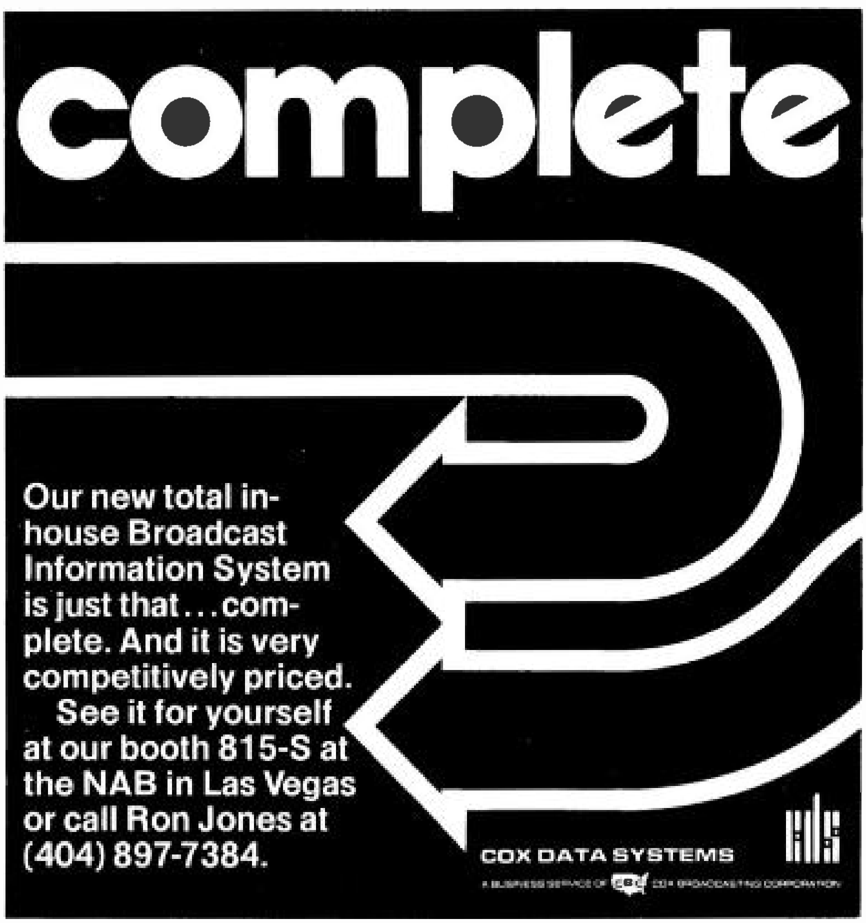
USIA Director James Keogh also was quick to criticize the study. The Stanton panel's recommendations "would fragment rather than consolidate and thereby weaken rather than strengthen" the information and cultural activities with which it deals, he said. He associated himself with the stands of Dean Gullion and Representative Slack, and voiced his own preference—if there's to be consolidation at all—that activities now in State be placed within USIA, not vice versa.

And the suggestion of still further opposition came in a cryptic press release from the American Foreign Service Association, the professional association and labor union representing foreign service personnel in USIA, State and the Agency for International Development. "We anticipate that our recommendations [on foreign policy organization] will differ substantially in a number of important sectors from those of the Stanton Commission," said the release.

Dr. Stanton met with President Ford last Tuesday (March 11), shortly after making the panel's recommendations public during a Washington press conference. Neither the White House nor Dr. Stanton would comment on the substance of their exchange. State Department spokesman Robert Funseth said that a departmental task force under Deputy Secretary Robert Ingersoll was analyzing the panel's recommendations for forwarding to Secretary Henry Kissinger. The latter, along with predecessors William Rogers and Dean Rusk, had met with the panel during its deliberations. Those conversations, too, remain confidential.

The Stanton panel comprises 21 individuals prominent in foreign policy study and overseas information-cultural activity, including the two advisory commissions that oversee the State Department and the USIA. Its $120,000 funding came from private sources: the Ford Foundation, the Rockefeller Foundation, the Lilly Endowment and the Ahmanson Foundation. Host organization to the study was Georgetown University's Center for Strategic and International Studies.

It is anticipated that the panel's recommendations will be reviewed by still another study group, the Murphy commission (headed by former Ambassador at Large Robert Murphy, and with members designated both by Congress and the Executive Branch), which is undertaking a review of all U.S. foreign policy activities. Should they be embraced by the Murphy commission, they would then go forward with other recommendations for congressional determination. The Stanton panel's recommendations could, of course, go forward on their own.



Finishing touches put on NAB's Las Vegas agenda

Details of people—including Ford—and topics are nearly completed; other broadcast-related groups take the opportunity to meet: BEA, Alpha Epsilon Rho, AMST

Plans for the National Association of Broadcasters annual convention in Las Vegas April 6-9 are all but complete, from the opening address by NAB President Vincent Wasilewski through the closing luncheon Wednesday, which will feature a musical program starring Roy Clark, celebrated country-western singer.

NAB was confident last week that President Ford will be present to address the convention during the Monday luncheon ("Closed Circuit," March 10).

The Monday afternoon television management conference (see BROADCASTING, Feb. 24 for descriptions and participants of all conferences and workshops) will feature five television programing experts discussing "Television Programing . . . Today and Tomorrow." Moderating the session will be Phil Donahue, host of Avco Broadcasting's *Phil Donahue Show*, and the panelists will be Grant Tinker, president of MTM Productions; William Friedkin, producer for Universal Studios; Kevin O'Sullivan, president of Worldvision Enterprises; Tom Adams, chairman of Campbell-Ewald, and Larry White, programing vice president of NBC-TV.

Panelists for the program entitled "Can You Coexist with Cable Systems?" which will make up half of the hundred-plus (NAB's new name for secondary market) TV program Tuesday morning will be William Duhamel, executive vice president of Duhamel Broadcasting Entreprises and chairman of the NAB's Hundred-Plus Market TV committee; Charles McKearns of the Washington law firm Dow, Lohnes & Albertson; Sheldon Storrier, vice president, general manager and sales manager of WKTV(TV) Utica, N.Y., and William Ryan, vice president and general manager of WNOG(AM) Naples, Fla.

Participants in the news and public affairs panel, the remaining half of the TV program, will be Ray Butterfield, general manager of WLOX-TV Biloxi, Miss.; John Schott, general manager and film buyer of WHIS-TV Bluefield, W.Va.; Don Moeller, vice president and general manager of KYTV(TV) Springfield, Mo., and Paul Davis, news director of WCIA(TV) Champaign, Ill.

Since last month, the NAB has picked up 30 more exhibitors for the convention, bringing the total to over 200. In all, the NAB estimates the exhibitors will occupy 75,000 square feet of floor space, roughly a third more than at the 1974 convention in Houston and an all-time record for the association.

Among other broadcast organizations congregating in Las Vegas just prior to the NAB convention is the Broadcast Education Association, which has scheduled a luncheon at noon in the Hilton hotel ballroom Saturday, April 5. The BEA plans a special presentation entitled "Hollywood," which will feature four TV programing executives: Bud Austin of Paramount, Roy Huggins of Universal, John Mitchell of Columbia and Lee Rich of Lorimar.

Alpha Epsilon Rho, the national radio-television fraternity, will also hold its annual convention in Las Vegas, April 3-5, at the Circus-Circus hotel. AEP's president, Andrew H. Orgel, will open the convention with an announcement of plans for restructuring the 33-year-old society.

The AEP program calls for four business sessions, a Friday luncheon, a Saturday evening banquet, a visit to the University of Nevada for a satellite technology demonstration, and appearances by CBS News Correspondent Walter Cronkite; FCC Commissioner Robert E. Lee; George Heinemann, vice president for children's programing, NBC, and D. Thomas Miller, president of CBS Television Stations. Seminar topics include children's television and the value of a college degree in broadcasting.

Also meeting in Las Vegas will be the Association of Maximum Service Telecasters, which will gather the membership at 2 p.m. Sunday, April 6, in the MGM Grand hotel.

The best for IRTS. Elton H. Rule (r), president of ABC Inc., received International Radio and Television Society's Gold Medal for 1975, its highest award, and Sol Taishoff (l), chairman of Broadcasting Publications Inc. and editor of *Broadcasting*, received a special citation at IRTS's 35th anniversary banquet last week. Maurie Webster (c) of Compu/Net Inc., IRTS president, made the presentations: to Mr. Rule in honor of "his enormous energies directed toward improving broadcast media, their professional standards and their effectiveness"; and to Mr. Taishoff as "the chronicler of all and advocate of the best in the industry, virtually since its inception." Some 800 IRTS members and guests were on hand for the presentations and dinner, held March 11 at the Americana hotel in New York.

NAB projects set

Appeal of crossownership rules, funds for IBFM accounting study okayed by executive board

The National Association of Broadcasters plans to appeal the FCC's new crossownership rules in court.

Recommended by the association's media structure committee and approved by the NAB executive board which met in Washington March 6, the NAB will file its appeal in the U.S. Court of Appeals in Washington, attacking the rules on the grounds they go too far in ordering divestitures of 16 existing newspaper-TV and newspaper-radio combinations and in precluding future acquisitions of co-located newspaper-broadcast crossownerships.

The executive committee also authorized up to $10,000 for the Institute for Broadcast Financial Management to administer a survey and report, the goal of which is to persuade the Financial Accounting Standards Board to reverse its rule requiring industries to amortize "good will" (intangible) assets in their accounting statements. The committee was concerned that the accounting board's rule will result in understated net incomes, earnings per share and stockholders' equity. IBFM will hire an outside accounting firm to do the study.

The executive committee also considered the possibility of NAB sponsoring a day-long seminar this summer or fall on First Amendment problems. Among those who might be invited are newspeople

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from the broadcast and print media, TV and radio code board members, judges, lawyers, academicians and perhaps FCC commissioners and personnel.

The executive committee heard recommendations from the NAB convention site committee for convention locations for 1978 and after, but deferred final pronouncement until the NAB board meeting in June (BROADCASTING, March 10).

Undecided on pirate radio

Government officials last week were pondering what to do about the operation of an unlicensed radio station by leaders of a group of Menominee Indians who had occupied a religious estate.

The station is in Keshena, Wis. FCC investigators began checking into the matter several weeks ago after receiving a number of complaints, and the commission has also contacted the Justice Department. The Indians' station, which can be heard in parts of two counties, began operating several days before the takeover of the Alexian Brothers Novitiate ended, on Feb. 3. The station had broadcast Indian music and editorially supported the takeover. Since the Indians left the novitiate, operation of the station has been intermittent.

Government officials last week said they had not arrived at a decision about the station. In 1973, when fundamentalist preacher Carl McIntire operated an unlicensed radio station off the coast of New Jersey, the government obtained a court order putting the station off the air.

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First in line at FCC against crossownership

Small-town publisher-broadcaster, listed by commission for breakup by 1980, says it doesn't meet guidelines for divestiture

Findlay Publishing Co., licensee of WFIN-(AM)-WHMQ(FM) Findlay, Ohio, and publisher of the *Republican Courier* there, has petitioned the FCC for reconsideration of the commission's new crossownership rules.

Several appeals from the multimedia regulations have been filed in court (BROADCASTING, Feb. 3), but Findlay is the first petitioner at the FCC.

In issuing its new rules, the FCC cited Findlay and 15 other small-market newspaper-broadcast combinations for divestiture by 1980. Findlay's petition, filed last week, was a two-pronged argument: There are other separately owned media outlets serving the Findlay community, and the Findlay situation does not meet the technical specifications set down by the commission in specifying which group owners must divest.

Findlay noted there are several small weekly newspapers circulated in the community. It also said Continental Cablevision, the local cable television operator, supplies a "substantial" amount of program origination to the community's viewers. And finally, Findlay said, off-the-air broadcasts are received in Findlay from a "number" of nearby AM, FM and TV stations. Furthermore, Findlay said, the staffs of the newspaper and the radio stations are separate and they follow independent editorial policies.

On the technical front, Findlay contended it should not be included in the commission's list for divestiture since WFIN was not the "only" radio service placing a daytime city-grade (5mV/m) contour over the entire community. According to an engineering study submitted by Findlay, WMGS(AM) Bowling Green, Ohio, and WJR(AM) Detroit, transmit a 5mV/m contour over Findlay.

Two hit for laxity

Short-term renewals used to warn licensees to keep grip on the reins

In actions that reflected FCC concern about inadequate supervision of station operations by licensees, short-term renewals were recommended for one broadcaster and given another. Involved were Golden Broadcasting Systems Inc. (KOAD-[AM] Lemoore, Calif.) and Ubiquitous Corp. (WHVW-AM-FM Hyde Park, N.Y.).

The short-term renewal grant for KOAD came in the form of an initial decision by FCC Administrative Law Judge John H. Conlin, which becomes effective in 50 days unless there is an appeal or the commission orders a review on its own motion.

KOAD's owners, Clark E. and Jeanette Parker, since purchasing the station in

1969, had relied mostly on others to manage and operate it, the judge noted. Although absentee ownership is commonplace and acceptable, he added, it must be accompanied by "effective delegation of operating authority."

In this case, Judge Conlin concluded that the frequent turnover in management personnel left little continuity in the station's operation and permitted disregard for programing commitments that Mr. Parker made in his 1971 renewal application.

The judge conceded that the shortcomings in the station's operation were the result of "innocent, albeit serious errors" of judgment which would not likely be repeated. Furthermore, the judge said, the station has apparently received widespread listener acceptance and except for failure to live up to its promises on news and public affairs programing, had performed "satisfactorily."

Accordingly, Judge Conlin recommended a one-year renewal, rather than the "ultimate sanction" of nonrenewal. He said the 12-month period would allow the commission to "more closely review" the station's performance.

The WHVW-AM-FM case centered on an informal objection, raised at the time of the station's 1972 renewal application, alleging the misuse of its facilities to advance the interests of one political candidate over others.

Herbert R. Shein, campaign manager for David Shoentag during the 1971 election for county executive of Dutchess county, N.Y., made eight specific complaints charging the licensee with political broadcasting rule violations.

The commission concluded that errors by the licensee and its employes had resulted in discriminatory treatment among candidates. Whether or not discrimination was intentional, the FCC noted, the station had misscheduled the ads of certain candidates, clipped the opening words of commercials on Mr. Shoentag's behalf, and refused to permit the use of the station's production facilities for some candidates, while keeping an open door to others.

The commission also found WHVW's management had failed to maintain control over objectionable material on the station's telephone call-in show; permitted violations of FCC logging rules; failed to identify community of license, and practiced "clipping"—late cut-ins or early cut-outs—of newscasts.

The stations' regular license term does not expire until June 1. However the commission said, by "expressly declaring the grants for the period up until June 1 to be short-term renewals," notice would be served on all broadcasters of the commission's concern over licensee negligence.

'Image-maker' employment

Broadcasting employs more minorities in "image-maker" positions than do other media, but radio and television have the worst record in hiring women in such positions. These and other conclusions were drawn from Equal Employment Opportunity Commission figures by the Journalism Council, which comprises the journalism departments of several universities and operates out of the University of New York. The council's analysis was for five industries: advertising, broadcasting, motion pictures, newspapers and periodicals. For each, the council produced "image-maker" categories from EEOC data on owner-managers and professionals. While periodicals had the best percentages for women in image-making positions (37.3%), broadcasting had the lowest (13.7%). But broadcast fared the best in placing minorities in image-making jobs (8.6%), while newspapers had the poorest record (2.1%).

Networks allowed to interview Saxbe about antitrust suit

District judge will not hold up case awaiting Supreme Court appeal, but he does permit questioning of former attorney general on Justice's motives

A federal judge in Los Angeles last week denied motions by the three commercial TV networks to hold in abeyance a government antitrust lawsuit against them until the U.S. Supreme Court rules on an appeal by ABC, CBS and NBC from an

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earlier ruling of the same judge. He did, however, accept the networks' request for permission to interrogate former Attorney General William Saxbe about the decision by the Justice Department to refile the antitrust suit.

At the hearing last week, Judge Robert Kelleher of the U.S. District Court told the networks that they can submit written questions to Mr. Saxbe, now U.S. ambassador to India, to determine his reasons for refiling the lawsuit. The original lawsuit was filed in 1972 and charged the three TV networks with monopoly of prime-time programing. That suit was dismissed without prejudice (meaning it could be reinstituted) by Judge Kelleher last November after the networks protested that the suit was triggered by Nixon administration antagonism to network news. The networks also charged that the White House refused to relinquish tapes and documents that could verify this allegation. The government refiled the lawsuit last November, essentially in its original form.

The networks have asked the U.S. Supreme Court to review Judge Kelleher's action last year in dismissing the complaint without prejudice. They feel the case should have been dismissed with prejudice, blocking the Justice Department from refiling the same complaint.

In the discussion about interviewing Mr. Saxbe, CBS lawyer Robert Rifkind said that the questioning of Mr. Saxbe would try to determine, among other things, whether the refiled suit was "just an effort to vindicate his predecessor." And, Mr. Rifkind added, the interrogation would also seek to establish whether the new complaint is "infected by the previous one."

Bernard M. Hollander, Justice Department antitrust lawyer, termed the suggestions "outrageous." He insisted that the investigation of the networks' programing practices began long before Watergate and has no connection with it. He unsuccessfully urged the court to proceed with the formal trial immediately.

Pending the response from Mr. Saxbe and possible further argument, the two sides are proceeding to exchange information and evidence.

Color's world. Seven out of 10 U.S. television homes had color TV sets as of Jan. 1, according to estimates released last week by NBC. Alfred J. Ordover, vice president, corporate planning, put the number of color-equipped homes at 48.5 million, or 70.8% of all TV homes. It represented a gain of 3.55 million or 8% since Jan. 1, 1974, and of 25.1 million or more than 107% since Jan. 1, 1970. Mr. Ordover also noted that 7.8 million color sets were sold in 1974, representing a consumer investment of $3 billion. NBC's quarterly estimates are based on a variety of sources including color set production, sales, imports and dealer inventories.

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Media Briefs

ABC recruits. Signings of WAIT(AM) Chicago and KFI(AM) Los Angeles as affiliates of American Entertainment radio network were announced by ABC last week. Edward McLaughlin, president, ABC Radio Network, said that with these alignments all four ABC radio network services—Contemporary, FM and Information, in addition to Entertainment—will have "top-notch affiliates" in each of nation's top three markets. Other new affiliates were said to include KAKC(AM) Tulsa, Okla., and WCKY(AM) Cincinnati with Information network; KPAM(AM) and WSAI(AM) Cincinnati with Contemporary network, and WKRQ(FM) Cincinnati, WYSP(FM) Philadelphia and WGRQ(FM) Buffalo, N.Y., with FM network.

CPB sticks by AETC. Corporation for Public Broadcasting announced last week it would continue financial support of Alabama Educational Television Commission, which in January was stripped of its licenses for eight noncommercial TV stations in state (BROADCASTING, Jan. 13). Commission is interim operator of stations and it probably will reapply, as suggested by FCC, for licenses of TV stations.

Big bucks for KCET. Grant of $4.5 million to noncommercial KCET(TV) Los Angeles has been made by Ford Foundation. Grant is on matching dollar-for-dollar basis.

CBS goes along. CBS Inc. has joined NBC (BROADCASTING, Feb. 17) in agreeing to include in its employment-application forms clause to effect that discrimination will not be practiced on basis of "sexual preference."

IAAB urges more broadcaster protection

Resolution passed in Montevideo where Madsen is re-elected treasurer

Broadcasters of Latin America, where government confiscation of stations can occur under various guises, joined other members of the Inter-American Association of Broadcasters in opposing hazards that are more familiar to broadcasters in the U.S.

The 12th semiannual IAAB general assembly, held March 3-7 at Montevideo, Uruguay, unanimously adopted a resolution asserting:

"We as an organization commit ourselves to work for the establishment of a more rational system of license renewals that permit the broadcaster to plan his future with some semblance of tranquility and security. The broadcaster must be shielded from capricious attempts to threaten his license from individuals and/or citizens' organizations if he has rigorously followed the broadcasting laws of his country."

The resolution was contained in a report offered by Joaquim Mendonea of Brazil, president of the IAAB's permanent committee of liberty and freedom of expression, after representatives of the Latin American countries, Canada and the U.S. described broadcasting conditions in their respective nations. Mark Bench, the Bonneville International Corp.'s national sales manager for radio, gave the report on U.S. broadcasting as U.S. alternate delegate.

Arch L. Madsen, president of Bonneville, was re-elected treasurer of IAAB along with other officers: Dr. Jose de Almeida Castro of Brazil, president; Hector Amengual of Uruguay and Emilio Nassar of Mexico, first and second vice presidents, and Dr. Carlos Figueroa of Chile, secretary. Mr. Bench was named vice chairman of the association's permanent radio committee, a member of the permanent committee of liberty and freedom of expression and member of the promotion and publicity commission.

An IAAB extraordinary assembly will be held in 1976, probably in the U.S.

Changing Hands

Announced

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

▪ KBMY(AM) Billings, Mont.: Sold by KBMY Broadcasting Co. to Radio Billings Inc. for $425,000. Sellers, Howard L. and Stanley G. Enstrom, have no other broadcast interests. Buyer is subsidiary of Peoria Journal Star Inc., publisher of *Peoria* (Ill.) *Journal Star* and several trade magazines including *Shooting Times, Rotor and Wing* and *Profitable Craft Merchandising*. Peoria Journal also owns WAZY-AM-FM Lafayette, Ind., and KNOX(AM)-KYTN(FM) Grand Forks, N.D. Principals in buyer are Carl P. Slane and Elizabeth T. Heidrich. KBMY is on 1240 khz with 1 kw day and 250 w night.

▪ WKKO(AM) Cocoa Beach, Fla.: Sold by Cocoa One Inc. to Emcom Associates for $340,000. Principal in seller, Theodore A. Eiland, has no other broadcast interests. Principals in buyer are Mr. and Mrs. Howard W. Maschmeier. Mr. Maschmeier was general manager of WNHC-AM-FM-TV New Haven, Conn., before stations were sold to others by Triangle Publications Inc. (BROADCASTING, March 1, 1971). WKKO is on 860 khz with 1 kw daytime. Broker: Blackburn & Co.

▪ KROP(AM) Brawley, Calif.: Sold by Ronke Inc. to John B. Stodelle for $240,000. Principals in seller are Boyd Kelley, Floyd Shelton, Jack Crosby and Glen Weber. Mr. Kelley has 60% interest in KDWT(AM) Stamford, 17% interest in KKDA(AM) Grand Prairie and 40% interest in yet unbuilt KBID(AM) Wichita Falls, all Texas. Mr. Shelton has 81% interest in KERB(AM) Kermit and 5% interest in KRIO(AM) McAllen, both Texas. Mr. Crosby also has 26% interest in McAllen station. Buyer is former sales official at KCST-TV San Diego. KROP is on 1300 khz with 1 kw day and 500 w night.

▪ WENT(AM) Gloversville, N.Y.: Sold by WENT Broadcasting Corp. to Dean Broadcasting Corp. for $230,001. Principal in seller is Joseph H. Tobin, who has no other broadcast interests. Buyer, Richard D. Ruby (100%), is vice president and general manager of local retail furniture and appliance business. WENT is on 1340 khz with 1 kw day and 250 w night.

Approved

Sales approved by the FCC last week include:

▪ WHVW-AM-FM Hyde Park, N.Y.: Sold by Ubiquitous Corp. to Castle Communications Corp. for $620,000. Thomas Durfey is president of seller. Principal in buyer is James F. O'Grady Jr. (57.7%). Castle also owns WALL-AM-FM Middletown, N.Y., and Mr. O'Grady has small interest in KRAK(AM) Sacramento, Calif. (FCC had earlier granted Ubiquitous short-term license renewal in resolving charges brought against WHVW-AM-FM in 1972, concerning misuse of its facilities to advance interests of one political candidate over others. See story, page 28.) WHVW is daytimer on 950 khz with 500 w; FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

▪ KMAX(FM) Arcadia, Calif.: Sold by Sierra Madre Broadcasting Co. to KPPC Inc. for $500,000. Principals in seller are Max H. and Mary Ellen Isoard. Principals in buyer are Howard Warshaw, president (40%), wife, Miriam (25%), and her brother Marvin B. Korsofsky (35%), who own KPPC(AM) Pasadena, Calif. Messrs. Warshaw and Korsofsky also have 25% interest each in WTHE(AM) Mineola, N.Y.; 33% each in WYLO(AM) Jackson, Wis.; 33% each in WARO(AM) Cannonsburg, Pa.; 33% each in Universal Broadcasting Corp., management consultant and sales rep firm based in New York, and 15% and 51% respectively in KUXL(AM) Minneapolis-St. Paul. Warshaws also own race-horse breeding and racing business in Roslyn, N.Y. KMAX is on 107.1 mhz with 3 kw and antenna 240 feet below average terrain.

▪ WLYV(AM) Fort Wayne, Ind.: Sold by Shepard Broadcasting Corp. to Golden Bear Communications Inc. for $777,637. Principals in seller, John L. Shepard, Daniel Duffy and Michael Coyne, also own WLAV-AM-FM Grand Rapids, Mich., and 60% interest in KITT(FM) San Diego. (Original deal with Golden Bear included all four properties for price of $1,725,000; approval of license assignment for last three stations is still pending at the commission.) Mr. Shepard also has interests in KVFM(FM) San Fernando, Calif., and KBER-AM-FM San Antonio, Tex. Principals in buyer are professional golfer Jack Nicklaus and two of his business associates, Putnam S. Pierman of Columbus, Ohio, and Thomas J. Peterson of Fort Wayne. They have no other broadcast interests. WLYV operates on 1450 khz with 1 kw day and 250 w night.

▪ Other transfers of ownership approved by the FCC last week include WKOY(AM) Bluefield, W. Va. See page 55 for details.

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Broadcast Advertising

Japanese spot wins in Hollywood

Panasonic commercial takes biggest television honor; Y&R wins for Excedrin in radio, brings home total of four trophies

A 30-second Japanese television commercial won the TV sweepstakes award last week at the 15th annual international broadcasting awards ceremony of the Hollywood Radio and Television Society.

The commercial was for Panasonic dry batteries. It was produced by Dentsu Motion Pictures Co. Ltd., Tokyo, with Dentsu Advertising, also of Tokyo, as the agency. The TV spot, titled "Robot" shows an announcer who identifies the many uses of batteries and finishes by opening a small compartment in his body that reveals the batteries that keep him operating.

This is the second time that a Japanese TV spot has won the HRTS television best-of-the-best award; another won in 1969.

In radio, a series of three commercials for Excedrin (Bristol Myers Co.) won the radio sweepstakes honors. Agency was Young & Rubicam, New York, which also took a second radio and one TV trophy to lead all advertising agencies in winners. Y&R Ltd., London, also took a TV trophy, giving that advertising agency a four-way win.

Two other advertising agencies were double winners: Chiat/Day Inc., Los Angeles, for a TV and a radio spot, and VanSant Dugdale, Baltimore, also for a TV and a radio spot.

Filmfair, Studio City, Calif., was the only double winner among the production companies; it turned out the Chiat/Day TV commercial and a safety series for the British government that also won an award.

The winning 12 TV and nine radio commercials were chosen from more than 3,400 entries from 42 nations.

Robert Young, star of *Marcus Welby, M.D.*, was honored by HRTS as its "man of the year."

The winners by categories with product, firm, agency and producer:

TELEVISION

Sweepstakes: "Robot," Panasonic Dry Batteries, Matsushita Electric Industries Ltd., Dentsu Advertising, Ltd., Tokyo; Dentsu Motion Pictures Co., Tokyo. Winner in category four, live action, 30 seconds, non-English language.

Category one, live action, 60 seconds, English language: "Arthur Dareman," US Life Savings & Loan Association, Chiat/Day, Los Angeles; Filmfair, Studio City, Calif.

Category two, live action, 60 seconds, non-English language: "Change of School," Japan Air Lines, Hakuhodo, Inc., Tokyo; Toyo Cinema Co., Tokyo.

Category three, live action, 30 seconds, English language: "Elephant," Tonka Trucks, Tonka Toy Co., Mound, Minn.; Carl Ally, New York; Horn/Griner, New York.

Category five, ID's, 10 seconds or under: "Generic," Field Museum, D'Arcy, MacManus & Masius, Chicago; Jack O'Grady Graphics and Editel Inc., Chicago.

Category six, animation: "A-We're the ACTION Corps," ACTION, The Advertising Council; Dancer-Fitzgerald-Sample, New York; Levitow-Hanson, Hollywood.

Category seven, combination: "Heat," Texaco; Benton & Bowles, New York; Ernest Motyl, New York.

Category eight, humorous: "Ultressa Spring," Arrow Shirts, Cluett Peabody & Co. Inc.; Young & Rubicam International, New York; Ampersand Productions, New York.

Category nine, video tape: "Mrs. Ingram," Columbia Savings & Loan, Denver; Tracy-Locke, Dallas; Centrex Productions, New York.

Category 10, public service: "Father and Sons," National Hemophilia Foundation; Warren Muller Dolobowsky, New York; Bob Giraldi Productions, New York.

Category 11, local (one market): "Mayor," Trashball Campaign, city of Baltimore; VanSant Dugdale, Baltimore; BF&J Prodctions, Baltimore.

Category 12, series (three commercials): "Loose Objects, Myrtle Searl, Keith Dawe," Jimmy Savile Road Safety, Central Office of Information for British Department of the Environment; Young & Rubicam Ltd., London; Filmfair Ltd., London.

RADIO

Sweepstakes: "Toothache, Headache, Muscle Ache," Bristol Myers, Excedrin; Young & Rubicam International, New York; Radio Band of America, New York. Winner in category nine, series (three commercials).

Category one, musical, 60 seconds: "Baseball, Hot Dogs, Apple Pie and Chevrolet," Chevrolet Motor Division; Campbell-Ewald, Detroit; Labunski Productions, New York.

Category two, musical, 30 seconds: "Get 'em On Your Side," Levi Cords (Canada), Goodis, Goldberg, Soren, Don Mills, Ontario; Griffiths Gibson Productions Ltd., Vancouver.

Category three, humorous, 60 seconds: "Dentist," Roos-Atkins Clothing; no agency; Imagination Inc., San Francisco.

Category four, humorous, 30 seconds: "John Paul Jones," Beatrice Foods Co., La Choy Sauce; Post-Keyes-Gardner, Chicago; Dick Orkin Creative Services, Chicago.

Category five, open, 60 seconds: "Disappearing People," Manufacturers Hanover Trust Bank; Young & Rubicam International, New York; Fred Weinberg Productions, Stamford, Conn.

Category six, open, 30 seconds: "Apartment," Yellow Pages, Pacific Northwest Bell Telephone; Chiat/Day, Los Angeles; Newjack Sound Recording Inc., Hollywood.

Category seven, local (one market): "Intro," Trashball Campaign, city of Baltimore; VanSant Dugdale, Baltimore; Flite 3 Recordings, Baltimore.

Category eight, public service: "Where's Al?", Franciscan Communications Center, Los Angeles; no agency; Audiospots Productions, Los Angeles.

TVB wants to convert nonbelievers

Campaigns being drawn up to attract money in other media to spot TV

A custom presentation aimed at swinging to spot television as much as possible of the $60 million that air lines are spending in other media has been given formal approval by the Television Bureau of Advertising's 31-member sales advisory committee, TVB announced last week.

The committee saw the presentation, forerunner of others aimed at specific industries, during a March 7-8 meeting at which it reviewed other TVB spot sales targets and approved agendas for six regional sales meetings to be held in May and for the bureau's fourth annual retail commercials workshop April 28-29.

Spot sales targets presented by TVB President Roger D. Rice included, in addition to air lines, the insurance field

How did WHNE(FM) become #1 Adults 18-34 in Detroit? Drake-Chenault has the answer.

WHNE took on and beat some of the toughest AM and FM stations in the country. They did it with one of our six quality formats for automation.
Their story could be your story.
Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

Drake-Chenault

8399 Topanga Canyon Boulevard
Canoga Park, Calif. 91304 Call collect: (213) 883-7400

Rating estimates average quarter hour as per
Oct.-Nov. 1974 ARB, M-S 6am-mid., Metro; and Oct.-Nov. 1974 Pulse, M-F 6am-mid., Central Zone

"The special effects are really out of this world and Martin Landau and Barbara Bain are excellent. We are betting that New Yorkers will eat up SPACE: 1999, and I expect the rest of the country will too."

—Hendrik Booraem, Jr., Vice President/Programs, WPIX, New York City

"SPACE: 1999 is the finest program that I have seen in years and I cannot understand how the Networks let this slip by."

—Robert M. Bennett, Vice President, General Manager Operations, WCVB-TV (ABC), Boston

"The production values equal in quality what we have come to expect from the networks. I truly believe this show will knock 'em dead."

—Kenneth R. Croes, President and General Manager, KOCO-TV (ABC), Oklahoma City

Starring
MARTIN LANDAU and **BARBARA BAIN**
Also starring **Barry Morse**

SPACE: 1999
THE ULTIMATE ADVENTURE SERIES

"SPACE: 1999 MEETS THE TEST OF A
GREAT PRODUCTION VALUES! GREAT ST
EXCITING FIRST-RUN SERIES FOR THE CO

"**Magnificent!** I can't tell you how happy we are to own SPACE: 1999. It's a magnificent show—superb acting—and has splendid special effects."

—*Ro Grignon, Vice President & General Manager, WDAF-TV (NBC), Kansas City*

"**Best of all!** This has got to be one of the best-looking hours of television I have seen...The effects approach those only seen previously in movies like 2001—A SPACE ODYSSEY. Best of all...the storyline and the scripts will support the fantastic job done in effects, sets, and attention to detail. Martin Landau and Barbara Bain once again look like real winners."

—*Tay Voye, Director of Program Operations, WTVJ (CBS), Miami*

"**Outstanding special effects!** I'm certain that the star power coupled with the outstanding special effects and cinematography will make the show a real winner."

—*Art Glenn, Vice President and General Manager, KMGH-TV (CBS), Denver*

"**Exciting!** We think it will be an exciting addition to our fall schedule."

—*David Chase, Station Manager, WIIC-TV (NBC), Pittsburgh*

"**Network budget!** The most exciting property to enter syndication in a great many years. It has a network budget. It will play against any network program."

—*Jules Mayeux, Station Manager, WBRZ (NBC), Baton Rouge*

"**It's fantastic!** What happens in the show could possibly happen in reality, making the sci-fi series very believable. It's fantastic!"

—*George Leh, Program Manager, WJRT-TV (ABC), Flint • Saginaw • Bay City*

"**Tops them all!** It holds viewers glued to their seats. This program tops them all. SPACE: 1999 will set a new standard of program excellence. Top talent, top production, top writers, equals top of the world."

—*Robert J. Sinnett, Vice President & General Manager, WHBF-TV (CBS), Davenport • Rock Island • Moline*

"**Edge of the chair excitement!** At last—a series that should provide edge of the chair excitement for the entire family. We can't wait to read the numbers in the fall books."

—*Charles Whitehurst, Vice President & General Manager, WFMY-TV (CBS), Greensboro • Winston-Salem • High Point*

"**Sure-fire hit!** The production values, story line, and sure-fire hit value of Martin Landau and Barbara Bain make it a super Access or Prime Time program. Congratulations!"

—*Richard B. Belkin, Vice President, General Manager, WNYS-TV (ABC), Syracuse*

"We're so excited about SPACE: 1999 that we'd like to put the series on right NOW, but we'll have to wait for the fall."

—*Harold Wooley, Vice President & General Manager, KCPX-TV (ABC), Salt Lake City*

"I'm very excited about running SPACE: 1999 in Hawaii."

—*Dick Grimm, Vice President & General Manager, KITV (ABC), Honolulu*

"**Best-produce** without que produced pr I am very sur networks di their progra

—*Conrad L. Cagl*

"**Great!** SPAC great. Produ outstanding and suspen

—*Morton S. WLOS-TV (ABC), G*

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—*Charles (Chuck)*

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—*Jack H*

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—*Edwin C. Me*

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—*Robert L. Br*

"At last! A pro the young ac

—*J.*

SIMULTANEOUS WORLD-WIDE PREMIER

AMILY PROGRAMMING.
JALITY! BY FAR THE MOST PROMISING AND SEASON."

—David E. Henderson, President Broadcast Division, WJAR-TV (NBC), Providence

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NBC), Charlotte, N.C.

"Martin Landau-Barbara Bain magic! It's the best thing I've seen in many a moon. I look forward to capitalizing on the return of the Martin Landau-Barbara Bain magic."
—*Doug Duperrault, Assistant to the President, Program Director, WFLA-TV (NBC), Tampa*

"Winner! The special effects are fantastic, the writing is excellent and the stars add the right dimension that makes me feel ITC and WCPO have a winner."
—*Ben Hevel, Assistant General Manager, WCPO-TV (CBS), Cincinnati*

"Spectacular! SPACE: 1999 has the most consistently spectacular special effects, episode by episode, that I have ever seen."
—*George J. Mitchell, Vice President & General Manager, WKEF (ABC), Dayton*

"SPACE: 1999 is San Antonio's kind of show! We *know* we'll own that time period next fall."
—*James Schiavone, Vice President & General Manager, KSAT-TV (ABC), San Antonio*

"Fantastically exciting! One of the most fantastically exciting and extremely well-produced series I have seen. Production qualities exceed anything I've seen."
—*Frank Chappell, President of Broadcast Division, KARD-TV (NBC), Wichita*

"This is the best syndicated show that I have seen in years."
—*Ed Lasko, Vice President & General Manager, KCRG-TV (ABC), Cedar Rapids • Waterloo • Dubuque*

"Highest rated! It'll turn the trick for us in the ratings. I expect it to be the highest rated syndicated series in our market."
—*Charles Maly, Program Director, KDBC-TV (CBS), El Paso*

"Excellent series! An exciting concept, fine production and outstanding stars, should make it an excellent series. Thanks for producing it, we're glad we own it."
—*Everett H. Hughes, Program Manager, WDBO-TV (CBS), Orlando*

"Television has needed a believable new sci-fi series since the advent of the seventies. '1999' fills the void with class. For fantasy, realism, quality and exciting entertainment, the search has ended with SPACE: 1999."
—*Don E. Fuller, Vice President and General Manager, WSJV-TV (ABC), South Bend • Elkhart*

"Best I've ever seen! The special effects featured in this series are the best I've ever seen on TV. We're convinced SPACE: 1999 will assure WXIA-TV of having a real winner on the schedule come fall 1975."
—*Jack Clifford, President and General Manager, WXIA-TV (ABC), Atlanta*

"Great cast! This series has a great cast along with top quality production. We look to great success with SPACE: 1999."
—*Tom Rose, Assistant General Manager, WLWI-TV (ABC), Indianapolis*

"The best! We think SPACE: 1999 is the best combination of stars, sets and special effects we have seen in one show."
—*A. Phillip Corvo, Program Director, KGTV (NBC), San Diego*

"Extraordinary! Superb! SPACE: 1999 is the most extraordinary series ever offered to stations. The stars, the special effects, the stories and production qualities are superb!"
—*Lionel L. Schaen, Vice President & General Manager, KHJ-TV (IND), Los Angeles*

N 101 COUNTRIES IN SEPTEMBER 1975

INDEPENDENT TELEVISION CORPORATION

555 MADISON AVENUE, NEW YORK, N.Y. 10022 / CABLE: EYETECEE, NEWYORK
TELEX: 62678
GENERAL TELEPHONE: (212) 826-1555

An Open Letter to All Broadcasters:

We wish to thank all our friends in broadcasting for the unprecedented way in which they have so enthusiastically welcomed our new space science-fiction series, SPACE:1999. It is completely overwhelming, even to a pair of syndication veterans with over half a century of experience between us.

In the 19 working days since programming executives returned from the NATPE Conference in Atlanta, 48 stations bought SPACE:1999--many within hours of our original announcement--with more stations signing up every day. At this rate, we fully expect to have 150 markets in our network by June.

SPACE:1999 is a dramatic and unqualified sales success in every way that a new product can be judged a sales success. And in some new ways. Many local stations have bought the series to pre-empt prime time network entries starting in September '75. Others have told us that SPACE:1999 is the first series which finally fulfills the original intent of the Prime Time Access Rule. Everyone has told us that SPACE:1999 will be the big hit of the 1975-76 season.

To those who have not yet had an opportunity to screen SPACE:1999, please understand that we have been literally flooded with requests for screenings and presentations and naturally we can't be everywhere at the same time. Please be patient. We'll get to you as soon as possible. To those of you who have so quickly joined the roster of stations acquiring SPACE:1999--again, thanks and welcome.

Kindest regards,

Abe Mandell

Abe Mandell
President

Pierre Weis
Executive Vice President-Syndication

AN ITC COMPANY

with a TV potential of approximately $30 million currently being spent in other media; the automotive field, appliances, and national food and drug chains.

The sales advisory committee is led by Thomas Maney of WCVB-TV Boston and Jay Walters of Harrington, Righter & Parsons as co-chairmen. Eight new members joined it at the March meeting: Marty Colby, XETV(TV) Tijuana, Mexico (San Diego); Hap Eaton, WJBK-TV Detroit; Frank Flynn, WCTV(TV) Tallahassee, Fla. (Thomasville, Ga.); Patrick Gmiter, Cox Broadcasting, New York; Richard McCloskey, KMEG-TV Sioux City, Iowa; Andrew Potos, Storer Television Sales; Robert E. Rice, WRAU-TV Peoria, Ill., and Richard Wexo, WDSU-TV New Orleans.

TV spot: super medium to supermarkets

Food stores have increased their nonnetwork spending by 28%, chains by 14%; Safeway replaces A&P as top time buyer

New evidence of growing reliance on television advertising to sell groceries was turned up in two Television Bureau of Advertising analyses last week.

One showed that food-store investments in nonnetwork television rose 21% in 1974, reaching $80 million, while the top 15 food-chain users increased their outlays 14%, to $48.4 million.

The other analysis found that a supermarket was the first, second or third largest local TV user in 39 of the 75 leading markets. In 12 of those markets, TVB said, a food store outranked national and regional as well as local brands in TV usage.

Local/regional TV's top 15 food chains achieved their 14% increase in 1974 despite a 44% cut by A&P which toppled that company from its number-one position. Safeway moved into first place with a 36% increase. Details are shown in the following table:

	1973	1974	% Chg.
1. Safeway	$ 5,403,700	$ 7,364,600	+ 36
2. A&P	12,220,500*	6,850,700*	— 44
3. Winn-Dixie	5,413,800	5,344,500	— 1
4. Kroger	4,416.300	4,528,300	+ 3
5. Pantry Pride/ Food Fair	1,418,700	3,525,300	+148
6. Acme/Super Saver	2,811,600	2,662,100	— 5
7. Von's	502,300	2,506,800	+399
8. Seven Eleven	1,795,200	2,277,700	+ 27
9. Shop Rite	1,370,500	2,379,400	+ 74
10. Jewel	1,739,700	2,375,200	+ 37
11. Pathmark	2,309,100	2,114,100	— 8
12. Alpha Beta	522,500	1,790,900	+243
13. Ralph's	966,900	1,669,600	+ 73
14. Publix	1,064,900	1,611,400	+ 51
15. Albertson's	542,100	1,445,700	+167
Total top 15	$42,497,800	$48,446,300	+ 14
Total food store category	65,991,800	80,079,300	+ 21

*A&P invested an additional $1,880,700 in 1973 and $230,100 in 1974 in network TV.

Source: Television Bureau of Advertising, based on Broadcast Advertiser figures (BAR).

FTC worries about NARB

Financial support for the National Advertising Review Board is slackening due to the declining profits of major contributors, J. Thomas Rosch, director of the bureau of consumer protection, Federal Trade Commission, said last week in a news conference before addressing the Town Hall of California in Los Angeles.

The NARB, which is headquartered in New York, is "a viable, self-regulatory mechanism," Mr. Rosch said. It has handled a number of substantial cases, he noted, that otherwise might have involved the FTC or some other federal agency.

The organization, established two years ago, is supported primarily by contributions from the advertising industry and major advertisers. But as the economy has worsened, support for NARB has dwindled because contributors' net income has shrunk. "The FTC views this as an unfortunate and ominous trend," Mr. Rosch said.

BAR reports television-network sales as of March 2

ABC $122,776,300 (30.5%); CBS $142,767,200 (35.4%); NBC $137,460,700 (34.1%)

Day parts	*Total minutes week ended Mar. 2*	*Total dollars week ended Mar. 2*	*1975 total minutes*	*1975 total dollars*	*1974 total dollars*
Monday-Friday Sign-on-10 a.m.	107	$ 642,400	852	$ 5,193,800	$ 3,408,100
Monday-Friday 10 a.m.-6 p.m.	994	10,362,800	8,377	89,805,700	78,458,000
Saturday-Sunday Sign-on-6 p.m.	286	4,315,400	2,477	41,126,500	39,031,200
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,454,500	861	22,046,300	20,565,300
Sunday 6 p.m.-7:30 p.m.	16	311,000	155	4,260,700	4,291,100
Monday-Sunday 7:30 p.m.-11 p.m.	393	25,479,300	3,469	214,766,500	209,090,800
Monday-Sunday 11 p.m.-Sign-off	174	3,282,500	1,501	25,804,700	19,772,300
Total	**2,070**	**$46,847,900**	**17,692**	**$403,004,200**	**$374,616,800**

Source: Broadcast Advertisers Reports

It takes a cool head and a warm heart to be a Delta professional.

You're a Delta line mechanic, and that jet at the gate belongs to you until you're ready to turn it over to the captain.

You check out everything from engines to instruments to ailerons to ashtray lids. Your jet is one big, beautiful piece of machinery and you want it nothing short of perfect.

There's more to it than personal pride, of course. The people who board your jet count on you for a smooth flight. And when it comes to people, a Delta professional couldn't care more.

DELTA
The airline run by professionals

Line Mechanic Don Henson and Capt. Malcolm Simpson. Delta professionals.

Delta is ready when you are.®

Business Briefs

Rep appointments. WICE(AM) Providence, R.I., and KDEO(AM) El Cajon, Calif.: Buckley Radio Sales, New York ▪ WJPC(AM) Chicago; WONS(AM)-WBGM-(FM) Tallahassee, Fla.; WTLC(FM) Indianapolis; WWWS(FM) Saginaw, Mich.; and WSPL(FM) LaCrosse, Wis.: Selcom Inc., New York ▪ WYSP(FM) Philadelphia: ABC-FM Spot Sales, New York ▪ WRAL(FM) Raleigh, N.C.: Katz Radio, New York.

Testing other media. Rising postal charges have prompted New Process Co., Warren, Pa., to explore alternate media to reach present and potential customers. New Process deals exclusively in apparel field and has counted on direct mail to reach its approximately 11 million customers annually. Ketchum, MacLeod & Grove, Pittsburgh, has been engaged to conduct program of media advertising tests in 1975.

Short-cutting. Union Underwear Co., New York, has designated April 6 as "Spectacular Sunday," and on that day will run TV spots on all three networks to announce price cut of 20 cents per package on its Fruit of Loom brand of men's and boys' underwear. Copy, created by Grey Advertising, New York, noted that "if Detroit can do it with cars, we can do it with underwear."

DDB spinoff. Russell, Harris, Levenson Inc., New York, has been formed by three executives from Doyle Dane Bernbach, New York. Edward T. Russell, president and chief executive officer of new agency, was president of DDB International until he resigned last October. Other partners are Bill Harris, senior VP at Rosenfeld, Sirowitz and Lawson, New York, and earlier at DDB, and Lawrence Levenson, senior vice president at DDB, both of whom have been named executive vice presidents. *201 East 42d Street, New York.*

Sticking with no-stick. After eight-month introductory campaign in Midwest, Best Foods of CPC International Inc., Englewood Cliffs, N.J., this month began distributing Mazola No-Stick cooking spray nationally, supported by TV effort on all three networks and in major markets. Agency is McCann-Erickson, New York.

Utility ad ban struck down. Oklahoma state supreme court last week overturned Oklahoma Corporation Commission ban on promotional advertising in any media by public utilities. Suits were brought separately by Oklahoma Broadcasters Association, newspapers and utilities (BROADCASTING, Feb. 17).

B/BI San Francisco. Sixth office for Bolton/Burchill International Ltd., radio and television sales representative firm, has opened in San Francisco at 1933 Webster Street; phone, (415) 921-8411. Richard S. Garvin, account executive for KWST(FM) Los Angeles, has been named office manager of new unit.

How did WHNE(FM) become #1 Adults 18-34 in Detroit? Drake-Chenault has the answer.

WHNE took on and beat some of the toughest AM and FM stations in the country. They did it with one of our six quality formats for automation.

Their story could be your story.

Write or visit us at the NAB Convention in Las Vegas. We'll be in Suite 1830 at the Hilton.

Drake-Chenault

8399 Topanga Canyon Boulevard
Canoga Park, Calif. 91304 Call collect: (213) 883-7400

Rating estimates average quarter hour as per
Oct.-Nov. 1974 ARB, M-S 6am-mid., Metro; and Oct.-Nov. 1974 Pulse, M-F 6am-mid., Central Zone

Broadcast Journalism

Salant explains rationale for paying Haldeman

CBS News president concedes that question is delicate, but cites factors that prompted decision

CBS News's controversial payment to the former White House chief of staff, H. R. Haldeman, for an extended interview (BROADCASTING, March 10) does indeed involve serious questions and has prompted a review of applicable CBS News policies to minimize the dangers, CBS News President Richard S. Salant said last week.

"It would be stubborn, mindless and excessively self-defensive for me automatically to defend our payment, and I do not do so," Mr. Salant said in a letter to *New York Times* columnist James Reston, who had questioned the payment in a March 7 column. "The dangers that you underline—of having this practice of payment spread, as it has in Britain, to payments to elected and appointed public officials for their print and broadcast interviews, are real. And it is possible, as you note, that, both in fact and in public perception, the payments may transform news interviewees into 'performers.' "

Mr. Salant said that "through a carefully drafted written policy" CBS News has tried "to draw a proper line between payments which are permissible and payments which are not." But he conceded that in the Haldeman case he may have drawn the line "at the wrong place." He also indicated that some of his CBS News colleagues, like some of his competitors, disagreed with the payment, and he said that he himself had known that "my call, even at the time I made it, was a close one."

CBS News policy, he says, draws "a distinction between interviews for hard news—our *CBS Morning* and *Evening News*, hard news specials and like—where payments are forbidden—and longer broadcasts which seemed to me to be analagous to memoirs, or articles in magazines where payments are permissible and where they are common practice both in book publishing and in magazine publishing (for example *Atlantic*, *Harper's* and the *New York Times Magazine*. In the latter case, surely the *New York Times Magazine* would pay Haldeman for an article about his White House years.)."

It is more than a question of whether the interviews "make news," Mr. Salant asserted. He noted that there had been no serious question about the propriety of payments for memoir type interviews with Presidents Eisenhower and Johnson after they left office—even though those interviews made newspaper headlines.

He said he made the decision to pay in the Haldeman case "because it was contemplated that the broadcast would be more in the nature of 'memoirs,' and more nearly like articles for the *New York Times Magazine*, for example, than they were interviews to be included on the pages of a daily newspaper or our hard news broadcast. . . .

"An added factor which tipped my decision to pay was the recognition, as we went into it, that we would be taking a very large amount of Haldeman's time —at least as much time, I suspect, as it would have taken him to write a magazine article. What actually happened in preparing this broadcast confirmed that expectation. Not only did we interview Haldeman on film for six-and-a-half hours, but my associates, in preparing the film interview, held working discussions with Haldeman that totaled about 44 hours. Thus we took 50 hours of Haldeman's time, as I expected. That confirmed to me that the Haldeman project was different from the normal news interview situation and was a factor in my decision that having used so much of Haldeman's time, he was entitled to compensation.

"Finally, there was one other important, although not decisive factor. Haldeman, as you know, is an exceedingly prolific amateur film cameraman, and he took enormous quantities of 8mm film of White House activities and of Nixon. This film represents a unique resource and record. Our payment to Haldeman explicitly included the rights to this film, which we plant to use in our broadcast. It seemed to me that there was little question that he was entitled to be paid by us for rights to use his film."

Nevertheless, he said, the objections that Mr. Reston and others advanced "are entitled to very considerable weight," and "I am undertaking a review of the application of our policies to give greater assurance that the dangers which you note will be minimized at CBS News in the future."

Mr. Salant did not say how much CBS News had paid Mr. Haldeman—published speculation had put it at about $25,000. CBS News did announce that the Haldeman interview would be presented in two one-hour segments preempting *60 Minutes* on March 23 and March 30 (CBS, 6-7 P.M. NYT) under the title *Haldeman: The Nixon Years—Conversations With Mike Wallace.*

There's little room for freelances in TV documentaries

A conference to test the commercial network market for TV news documentaries by independent video-tape groups found last week—apparently to no one's great surprise—that the market is small and tight. Representatives of the network news departments made clear that they can use very few of the many such documentaries that come their way.

One partial exception was Don Hewitt, executive producer of CBS's *60 Minutes*, who said his program frequently buys segments of films from outside sources, but not entire documentaries. For these segments, Mr. Hewitt said, "We pay $1,000 for every minute of film used. Usually, it comes to 10 minutes' worth."

For the most part, network producers said they had difficulty using their own news personnel within the time allotted them, and seldom had enough budget to buy material from the outside. They also emphasized their need to be able to vouch for the reporting in all broadcast material.

The conference was held Monday (March 10) in New York, under the sponsorship of the Rockefeller Foundation.

NBC fears new FCC tack on 'Pensions'

Concern is expressed in reply to part of commission's brief dealing with who is to define 'controversial' issue

NBC says that it sees evidence that the FCC may be abandoning a longstanding policy in a manner that "threatens the very existence of licensee discretion and constitutes an enormous and dangerous expansion of the fairness doctrine."

NBC expressed that concern in a reply brief it filed in the fairness case involv-

Firstmark IS Communications Finance!!

If you've been involved with cable television at all, you're probably aware of the name **Firstmark.** For over 15 years, we've been totally involved in the financing of all phases of CATV.—(we were formerly Economy Finance Corp.) Cable TV looked so good to us 15 years ago that we set up a special communications finance division specifically for that purpose! From restructuring of existing debt to a complete turnkey operation **Firstmark** *is* and *has* been involved!

Firstmark has made these contributions to the cable industry:

- **The two-year moratorium on principal payments**
- **12-year term financing for cable.**
- **"No equity kicker" under certain qualifying conditions.**

Firstmark has been first in so many areas in the communications finance field—especially when it comes to cable—that we wonder why everyone interested in CATV doesn't see us first . . . it could save you a lot of time and money. **Firstmark** has funded over $130 million in cable. **Firstmark** has experienced cable finance professionals, who devote their entire time to cable finance programs. If you need $100,000 or more for financing a cable system or microwave system give us a call FIRST . . . at **Firstmark Financial Corp.** One of our 8 FINANCIAL PLANS should fit your needs. Ask Bill Van Huss for a confidential analysis. 317/638-1331 110 E. Washington—Indpls. 46204

Firstmark Financial

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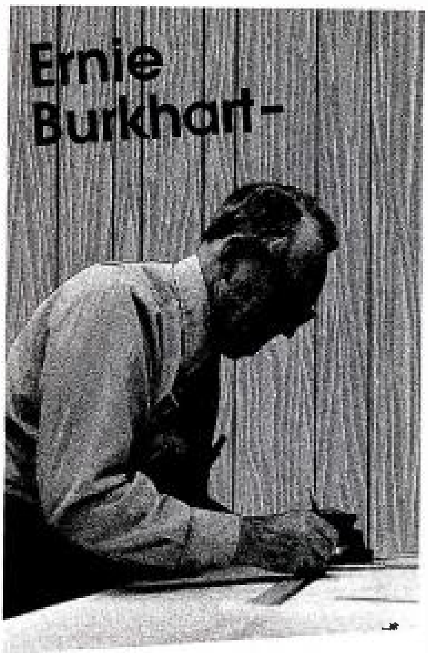

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ing its documentary, *Pensions: The Broken Promise*, that is now before the U.S. Court of Appeals in Washington for a second time.

The basis of the network's concern is a statement in the commission's brief, filed last month (BROADCASTING, March 3), as to who is to define the issue in a fairness complaint—the complainant or the licensee. The commission said the question to be considered was "the reasonableness of NBC's determination with respect to the issue" that Accuracy in Media identified as controversial. AIM filed the original complaint which led to the commission's conclusion that NBC had violated the fairness doctrine.

NBC contended that all past precedent recognizes that it is the licensee's judgment as to the subject matter of a program that is the proper focus of commission inquiry. Furthermore, it said, "the effect of applying the commission's current approach would be to strike at the heart of the concept of licensee discretion."

Commission attorneys last week denied their brief contained anything new. The commission routinely looks to the complaint in a fairness case for a specification of the issues involved, although it does not always make that as clear as it might, the attorneys said.

They noted that the commission, in its fairness doctrine primer, issued in July, said that its job in handling a typical complaint "is to review the licensee's determination as to whether the issue specified in the complaint . . . has actually been raised in the licensee's programing" and, then, "the licensee's determination of whether that issue is 'controversial.' "

This question will probably be debated in the oral argument in the case, if it is held on April 2, as scheduled. The commission has filed a suggestion of mootness, on the ground that the issues, as raised by AIM, disappeared last fall, when President Nixon signed legislation dealing with private pension plans.

Nixon-network reprise

The March 17 issue of the *New Yorker* provides a look back at the warfare between the Nixon White House and the news media, particularly the television networks. In a long article, "Shaking the Tree," Thomas Whiteside reviews the techniques employed by former President Nixon and his agents—and he includes among them former Vice President Spiro T. Agnew, one-time White House Aide Charles Colson and Clay T. Whitehead, former director of the Office of Telecommunications Policy—to attack the credibility of the network news staffs. And he concludes that "there was a special irony in the Nixon administration's attacks on television, since it is hard to escape the conclusion that the manipulation of the feelings of vast numbers of people ('Will it play in Peoria?') that are associated with the excesses of the Nixon administration arose less out of politics than out of an extension of mass-marketing techniques, for which the television screen is the prime instrument."

Journalism Briefs

APB 1976. Minneapolis is choice of Associated Press Broadcasters' board of directors for 1976 convention site. Curtis Beckmann, news director, WCCO-TV Minneapolis, made nomination. APB's 1975 convention is May 29-31 in San Antonio, Tex.

Uniroyal taking nominations. Uniroyal Tire Co., Middlebury, Conn., has announced opening of competition for its 1975 Highway Safety Journalism awards. Annual program, designed to increase public awareness of need for safer driving, recognizes journalists for feature stories on safety in radio, television, newspapers, trade publications and general magazines. Each winner is permitted to designate $1,000 scholarship to journalism school of choice. Winners last year included Gene Strul, WCKT-TV Miami, and George Nicholaw, KNX(AM) Los Angeles (BROADCASTING, Dec. 9, 1974). Deadline this year is Sept. 15, 1975 for entries aired or presented in preceding 12 months. Awards will be made in November. For nomination forms: *Uniroyal Highway Safety Awards, Uniroyal Inc., 1230 Avenue of the Americas, New York 10020.*

APB business. Nominees for presidency of Associated Press Broadcasters Inc., are Walter Rubens, president and general manager, KOBE(AM) Las Cruces, N.M., and Robert Tobey, president and general manager, KOTS(AM) Deming, N.M. By coincidence, Mr. Rubens purchased his station from Mr. Tobey. Additional nominations may be submitted by board members at May 29 meeting, preceding fifth annual convention, May 29-31, Hotel Palacio Del Rio, San Antonio, Tex. Named to APB performance committee: Don Keough, excutive news director, WROC-TV Rochester, N.Y., and Roger Downey, news director, KTAR-TV Phoenix.

'Weekend' slot. NBC-TV announced that its news-magazine series, *Weekend* will be regularly scheduled on first Saturday of each month (11:30 p.m.-1 a.m., NYT), beginning next October. *Weekend*'s 12 editions during 1974-75 season are also being aired in that Saturday time period, but on irregular basis.

Washington reports. Capital Broadcast News is offering Washington coverage of stories of local interest to stations that are either assigned by station or initiated by CBN. Rate is $60 to $100 per report, with at least one assignment per week. Current clients include WAST(TV) Albany, N.Y., WBEN-TV Buffalo, N.Y., KMGH-TV Denver, noncommercial WNET(TV) New York, WOTV(TV) Grand Rapids, Mich., WJIM-TV Lansing, Mich., and Canadian Broadcasting Corp. *Carol Kadushin, bureau chief, CBN, 1337 22d Street, N.W., Washington 20037.*

En Espanol. WFSB-TV Hartford, Conn., has started Spanish-language simulcast of first half-hour of its 6 p.m. *Eyewitness News* on noncommercial WRTC(FM) at Trinity College, Hartford. Translation is by William Acevedo, assistant to city manager in community services.

CBS back on top after slump in ratings/shares

Its holdover hits wear well and midseason substitutes go big as ABC's and NBC's falter

After a virtually dead heat with NBC-TV in the November sweeps, CBS-TV has reasserted its prime-time rating lead in the February-March sweep period. The ARB figures (Feb. 5-March 4) give CBS a 21.0 rating, NBC a 19.9 and ABC an 18.4, and the Nielsen sweeps (Feb. 6-March 5) put CBS at 21.0, NBC at 20.0 and ABC at 18.4.

Industry sources were crediting CBS's gains to two basic ingredients: the network's bread-and-butter weekly series holdovers, and its introduction of three new second-season shows (*The Jeffersons, Cher* and *Tony Orlando and Dawn*), all of which are getting the kinds of ratings that make them almost certain bets for renewal. Among all of its programs, CBS has six series that are averaging a 40 share or better, season-to-date: *All in the Family* (51 share), *The Jeffersons* (46), *The Waltons* (42), *The Mary Tyler Moore Show* (40), *M*A*S*H* (40) and *Rhoda* (40). NBC can claim only two shows in this category, *Sanford and Son* (51) and *Chico and the Man* (48). ABC has none.

If CBS has had mostly good luck with its second-season shows, ABC and NBC have run into problems with their entries. For example, NBC introduced two new situation comedies on Thursday (March 6), and neither of them got much of a sampling against *The Waltons. Sunshine* (8-8:30 p.m., NYT) staggered to a 15.0 rating and 24 share and *The Bob Crane Show* (8:30-9 p.m.) could manage only a 14.7 rating and 23 share. ABC's two second-season sitcoms in that time period—*Barney Miller* and *Karen*—have done even worse, the former averaging only a 21 share, the latter a 22. All four of these series may get a boost now that *The Waltons* has gone to reruns (beginning March 13). But the survival chances of the four comedies must still be considered questionable.

None of NBC's other second-season series—*The Mac Davis Show* (mid- to high-20's shares in recent weeks), *The Smothers Brothers Show* (low- to mid-20's shares recently) and *Archer* (already canceled)—appear likely to survive the summer. Among the new second-season entries at ABC, only *S.W.A.T.* (Monday, 9-10 p.m.), a cop series, is coming up with the low- to mid-30's shares that spell renewal. Another new ABC cop series, *Caribe* (Monday, 10-11 p.m.), started off with a 34 share on Feb. 17, but the show has dipped steadily in succeeding weeks, going from a 29 share (Feb. 24) to a 28 (March 3) to, most recently, a too-low 24 (March 10).

It's in the over-all season-to-date (Sept. 9, 1974, to March 9, 1975) numbers, however, that ABC's third-place position is most evident, with a 16.6 rating, against CBS's 20.8 and NBC's 20.2. In the most recent week of national Nielsens (March 3-9), CBS got a 22.6 rating, NBC a 19.3 and ABC a 16.2. The six highest-rated shows in the country that week all belonged to CBS: *All in the Family* (33.5 rating, 57 share), *Good Times* (28.7/45), *The Jeffersons* (28.6/48), *Kojak* (28.6/43), *The Waltons* (28.0/44) and *M*A*S*H* (27.9/42). In contrast, the eight lowest-rated shows that week all belonged to ABC: *ABC Theater*'s "Love Among the Ruins" (13.8/22), *Barney Miller* (13.6/22), *Baretta* (13.4/23), *Karen* (13.2/20), *Hot l Baltimore* (12.7/21), *The Odd Couple* (12.7/21), *The Night Stalker* (12.1/20) and *The ABC Saturday Movie*—"Skulduggery" (10.5/18).

NBC-TV gets up early for Saturday morning

It's the first network to set its schedule; four new series are penciled in, four are erased

NBC-TV became the first network on the street with its 1975-76 Saturday-morning children's schedule, announcing last week that it had added four new series, subtracted four and shifted time periods on the six holdovers. Spokesmen at ABC and CBS said their fall children's schedules were still on the drawing boards.

One of NBC's new shows will be a live-action travel series called *Westwind.* The other three are cartoons: Hanna-Barbera's *Josie and the Pussycats* (which returns to network TV after a two-year hiatus), Filmation's *The Secret Life of Walter Kitty* and DePatie-Freleng's tentatively titled *Beyond the Planet of the Apes.*

The four shows to be excised are *The Addams Family, Star Trek, The Jetsons* and *Wheelie and the Chopper Bunch.*

Half-hour by half-hour, the new schedule, which premieres Sept. 6, 1975, reads as follows: 8 a.m. NYT—*Emergency Plus Four;* 8:30—*Sigmund;* 9—*The Secret Life of Walter Kitty;* 9:30—*The Pink Panther;* 10—*Land of the Lost;* 10:30—*Run, Joe, Run;* 11—*Beyond the Planet of the Apes;* 11:30—*Westwind;* 12 noon—*Josie and the Pussycats;* 12:30—*Go! USA.*

A 'Ding Dong' warning bell

"TV can be a thief and rob the child of his creative ability," said Frances R. Horwich, the "Miss Frances" of early TV's *Ding Dong School.*

In an address to the 10th annual Hollywood Festival of World Television March 7-9 when she received the festival's Lee deForest award for her many contributions to education and TV, Dr. Horwich said: "When the child is given too many specifics it causes him to stop thinking and creating for himself. Give him a variety of ideas and start him on the fun of doing the research."

She added: "Children are a sizable percentage of our population and are entitled to their share of TV executive brains, to their share of production talent and to the best personalities that may be secured. The time has come for management to stop justifying what is available to children now. It is not good enough."

The festival attracted 63 programs from 24 countries and had an attendance of over 1,000; winning programs will be announced at the Market for International Programs (MIP) at Cannes, France, April 21.

Program Briefs

'Sammy' running. NBC-owned stations division has picked up Syndicast Services' weekly 90-minute *Sammy and Company* for late-night weekend telecasting on NBC's WNBC-TV New York, KNBC(TV) Los Angeles and WRC-TV Washington. Series starts April 5-6 weekend with Sammy Davis Jr. as star and New York disk jockey William B. Williams as co-host. Syndicast says music-variety series has been placed in 76 markets and is being offered to stations on barter basis. Colgate-Palmolive, Bristol-Myers, Warner-Lambert and Faberge are among 14 national advertisers signed to date.

Coming. Survival Anglia Ltd., New York, announced 12 new documentaries for coming season. Wildlife subjects still predominate, with "emphasis on personal adventure and scientific discovery outside the natural-history areas." Documentary topics include hot-air balloon journey over Africa's Rift Valley, anthropologist Richard Leakey's search for earliest man and America's bald eagle as endangered species.

Hailey's newest. NBC-TV, Paramount Television and Ross Hunter Productions have acquired rights to "The Moneychangers," new novel by Arthur Hailey ("Airport," "Wheels") that Doubleday is publishing this month. Book will be filmed as three-to-six-hour made-for-TV movie, to be shown on NBC on date to be announced, according to Paramount.

Wit and wisdom of Rogers. *Will Rogers Today* is being offered as package of 65 five-minute radio programs. Register and Tribune Syndicate of Des Moines holds rights to series produced by Bryan Sterling, expert on Will Rogers. Humorist's actual words are voiced by Oklahoma actor with sound-alike voice. Billed as "nostalgia with relevance," shows contain three-and-one-half minutes of programing with audience track, slugs for one or two commercials, 15-second open and close billboards over musical beds. Series is offered on exclusive basis in each market (four or 14 weeks) with fees geared to station rate cards. *Allan Prialux, Register and Tribune Syndicate, 111 East 39th Street, New York 10016; (212) 687-4855.*

Syndication rights. Columbia Pictures Television, Burbank, Calif., has acquired domestic syndication and international distribution rights to *Barney Miller*, ABC comedy-police series produced on tape by Four D Productions Inc., Hollywood, that began last January (Thursday, 8-8:30 p.m., NYT). Syndication date has not yet been set.

New on the beat. Warner Bros. Television, Burbank, Calif., announces 90-minute pilot for NBC of *Any Number Can Kill*, about woman police officer. Starring in potential series, being made in association with Douglas S. Cramer Co., is Kate Reid. Other regulars are John Anderson and A. Martinez. Producer is Alex Beaton; director, Paul Wendkos; script by Stanley Ralph Ross.

Sea specials. Four Star Entertainment, Beverly Hills, Calif., has released five one-hour color TV specials under title, *Conquest of the Sea*, by Italian oceanographer and film-maker, Bruno Vailati. Individual episodes cover Japanese Sea, eastern Mediterranean, region off Brazil, Hawaii area, and region off Azores. Series is available for worldwide TV release this spring.

Fix-em. Gray-Schwartz Enterprises Inc., Beverly Hills, Calif., reports signing of more stations for *Wally's Workshop*, half-hour home-repair/improvement barter TV series that is sponsored by Simon & Schuster, publisher of "Wally's Handbook" except for 20 states in Middle West where sponsor is HWI, cooperative group of hardware stores. New stations, bringing total to 65, are: KFMB-TV San Diego, KMPH(TV) Fresno-Visalia, Calif.; WTOG(TV) Tampa-St. Petersburg, Fla.; KEZI-TV Eugene, Ore.; WSJV(TV) South Bend-Elkhart, Ind.; WMTW-TV Portland-Poland Spring, Me., and KOA-TV Denver.

Six more. American International Television, Beverly Hills, Calif., has sold its *Amazing Sci-Fi* feature-film package of 73 films in six additional markets, bringing total to 168. Latest buyers: WCIX-TV Miami; WJAR-TV Providence, R.I.; KTAR-TV Phoenix; WVEC-TV Hampton-Norfolk, Va.; WUAB(TV) Cleveland and KSFY(TV) Sioux Falls, S.D.

Country honors. KLAC(AM) Los Angeles and Larry Scott, that station's midnight-5:30 a.m. personality, were honored by Academy of Country Music Feb. 27 at that association's 11th annual awards ceremony. Station was named "Radio Station of the Year," honor it had won for last four years; Mr. Scott was named "Disk Jockey of the Year," honor he had won in 1968, 1972 and 1973.

WGA cites loss. Residuals to writers in television and films-to-TV dropped in January of this year, compared to same month last year, Writers Guild of America, West has reported. TV residuals fell by 23.6%; films-to-TV by 17.9%. Figures:

	Jan. 1975	Jan. 1974
Television	$343,069	$448,995
Films-to-TV	48,748	59,393
Supplemental markets	211	—
Total	$392,028	$508,388

RKO General guidelines. RKO General Inc's four TV stations will begin carrying announcement on April 1 prior to all motion pictures which company considers unsuitable for children, suggesting parents exercise proper guidance. Announcement mentions film has been edited for showing but may not be suitable for persons under age 16. RKO General stations are WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles and WHBQ-TV Memphis.

Upheld. FCC has affirmed Broadcast Bureau decision that rejected complaint by Michael McKee that WCCO-TV Minneapolis-St. Paul presented one-sided programing on abortion issue. Fairness complaint was dismissed, bureau said, because claim that WCCO-TV's over-all programing did not present opposing views was not substantiated.

Credit card cover. International Charge Card Registry, Arlington, Va., is barter sponsor of two syndicated TV series, both becoming available April 15. First is one-hour weekly *National Fight of the Week* with Mickey Davis; second is 52, half-hour *Three Passports to Adventure*, featuring Linker family. Both are being distributed by Sentinel Advertising Inc. Programing Division, Seattle. (Toll free phone: 800-426-8116).

Ziv/Tel sets up shop

Formation of Ziv/Tel, a TV syndication firm, with John N. Heim as its president, has been announced. Ziv/Tel, connected with Ziv International, a Los Angeles-based marketing corporation, has started by acquiring syndication rights to *Street People*, 26 half hours produced by Mal Sharpe; *Superman*, a two-hour special produced by Mark Twain, and *Will to Win*, a half-hour special produced by Peter S. Brown.

Mr. Heim is the former domestic sales manager of National Telefilm Associates, and before that was an executive of Warner Bros. Associated with Mr. Heim in Ziv/Tel are industrialist Max Ruderin and Irv Hollander, president of Ziv International. *600 North Sepulveda Boulevard, Los Angeles 90049.*

Grade concedes on 'Burr'

The controversy about where ABC's *Burr* will be produced (BROADCASTING, Nov. 4, 1974) apparently was resolved last week when Sir Lew Grade, chairman and chief executive of Associated Television Ltd., London, announced that if the program goes into production, it will be in the U.S.

In a letter to the Screen Actors Guild, Los Angeles, the union that has led the fight for American production of the series, based on Gore Vidal's book of the same name, Sir Lew said the TV production of Burr will not be done in Great Britain. "If the project does proceed, which will depend entirely on the scripts, production will take place in the U.S.A.," he commented.

One of the burrs under SAG's seat is the fact that the prospective ABC series is particularly American, aimed as part of that network's Bicentennial programing. It also would have deprived American workers of employment if it were shot overseas, SAG said.

Satellite sharing is under study by different types of cable service

Home Box Office, Target Network talk of starting by end of year

The possibility of a cooperative venture between a pay-cable service and an advertising-supported cable network for the distribution of their programing by satellite was reported under development.

Informed sources said exploratory discussions had been held between Home Box Office, the pay-cable subsidiary of Time Inc., and Target Network Television, the cable-service subsidiary of KBMA-TV Kansas City, Mo., that currently serves systems in seven Middle Western states.

HBO feeds its sports service and other pay-cable programing essentially between 5:30 p.m. and 1:30 a.m., whereas TNT feeds in daytime and prime time, these sources said, suggesting the two companies might divide the time on a single satellite channel to accommodate their respective basic needs. Others suggested there might be a division by geographic regions, since HBO's immediate interest is in the Northeast and TNT's in the Midwest.

The possibility of bringing broadcast services into the venture also was suggested: The TV News (TVN) syndicated news service, for instance, has announced plans to go to satellite distribution, and Target Network Television officials are interested in interconnecting independent stations as well as cable systems.

HBO officials said that they had held "various talks" with Target Network but said these had led to "nothing definite."

Bill Wormington, programing and sales vice president of Target Network, confirmed discussions with HBO and said Target "will very much like to get [satellite plan] in operation late this year" if the expansion and needs of the two companies can be accommodated by then.

Reports of a possible joint venture developed coincidentally with HBO's announcement that it had named George Gilbert of CPI Microwave Inc. as manager of transmission development and had retained the new firm of Transcommunications Corp. as consultant on domestic satellite services. Transcommunications is also a consultant to Target Network.

Gerald M. Levin, HBO president, said the moves underline HBO's commitment to networking from a central studio and quality-control center. From its quarters in New York the company currently transmits motion-pictures, sports and special-interest programing to 85,000 interconnected homes in Pennsylvania, New Jersey, New York and Delaware.

"We presently are using almost all available forms of terrestrial transmission service to deliver programing to our affiliated cable-TV and master-antenna TV systems," Mr. Levin said. "This includes telephone and independent microwave common-carrier facilities, multipoint distribution service (MDS) and community antenna relay service (CARS-band) microwave. As we expand our present network and look to other parts of the U.S., Gilbert will help us cope with our anticipated need for rapid but orderly growth. Transcommunications Corp. is uniquely qualified to advise us on the additional step of using domestic satellite transmission facilities."

Mr. Gilbert has been manager of TV, voice and data operations for CPI Microwave, Austin, Tex., since 1972, and was traffic facilities manager in the ABC engineering department for six years before that. Transcommunications Corp., based in Greenwich, Conn., is headed by Robert E. Button, former executive of Communications Satellite Corp. and Teleprompter Corp., and Hubert J. Schlafly, a co-founder of Teleprompter (BROADCASTING, March 3).

Switch of the week: FCC is asked to order sex acts cleared on cables

The FCC, which has been attempting to jawbone broadcasters into easing off on material that might be considered obscene or indecent has received an appeal from the producer of a program for two cable television access channels in New York who claims the cable companies involved have censored sexually explicit shows. The commission, however, is playing the issue low key, at least for now.

Michael Luckman, producer of the *Underground Tonight Show*, wrote David Kinley, chief of the commission's Cable Television Bureau, accusing Sterling-Manhattan and Teleprompter of illegal censorship in banning a segment featuring a demonstration of male masturbation. Mr. Luckman noted that commission rules forbid cable systems from censoring access channels, except in the case of obscenity. He asked the commission to hold a hearing on the revocation of the franchises of both companies, which serve Manhattan.

A cable bureau staffer last week said a letter was being prepared advising Mr. Luckman that cable systems have an obligation to prohibit the display of obscene or indecent material on their systems' channels. However, if Mr. Luckman wants a ruling, the staffer said, he will be advised to request a declaratory ruling or to file some other pleading which would enable the commission to build a record on which a decision can be reached.

The question of whether the commission will hold a hearing would be up to the agency to decide. In a case involving the broadcast of an allegedly indecent record by WBAI(FM) New York, the commission issued a ruling simply on the basis of written pleadings (BROADCASTING, Feb. 17).

The commission is asking Congress for legislation making it clear that the present law banning the airing of obscenity and indecency applies to television and should be extended to cable television.

NATO told it's in wrong place

The FCC has dismissed a petition by the National Association of Theater Owners Inc. for an order directing Warner Communications Inc. to cease showing motion pictures on cable television.

The theater group argued that a 1951 antitrust consent decree by the U.S. District Court for the Southern District of New York had directed Warner's predecessor not to exhibit movies, and Warner was violating that decree by showing films on pay channels of its cable systems. NATO noted that pay cable did not exist in 1951, but suggested, that the "operative language" of the consent decree went beyond prohibiting movie exhibition only in "traditional" theaters.

The FCC, however, pointed out that no violation of commission rules was claimed and therefore it was not the forum to interpret or enforce the 1951 consent decree. The "most logical way to resolve the conflict," said the commission, is to apply to the district court for interpretation.

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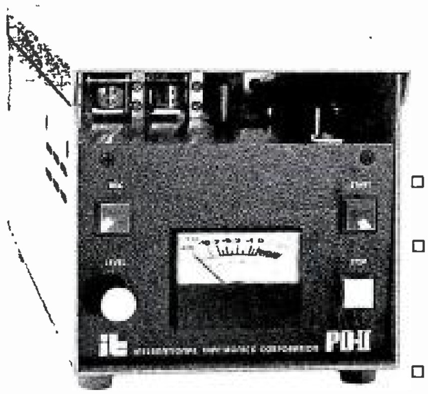

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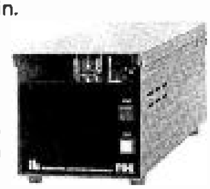

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FCC starts again to toy with its VHF shoehorn

Drop-in feasibility study by OTP is key factor in expected inquiry; complexities include question of who gets first crack at new facilities, how it will affect present markets, what impact on network lineups

An issue that for VHF licensees is probably as unsettling as any on the FCC's agenda is expected to surface soon, possibly this week. It will be in the form of a commission notice of inquiry on the question of whether and how many VHF drop-ins are feasible.

The inquiry will be based on a study by the Office of Telecommunications Policy concluding that advances in technology would permit the addition of 83 new VHF channels to the commission's table of television assignments (BROADCASTING, May 20, 1974).

But the immediate cause of the inquiry is a petition for rulemaking that was filed by the United Church of Christ, based on an earlier OTP study, which suggested that 63 VHF channels could be added to the table, and proposing that, in deciding among applicants for any channels that are added, the commission give preference to educational television applicants or minority-group members.

The commission staff is not as sanguine as OTP about the feasibility of dropping in new VHF channels. Past studies, officials say, were not encouraging.

However, the problem is not merely technical. A staff analysis of the original OTP study suggesting that 63 channels could be added to the existing VHF table confirms the possibility of 30, in 27 markets. But an economic analysis, prepared by Alex Korn, chief of the commission's research branch, indicates that UHF stations would be seriously affected in at least 10 of those markets (although the present UHF licensees could presumably apply for the new VHF drop-ins). The report was prepared in December 1973.

The analysis, which along with other staff papers prepared in connection with a study of the OTP proposal, was made public by the commission last week at the request of the United Church of Christ's Office of Communication.

The analysis concludes that the UHF's in the 10 markets—Johnstown-Altoona, Pa.; Knoxville, Tenn.; Jackson, Miss.; Springfield-Decatur-Champaign, Ill.; Columbia, S.C.; Evansville and South Bend, both Indiana; Louisville, Ky.; Dayton, Ohio, and Birmingham, Ala.—would lose their network affiliations. What's more, the analysis says, only the UHF's in Louisville, Dayton and Birmingham would be viable as independents.

In addition, UHF's in six markets would face new VHF independent competition—in San Francisco, Miami, Atlanta, Houston-Galveston, Kansas City, Mo., and Milwaukee.

The other 11 cities where the Broadcast Bureau says drop-ins would be technically feasible are: Albany-Schenectady-Troy, N.Y.; Monroe-El Dorado, La.; Wilmington, Del.; Fresno, Calif.; Charleston-Huntington, W. Va.; Salt Lake City-Ogden, Utah; Wichita-Hutchinson, Kan.; Des Moines, Iowa; Davenport-Rock Island, Ill.; Portland-Poland Springs, Me., and Sioux Falls-Mitchell, S.D.

Although the drop-ins would be bad news for UHF stations in some markets, they might be good news for the networks, particularly ABC, in that the drop-ins would mean that nine markets would for the first time have three VHF stations, one for each network—Dayton, Birmingham, Johnstown-Altoona, Knoxville, Jackson, Louisville, Wilmington, Monroe-El Dorado, and Evansville. ABC now is affiliated with VHF stations in only two of those markets, Birmingham and Evansville.

However, the idea of using VHF drop-ins as a means of equalizing competition among the networks is not new. The commission in the early 1960's conducted a bitterly fought rulemaking aimed at dropping VHF channels into seven markets as a means of aiding ABC, which is outstripped by the other networks in terms of VHF affiliates. But the idea was abandoned (BROADCASTING, Nov. 18, 1963).

The analysis says the figures constitute a rough estimate. The tools for a more sophisticated analysis, it adds, are being developed by Rand Corp., which is designing an econometric model in connection with a future television study.

As for the desirability of a new look at the commission's table of allocations, the Broadcast Bureau is said to agree with OTP that the television assignment criteria should be reviewed and possibly revised. However, it adds, to conduct such a review, the staff would need two instructions from the commission: a set of new minimum mileage separations; and a set of priorities, such as equalizing three network facilities, reserving dropped-in VHF channels for noncommercial use in markets not served by noncommercial VHF's, and adding fourth VHF channels to three-VHF markets.

Two agencies act to clear up set problems

FDA orders recall of three TV brands; FTC clarifies rules on cabinets

The Food and Drug Administration, which ordered the recall of certain Matshushita-manufactured TV sets in January, has added more than 5,000 additional sets of three brands to the list. Because the sets have the potential to leak dangerously high levels of radiation, 400,000 sets were previously recalled. For the same reason, sets by Toshiba of America Inc., Quasar Electronics Corp. and two more Panasonic models have been singled out by the FDA's Bureau of Radiological Health as defective. (The earlier recall involved receivers made by Matshushita Electric Corp. of America and distributed by Panasonic, J. C. Penney and W. T. Grant.)

For the first time, the FDA is offering to reimburse set owners with "mileage money" for bringing sets into appliance centers for repair. The model numbers announced March 11 are: Quasar's WP-5532LW; WP5534LW; WP5538LS; WP-5540LP; WP5546LW; WP5016MW, and HP5552. Toshiba's C945, and Panasonic's CT396 and CT993.

Set makers have also been notified of a Federal Trade Commission revision of its rule pertaining to TV and radio set composition and how cabinets for sets should and should not be described. Rule Six of the Trade Practice Rules for the Radio and Television (Sets) Industry, issued in 1955, has been changed to include more detailed provisions on the proper use of wood names and new provisions for affirmatively disclosing when plastics, vinyls, hardboard and other simulative materials are used in exposed surfaces of TV and radio cabinets. The rule further specifies that representations in advertising must be sufficiently descriptive to avoid misleading implications about cabinet composition.

The revisions bring Rule Six into conformity with the FTC's new Guides for the Household Furniture Industry, effective March 21, 1974. The revised rule will be effective June 11.

Technical Briefs

Spotmaster's latest. Broadcast Electronics Inc. has introduced Spotmaster 3000 series automatic-release tape-cartridge machines. Features include FET switching, transformer output and remote-control connectors. Low-power consumption of less than 45 w offers protection against heat damage to tapes and cartridges. Models are available in mono or stereo, with record/playback/delay functions and will accommodate different size cartridges for desk and rack mounting. Priced from $665 to $1,385. *8810 Brookville Road, Silver Spring, Md. 20910.*

New from Technicolor. Technicolor Inc. has announced Chroma-Keyer for use with video-tape recorders and off-the-air signals. System combines functions of Technicolor's present Chromatech unit with decoder capability. Chroma-Keyer includes remote control panel to operate system up to 500 feet away. Price is under $4,000. *291 Kalmus Drive, Costa Mesa, Calif. 92626. (714) 540-4330.*

Color in minimum light. British magazine, *New Scientist*, reported that cinematographer Gerry Turpin has invented device and process that permit color motion pictures to be shot by a single candle or light of moon. Device, called Colorflex, consists of lens hood using built-in light source and sheet of glass. Scene being photographed is overlaid with specific hue by Colorflex. Extra color is then removed during processing, leaving normal, well-lit image. Mr. Turpin claims films can be underexposed by five full "f" stops, achieve perfect color balance and fully defined, grain-free images.

Music

Scott renews quest in behalf of record royalties

Senator starts another go-round on new expense for music broadcasts

A bill to establish royalties to be paid by broadcasters to record performers and manufacturers has again been introduced in the Senate by a persistent Senator Hugh Scott (R-Pa.).

Mr. Scott first introduced legislation to establish the principle of performance royalties when he was a representative in 1943, and again in subsequent Congresses. But the idea has never taken hold in Congress and it failed again last year when the Senate deleted it from the copyright revision bill (BROADCASTING, Sept. 16, 1974).

True to his pledge given in the aftermath of last year's defeat, Senator Scott has reintroduced it, this year as legislation separate from the copyright bill, and has been given the green light by Senator John McClellan (D-Ark.), who is chairman of the Senate Copyrights Subcommittee, to preside over hearings on the measure. Mr. Scott is ranking minority member of the subcommittee.

Mr. Scott has argued that recording artists should be compensated for the broadcast play their works receive just as are music composers and arrangers, although he says the dollar amounts in his bill are lower than the performance fees broadcasters now pay to writers of copyrighted works.

"I do not understand how anyone realistically can assert that the creative efforts of the musical artist are not on the same level as the individual who writes the music," the senator wrote in an article in the winter, 1975, issue of the Council of AFL-CIO Unions for Professional Employes' *Interface* magazine. "If one deserves recognition, then the other must also be entitled to some compensation. In fact, it is the particular genius of performers and musicians which bring music to life."

In his article, Mr. Scott recognized arguments long advanced by broadcasters that radio and TV stations should not have to pay performers royalties because they are performing a service for performers and manufacturers by giving them free publicity.

But, Senator Scott said, "I think this argument misses the point. The real issue to me is whether or not a person who uses his creative talents to produce music should be entitled to compensation from someone who takes the music and makes a profit from it."

He said that because public tastes change quickly, most musical performers tend to have a short productive life—some only managing to put one song high on the charts. "The only way an artist will normally get compensation is from the original sale of his recording." Mr. Scott said, adding that in fairness, all record performers "should continue to be compensated while their work still has commercial value for others."

The Scott bill (S. 1111) would amend the 1909 copyright law to create a new right for the performers and makers of recorded music. It provides for compulsory licensing of broadcast stations which play recorded music, so that they would pay a set annual fee into a pool, which would then be distributed equally between the performers and manufacturers of records.

The bill outlines a sliding scale of compulsory license fees under which radio stations with annual gross advertising receipts of from $25,000 to $100,000 would pay $250 per year, stations with receipts of from $100,000 to $200,000 would pay $750. Stations with annual gross receipts greater than $200,000 would pay 1% of their net advertising receipts (gross receipts less commissions paid to advertising agencies) or a fraction of that depending on the amount of their total time devoted to playing music.

Television stations with gross annual advertising receipts of from $1 million to $4 million would pay an annual royalty of $750 under compulsory licensing and for those with more than $4 million, the blanket fee would be $1,500. Radio stations with receipts of less than $25,000 and TV stations with receipts less than $1 million would pay no royalties.

These rates would stand for two years from the date of the passage of the bill, after which negotiated rates could be substituted. But if broadcasters and copyright holders have not been able to agree on royalty rates at that time, the rates would be subjected to arbitration by a panel of three persons from the American Arbitration Association.

'In Concert' may be out the door

ABC's post-prime-time rock show looks to be nearing the end, victim of low ratings and high costs

Low ratings and increasing competition apparently are about to bring down the curtain on ABC's *In Concert*, which brought rock music to television three years ago. ABC is not prepared to make the cancellation definite yet, but sources make it almost a certainty that the series as it now exists will not be continued past April.

The biweekly Friday night series, once ratings and revenue leader among ABC's *Wide World* features, had by the end of February fallen to a 4.4 over-all Nielsen rating and 12 share. While the show's total audience remains larger than that of NBC's *Midnight Special*, *In Concert*'s audience share in its time period (in competition with *The Tonight Show Starring Johnny Carson*, with a season-to-date 10.1 rating and 36 share)

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Rating estimates average quarter hour as per
Oct.-Nov. 1974 ARB, M-S 6am-mid., Metro; and Oct.-Nov. 1974 Pulse, M-F 6am-mid., Central Zone

cannot match *Midnight Special*'s 30 share at 1 a.m. The balance of *Wide World*'s mysteries and specials, meanwhile, are faring better, drawing average 5.2 ratings and 18 shares.

The series' principal innovation, as created by the network and Don Kirshner, has been the simulcasting of soundtracks on FM stereo radio stations, thereby greatly upgrading the potential sound quality of each broadcast. At its peak, *In Concert* presented critically acclaimed programs of artists such as the Allman Brothers and the Mahavishnu Orchestra, and staged its own highly successful Woodstock with the *California Jam*, broadcast in four parts in May and June of 1974.

With the passage of time, the series had difficulty competing for that sort of top talent with *Midnight Special* and with Mr. Kirshner's *Rock Concert*. While both those series will be continued, it appears unlikely that a third full-time rock series will replace *In Concert*. The talent seems to have been spread too thin.

Mr. Kirshner suggests that the high cost of *In Concert*, relative to *Wide World*'s other elements, may have something to do with its reported imminent cancellation. And Bert Sugarman of *Midnight Special* says that *In Concert*'s relatively early hour (11:30 p.m. eastern and 10:30 p.m. central) may be actually too early for many of its viewers. *Midnight Special*'s ratings often go up in its second half-hour, from 1:30 to 2 a.m. Mr. Sugarman also says that *In Concert*'s schedule of 13 installments and 13 repeats makes it difficult for the series to keep up with the rapid fluctuations of pop prominence, in contrast to *Midnight Special*'s policy of mixing new features with rebroadcast tapes in many shows.

Bob Shanks, vice president for late night programing at ABC, asserts that whatever the fate of *In Concert*, rock music still has a future on the network. He suggests that some sort of special programing will be announced in upcoming weeks. It appears likely that ABC, when it can feature superstars or particularly hot artists, will continue to present *In Concert*-type specials such as the one now in production with Alice Cooper.

Should ABC decide to terminate the series after April, the immediate replacement will be an expansion of *Wide World*'s other features.

Automated soul

Drake-Chenault has launched *Supersoul*, a full-time R&B format for stations using automation. *Supersoul* is the company's sixth format, and will use an approach similar to other packages, emphasizing "more music," with clustered commercials and minimal roles for disk jockeys. The format will feature a mix of current hits and oldies, weighted 70% to 80% in favor of the former. The oldies are of post-1968 vintage almost exclusively, and are the product of Drake-Chenault research project on hits of past years. The format will be flexible, with variable oldies and commercial loads to fit varied R&B markets in which many stations feel obliged to run more spots than 12-14 per hour which are standard on pop stations. The firm envisions most subscribers coming from Southeast and Northeast, with the greatest interest so far expressed by prospective new entrants into R&B field, from markets of all sizes.

Breaking In

How Long—*Ace (Anchor)* ▪ One of the more interesting developments in changing pop tastes has been the acceptance by black and white audiences of British groups with a distinct R&B sound in their music. The Average White Band has a top single and album with such a sound for Atlantic. The latest "Saxon soul" import to receive radio attention is the debut single of Ace. *How Long* recalls the styles of Jerry Butler and Marvin Gaye, with the restrained but danceable flavor that characterized their hits. The single marked the beginning of a distribution agreement between the British Anchor label and ABC Records, which will market Anchor releases in this country. *How Long* has reached a bolted 62 in its second week on the "Playlist," and has been added by KFRC(AM) San Francisco; KJR(AM) Seattle; WCOL(AM) Columbus, Ohio; WMAK(AM) Nashville; and WCKY(AM) Milwaukee.

Autobahn—*Kraftwerk (Vertigo)* ▪ This German band has created a lengthy, mostly instrumental impression of a drive on a German super highway, and the single cut down from that piece is appealing to stations in a way reminiscent of the success of Mike Oldfield's *Tubular Bells* last year. *Autobahn*'s sound, like its predecessor, is dominated by electronic effects and throbbing bass lines, and its appeal is apparently not limited to those listening to car radios. It has been added by WRC(AM) Washington; KEWI(AM) Topeka, Kan.; and KQWB(AM) Fargo, N.D.

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

- AMIE, Pure Prairie League (RCA).
- AUTOBAHN, Kraftwerk (Vertigo).
- BEFORE THE NEXT TEARDROP FALLS, Freddy Fender (ABC/Dunhill).
- DON'T TELL ME GOODNIGHT, Lobo (Big Tree).
- HOT SAUCE, Jan Davis Guitar (Ranwood).
- I DON'T LIKE TO SLEEP ALONE, Paul Anka (United Artists).
- I HAVE A DREAM, Donny Osmond (MGM).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- THE IMMIGRANT, Neil Sedaka (Rocket).
- LEONA, Wet Willie (Capricorn).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- LIVING A LITTLE, LAUGHING A LITTLE, Spinners (Atlantic).
- LOVE, PLEASE, Kris Kristofferson & Rita Coolidge (Monument).
- MY ELUSIVE DREAMS, Charlie Rich (Epic).
- NO LOVE IN THE ROOM, Fifth Dimension (Arista).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- PINBALL, Brian Prothoroe (Chrysalis).
- SHINING STAR, Earth, Wind & Fire (Columbia).
- SHOESHINE BOY, Eddie Kendricks (Tamla).
- TANGLED UP IN BLUE, Bob Dylan (Columbia).

Tracking the 'Playlist'. Most of the "Playlist" top 10 remains static in the second week of chart dominance by Olivia Newton-John's *Have You Never Been Mellow*. Minnie Riperton's *Lovin' You* is the principal exception, still gaining at 6, but most of the chart action appears in the second 10. Elton John's *Philadelphia Freedom* continues to race up the list, and is at 14 after only two weeks. Close behind is Ben E. King's *Supernatural Thing*, already topping some R&B charts and bolted at 15 after only two weeks on the "Playlist". Hot Chocolate's *Emma* moves up to 16 with another impressive gain. Ringo Starr's moderately controversial *The No-No Song* and Phoebe Snow's *Poetry Man* make their first top-20 appearances, at 18 and 19, respectively. Two ABC releases, by B. J. Thomas and Rufus, are rising together at 27 and 28. Leo Sayer's *Long Tall Glasses* continues its rapid rise, and is bolted for the third week, at 31. The Ozark Mountain Daredevils are making a hit of their *Jackie Blue*, which after a rather slow start is climbing rapidly, bolted this week at 34. The first Elektra release by Tony Orlando and Dawn is a remake of Jerry Butler's *He Don't Love You (Like I Love You)*, and is the week's most impressive chart entry, bolted at 43. Fanny, an all-woman band long popular with progressive audiences, is making its strongest pop move—*Butter Boy* is bolted at 45. Jimmy Castor's *Bertha Butt Boogie* has gained momentum from a Miami breakout, and is bolted at 46, with another disco favorite, Barry White's Love Unlimited Orchestra's *Satin Soul*, also bolted at 47. Glitter and heavy metal merge in Queen's *Killer Queen*, their strongest American pop effort, bolted at 49. Al Green's *L-O-V-E (Love)* reaches a bolted 57, with Barry Manilow's disco-oriented *It's a Miracle* entering the list at a bolted 61. Ace's *How Long* impressed a wide geographic distribution of stations last week, and is bolted at 62 in its second week. The chart's only novelty item in some weeks, Benny Bell's *Shaving Cream*, has moved from national exposure on the *Doctor Demento* radio series to a bolted "Playlist" appearance at 64. Making their first chart appearances are Randy Edelman's *Everybody Wants to Find a Bluebird*, at 68, receiving some attention several weeks after its release; the Donald Byrd-led Blackbyrds' *Walking in Rhythm*, at 72; and the title song from Bad Company's first album release at 73.

The Broadcasting Playlist Mar17

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 Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Have You Never Been Mellow** (3:28) Olivia Newton-John—MCA	1	1	1	1
2	2	**My Eyes Adored You** (3:28) Frankie Valli—Private Stock	2	2	2	2
3	3	**Black Water** (3:53) Doobie Brothers—Warner Brothers	3	3	3	3
7	4	**Best of My Love** (3:25) Eagles—Asylum	4	4	4	4
5	5	**Pick Up the Pieces** (3:00) Average White Band—Atlantic	5	6	6	7
1	6	**Lovin' You** (3:20) Minnie Ripperton—Epic	6	5	5	5
8	7	**Lady Marmalade** (3:37) Labelle—Epic	7	11	7	6
4	8	**You're No Good** (3:35) Linda Ronstadt—Capitol	8	8	9	10
6	9	**Fire** (3:12) Ohio Players—Mercury	12	10	8	8
9	10	**Mandy** (3:15) Barry Manilow—Arista	9	9	11	12
0	11	**Lonely People** (2:27) America—Warner Brothers	11	7	12	11
12	12	**Lady** (2:58) Styx—Wooden Nickel	10	12	10	14
16	13	**Express** (3:25) B. T. Express—Roadshow	13	14	14	15
23	14	**Philadelphia Freedom** (5:38) Elton John Band—MCA	16	16	13	13
31	▲ 15	**Supernatural Thing** (3:20) Ben E. King—Atlantic	18	17	15	9
24	16	**Emma** (3:30) Hot Chocolate—Big Tree	15	13	17	16
18	17	**You Are So Beautiful** (2:39) Joe Cocker—A&M	14	15	19	18
21	18	**The No-No Song** (2:30) Ringo Starr—Apple	23	19	16	17
22	19	**Poetry Man** (3:15) Phoebe Snow—Shelter	17	18	22	21
15	20	**Roll on Down the Highway** (3:56) Bachman-Turner Overdrive—Mercury	22	20	18	23
17	21	**Don't Call Us, We'll Call You** (3:41) Sugarloaf—Claridge	19	21	21	22
20	22	**Shame, Shame, Shame** (4:10) Shirley (and Company)—Vibration	20	24	25	19
25	23	**Up in a Puff of Smoke** (3:20) Polly Brown—GTO	21	22	24	26
13	24	**Some Kind of Wonderful** (3:16) Grand Funk—Capitol	24	23	23	24
29	25	**Can't Get It Out of My Head** (3:06) Electric Light Orchestra—United Artists	29	28	20	20
19	26	**Please Mr. Postman** (2:48) Carpenters—A&M	25	25	26	25
32	27	**Hey Won't You Play Another Somebody Done Somebody Wrong Song** (3:23) B. J. Thomas—ABC/Dunhill	26	26	28	28
35	28	**Once You Get Started** (3:28) Rufus—ABC/Dunhill	27	29	29	31
33	29	**Chevy Van** (2:54) Sammy Johns—GRC	28	30	32	30
30	30	**Part of the Plan** (3:18) Dan Fogelberg—Epic	48	31	27	27
43	▲ 31	**Long Tall Glasses** (3:05) Leo Sayer—Warner Bros.	36	35	30	29
14	32	**Doctor's Orders** (2:56) Carol Douglas—Midland Intl.	31	36	31	35
39	33	**Sad Sweet Dreamer** (3:10) Sweet Sensation—Pye	30	32	33	34
53	▲ 34	**Jackie Blue** (3:16) Ozark Mtn. Daredevils—A&M	33	37	35	36
38	35	**Harry Truman** (3:00) Chicago—Columbia	35	34	36	33
36	36	**Lucy in the Sky with Diamonds** (5:58) Elton John—MCA	47	27	43	32
27	37	**My Boy** (3:25) Elvis Presley—RCA	32	33	37	39
26	38	**Never Can Say Goodbye** (2:55) Gloria Gaynor—MGM	34	39	34	44
28	39	**I'm a Woman** (3:26) Maria Muldaur—Warner Brothers	37	44	41	52
46	40	**What Am I Gonna Do with You** (3:24) Barry White—20th Century	39	50	38	38
44	41	**The South's Gonna Do It** (3:04) Charlie Daniels—Kama Sutra	46	42	45	41
42	42	**To the Door of the Sun** (3:20) Al Martino—Capitol	38	41	51	55
—	▲ 43	**He Don't Love You (Like I Love You)** (3:26) Tony Orlando & Down—Elektra	43	48	42	48
37	44	**Kung Fu Fighting** (3:18) Carl Douglas—20th Century	49	40	52	40
62	▲ 45	**Butter Boy** (3:20) Fanny—Casablanca	50	47	44	42
64	▲ 46	**Bertha Butt Boogie** (3:13) Jimmy Castor—Atlantic	52	53	40	45
72	▲ 47	**Satin Soul** (3:25) Love Unlimited Orchestra—20th Century	40	51	48	46
56	48	**Stand By Me** (3:25) John Lennon—Apple	44	57	47	49
63	▲ 49	**Killer Queen** (3:00) Queen—Elektra	45	56	50	51
49	50	**Movin' On** (3:21) Bad Company—Swan Song	54	45	49	43
40	51	**Laughter in the Rain** (2:50) Neil Sedaka—Rocket	42	64	39	62
59	52	**Emotion** (2:52) Helen Reddy—Capitol	41	49	53	56
47	53	**Angie Baby** (3:29) Helen Reddy—Capitol	56	43	55	50
34	54	**Get Dancin'** (3:32) Disco Tex & the Sex-O-Lettes—Chelsea	57	65	46	53
48	55	**Bungle in the Jungle** (3:20) Jethro Tull—Chrysalis	72	38	71	37
57	56	**Don't Let Go** (2:30) Commander Cody—Warner Bros.	53	60	54	58
68	▲ 57	**L-O-V-E Love** (3:22) Al Green—Hi	51	58	56	64
52	58	**I Am Love** (5:30) Jackson Five—Motown	60	55	61	47
45	59	**Cats in the Cradle** (3:29) Harry Chapin—Elektra	71	46	62	54
69	60	**I Want to Learn a Love Song** (3:39) Harry Chapin—Elektra	59	62	57	63
—	▲ 61	**It's a Miracle** (3:16) Barry Manilow—Arista	63	61	58	61
74	▲ 62	**How Long** (3:09) Ace—Anchor	61	63	59	60
41	63	**Nightingale** (3:32) Carole King—Ode	55	59	68	66
—	▲ 64	**Shaving Cream** (2:44) Benny Bell—Vanguard	*	54	73	59
51	65	**#9 Dream** (2:58) John Lennon—Apple	62	69	60	68
61	66	**Never Let Her Go** (2:58) David Gates—Elektra	58	68	63	70
67	67	**I'm Her Fool** (2:57) Billy Swan—Monument	65	67	65	65
—	68	**Everybody Wants to Find a Bluebird** (3:15) Randy Edelman—20th Century	66	66	64	71
54	69	**Morning Side of the Mountain** (2:55) Donny & Marie Osmond—MGM	*	52	*	57
55	70	**Sweet Surrender** (2:50) John Denver—RCA	70	77	66	67
60	71	**I've Been This Way Before** (3:08) Neil Diamond—Columbia	64	70	70	*
—	72	**Walking in Rhythm** (2:54) Blackbirds—Fantasy	67	71	72	76
—	73	**Bad Co.** (4:35) Bad Co.—Swan Song	79	76	67	69
58	74	**I Get Lifted** (2:50) George McCrae—TK Records	68	75	69	75
70	75	**Who's Sorry Now** (2:08) Marie Osmond—MGM	*	72	74	74

Alphabetical list (with this week's over-all rank): Angie Baby (53), Bad Co. (73), Bertha Butt Boogie (46), Best of My Love (4), Black Water (3), Bungle in the Jungle (55), Butter Boy (45), Can't Get It Out of My Head (25), Cats in the Cradle (59), Chevy Van (29), Doctor's Orders (32), Don't Call Us, We'll Call You (21), Don't Let Go (56), Emma (16), Emotion (52), Everybody Wants to Find a Bluebird (68), Express (13), Fire (9), Get Dancin' (54), Harry Truman (35), Have You Never Been Mellow (1), He Don't Love You (43), Hey Won't You Play Another Somebody Done Somebody Wrong Song (27), How Long (62), I Am Love (58), I Get Lifted (74), I Want to Learn a Love Song (60), I'm a Woman (39), I'm Her Fool (67), I've Been This Way Before (71), It's a Miracle (61), Jackie Blue (34), Killer Queen (49), Kung Fu Fighting (44), Lady (12), Lady Marmalade (7), Laughter in the Rain (51), Lonely People (11), Long Tall Glasses (31), L-O-V-E Love (57), Lovin' You (6), Lucy in the Sky with Diamonds (36), Mandy (10), Morning Side of the Mountain (69), Movin' On (50), My Boy (37), My Eyes Adored You (2), Never Can Say Goodbye (38), Never Let Her Go (66), Nightingale (63), The No-No Song (18), #9 Dream (65), Once You Get Started (28), Part of the Plan (30), Philadelphia Freedom (14), Pick Up the Pieces (5), Please Mr. Postman (26), Poetry Man (19), Roll on Down the Highway (20), Sad Sweet Dreamer (33), Satin Soul (47), Shame, Shame, Shame (22), Shaving Cream (64), Some Kind of Wonderful (24), The South's Gonna Do It (41), Stand By Me (48), Supernatural Thing (15), Sweet Surrender (70), To the Door of the Sun (42), Up in a Puff of Smoke (23), Walking in Rhythm (72), What Am I Gonna Do with You (40), Who's Sorry Now (75), You Are So Beautiful (17), You're No Good (8).

NBC's gold star shines on RCA's '74 report card

Broadcast arm increases its share of parent's profits by more than 60%; strong fourth quarter most responsible

NBC boosted its net profit in 1974 to $48.3 million and its share of RCA profits to 42.6%, record high, on sales that reached $725 million, another record, the RCA annual report showed last week.

"Most of the 1974 gains came in the fourth quarter as the result of a strong fall program schedule that improved the market share of the NBC television network and the company's five owned television stations," the report said.

NBC sales were up by 5.99% and profits by 1.3%, but NBC's contribution to RCA total profits jumped by more than 60% as earnings declines in commercial and consumer electronics products helped drop total profits from $183.7 million in 1973 to $113.3 million in 1974 (BROADCASTING, Feb. 10). NBC's 1973 profits had represented 26% of RCA profits that year.

Though NBC's $48.3-million profit in 1974 was the highest in the five years covered by the report, RCA sources said it was not the largest on record. They did not elaborate. They said NBC's 42.6% share of RCA profits was the highest since such breakouts were started.

The annual report noted that NBC achieved its 1974 profit increase "despite inflationary cost pressures and without the benefit of the $2.9-million capital gain included in 1973 earnings." The capital gain apparently related to NBC's sales of WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.

In 1973 NBC had increased its profits by 32.5%; that year's gains, the report said, "largely represented a continuation of 1972's recovery from the governmental ban on cigarette commercials."

The report said NBC's "enhanced competitive standing" in all day parts "places it in a strong position in 1975."

Other sidelights on NBC financial results included:

▪ "While total network-industry revenue for Saturday-morning children's programing declined, NBC improved its market share substantially, both in audience and in advertising support."

▪ "*NBC Nightly News* increased its gross advertising revenues by 21% over 1973 and moved into close contention with its competition for audience leadership."

▪ "The NBC television stations division achieved record revenues in 1974, though higher costs reduced earnings. The success of the stations in attracting large audiences in [prime access time], combined with an improvement in network prime-time ratings, has strengthened the competitive position of the group."

NBC's $48.3-million profit made broadcasting by far the most profitable RCA segment. Consumer electronics, whose $48 million had made it number one in 1973, dropped to $11.1 million, while commercial electronics fell from $25.8 million in profits in 1973 to a $7.4-mil lion loss in 1974. RCA Global Communi cations, the Hertz Corp. and governmen business increased in profitability bu miscellaneous businesses declined. RCA Records was said to have "improved it performance substantially."

In their report to stockholders, RCA Chairman Robert W. Sarnoff and President Anthony L. Conrad said that "w have taken pains to cut costs whereve possible." They said "the most drasti measures have been the layoff of som 10,000 men and women in RCA's worldwide work force—mostly in consumer component and solid-state activities—and a series of plant shutdowns ranging from five days to four weeks during Decembe and January. We have been making similar cuts in staff costs at corporate headquarters and in all divisions and subsidiaries."

Although the general outlook remains clouded, they said, "there is reason to look for fresh growth and profitability in RCA's traditional as well as newer businesses once the economy turns upward.

"We have faith in the recovery of color television as a sound business. We are moving ahead with commercial development of an especially promising advance in consumer electronics, the SelectaVision VideoDisc system for playing—on any home TV set—a broad variety of visual material prerecorded on disks resembling phonograph records.

Track record for RCA divisions

	(in millions)				
Sales and other revenue	1974	1973	1972	1971	197
Electronics—consumer products and services	$1,130	$1,149	$1,098	$ 969	$ 84
Electronics—commercial products and services	671	644	531	476	44
Broadcasting	725	684	611	566	60
Vehicle renting and related services	722	677	636	597	56
Communications	195	165	137	118	8
Government business	358	361	396	423	42
Other products and services	828	581	454	397	37
Total	$4,627	$4,281	$3,863	$3,545	$3,34
Net profit					
Electronics—consumer products and services	$ 11.1	$ 48.0	$ 57.7	$ 53.7	$ 12.
Electronics—commercial products and services	(7.4)	25.8	11.7	.2	5.
Broadcasting	48.3	47.7	36.0	26.3	39.
Vehicles renting and related services	23.2	19.3	15.4	10.1	15.
Communications	25.7	18.2	13.8	11.7	15.
Government business	3.7	3.3	3.4	5.0	3.
Other products and services	8.7	21.4	20.3	21.6	15.
Total	$113.3	$183.7	$158.1	$128.6	$107.

Profit information in the above table is after deduction of allocations to the respective segments of corporate expenses not charged directly to any of the reported segments and excludes discontinued general-purpose computer business for the years 1971 and 1970.

Broadcasting's share of sales

	(in millions)	% RCA total
1974	$725	15.7
1973	684	16.0
1972	611	15.8

Of profits

	(in millions)	% RCA total
1974	$48.3	42.6
1973	47.7	26.0
1972	36.0	22.8

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Top wage-earners at RCA are Sarnoff, Conrad and Goodman

RCA Chairman Robert W. Sarnoff received $326,000 in salary in 1974, plus $52,500 of a $157,500 incentive award for the year, according to the proxy statement sent to stockholders last week in preparation for the company's annual meeting, to be held May 6 in New York. The rest of the 1974 incentive award is payable in two annual installments.

Second highest salary went to President Anthony L. Conrad: $235,200, plus $40,833 incentive paid and $81,667 incentive in installments.

Chairman Julian Goodman of NBC, at $180,800, was the third highest salaried. He also received $28,333 in incentive, with another $56,667 in installments.

Others listed in the top RCA brackets included: Robert L. Werner, executive vice president and general counsel, $160,000 salary, $30,000 incentive paid, $60,000 in installments; Executive Vice Presidents Howard R. Hawkins, whose responsibilities include RCA Global Communications and RCA Records, and William C. Hittinger, whose areas include consumer electronics, each received $110,550 in salary, $20,000 incentive paid, $40,000 in installments; George H. Fuchs, executive vice president, industrial relations, $110,000 salary, $21,667 incentive paid, $43,333 in installments.

Stock options granted between Jan. 1, 1974, and Feb. 1, 1975, were issued to, among others, Chairman Sarnoff for 20,000 common shares, President Conrad for 15,000 shares and NBC Chairman Goodman for 5,000 shares, all purchasable at an average price of $16.75 a share. (RCA common was trading early last week at about $15.50). As of Feb. 1 Mr. Sarnoff had options to buy 70,000 shares at an average of $28.09; Mr. Conrad, 45,000 shares at $26.47, and Mr. Goodman 20,000 at $27.84.

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

		CURRENT AND CHANGE					YEAR EARLIER		
Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
Cohu Inc.	year 12/31	16,540,781	+ 8.2%	224,931	— 68.6%	.14	15,293,103	717,157	.44
Conrac Corp.	year 12/31	81,129,000	+ 17.4%	3,093,000	+ 9.3%	2.32	69,089,000	2,829,000	2.11
Foote, Cone & Belding	year 12/31	50,475,000	+ 11.3%	1,695,000	— 49.4%	.83	48,955,000	3,348,000	1.58
General Electric	year 12/30	13,413,000,000	+ 15.8%	608,000,000	+ 4.0%	3.34	11,575,000,000	585,000,000	3.21
Gulf & Western Industries	6 mo. 1/31	1,265,386,000	+ 19.7%	64,157,000	+ 37.9%	4.11	1,056,828,000	46,504,000	2.66
MPO Videotronics	year 10/31	8,290,832	— 44.0%	(393,862)	*	(.73)[1]	14,805,346	(1,555,783)	(2.88)
Teletronics International	6 mo. 12/31	4,231,000	+ 19.1%	303,000	+ 16.1%	.36	3,552,000	261,000	.31
Westinghouse	year 12/31	5,798,513,000	+ 13.6%	28,132,000	— 82.6%	.31	5,101,123,000	161,928,000	1.82

* Change too great to be meaningful.

[1] Based on weighted averaged number of shares outstanding (537,265 shares and 539,663 shares in 1974 and 1973, respectively) during each year.

Broadcasting's index of 133 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed. March 5	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N	19 1/4	18 1/4	+ 1	+ 5.47	28 3/8	12 3/8	6	17,186	330,830
CAPITAL CITIES	CCB	N	35 1/4	35 1/4		.00	39 1/4	19 1/2	13	7,164	252,531
CBS	CBS	N	41 1/2	41 1/4	+ 1/4	+ .60	41 1/2	25	12	28,092	1,165,818
CONCERT NETWORK*++		O	1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	19 1/8	17 7/8	+ 1 1/4	+ 6.99	19 3/8	9 3/8	10	5,831	111,517
GROSS TELECASTING	GGG	A	9 1/8	9 1/8		.00	13 5/8	6 3/8	6	800	7,300
LIN	LINB	O	5 1/2	5 1/8	+ 3/8	+ 7.31	6 3/4	2	6	2,297	12,633
MOONEY*	MOON	O	2 7/8	3 1/4	- 3/8	- 11.53	3 5/8	1	8	385	1,106
RAHALL	RAHL	O	2 1/2	2 3/4	- 1/4	- 9.09	6	1 3/4	5	1,297	3,242
SCRIPPS-HOWARD	SCRP	O	16 3/4	16 1/2	+ 1/4	+ 1.51	17 1/2	13 1/2	6	2,589	43,365
STARR	SBG	M	4	4 1/8	- 1/8	- 3.03	9	3 1/4	3	1,091	4,364
STORER	SBK	N	16 1/4	16 1/4		.00	17 3/8	10 7/8	6	4,725	76,781
TAFT	TFB	N	19 3/8	19	+ 3/8	+ 1.97	23 3/8	10 3/4	7	4,011	77,713
WOODS COMM.*		O	1/2	1/2		.00	1	1/4	4	292	146
									TOTAL	77,960	2,087,621
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/2	3/4	10	1,265	2,213
AVCO	AV	N	5	3 5/8	+ 1 3/8	+ 37.93	8 7/8	2 1/8	14	11,481	57,405
BARTELL MEDIA	BMC	A	1 1/2	1 1/2		.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 1/2	4 3/4	- 1/4	- 5.26	7 1/2	3 1/2	5	2,403	10,813
CAMPTOWN IND.*++		O	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	3 7/8	3 1/2	+ 3/8	+ 10.71	4 1/4	1 1/2	8	4,162	16,127
COMBINED COMM.	CCA	N	16 1/8	14 3/8	+ 1 3/4	+ 12.17	16 1/8	5 1/8	11	4,603	74,223
COWLES	CWL	N	6 7/8	6 1/2	+ 3/8	+ 5.76	7 1/8	3 7/8	9	3,969	27,286
DUN & BRADSTREET	DNB	N	29 1/8	26 3/4	+ 2 3/8	+ 8.87	36	14 5/8	19	26,555	773,414
FAIRCHILD IND.	FEN	N	6	5 3/4	+ 1/4	+ 4.34	6 3/4	3 3/4	8	4,550	27,300
FUQUA	FQA	N	5 7/8	5 1/4	+ 5/8	+ 11.90	10 3/4	3 1/8	5	7,273	42,728
GANNETT CO.	GCI	N	33 7/8	31 7/8	+ 2	+ 6.27	38 1/4	20 1/2	22	21,080	714,085
GENERAL TIRE	GY	N	14 1/2	13 5/8	+ 7/8	+ 6.42	18 1/4	10 1/4	4	21,518	312,011
GLOBETROTTER	GLBTA	O	3 1/4	2 1/2	+ 3/4	+ 30.00	4 3/4	7/8	7	2,731	8,875
GRAY COMMUN.*		O	6	6		.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HHN	N	11 7/8	11 1/4	+ 5/8	+ 5.55	14 1/4	6	8	4,340	51,537
JEFFERSON-PILOT	JP	N	33	32 1/2	+ 1/2	+ 1.53	38 1/4	20 1/2	14	24,188	798,204
KAISER INDUSTRIES*	KI	A	6 3/4	6 7/8	- 1/8	- 1.81	8 1/2	4 1/4	3	27,487	185,537
KANSAS STATE NET.*	KSN	O	3 5/8	3 3/4	- 1/8	- 3.33	3 7/8	2 3/4	6	1,741	6,311
KINGSTIP	KTP	A	3 5/8	4	- 3/8	- 9.37	6 3/4	1 1/2	9	1,154	4,183
KNIGHT-RIDDER	RPI	N	10 1/2	10 1/2		.00	16 5/8	9 1/4	7	8,305	87,202
LAMB COMMUN.*++		P	1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed. March 5	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
LEE ENTERPRISES	LNT	A	15 1/2	15 1/4	+ 1/4	+ 1.63	16 1/4	10 3/4	9	3,352	51,956
LIBERTY	LC	N	10 1/2	11	- 1/2	- 4.54	15 5/8	7 1/8	4	6,626	69,573
MCGRAW-HILL	MHP	N	10 1/2	9 1/4	+ 1 1/4	+ 13.51	10 1/2	5 1/2	9	23,291	244,555
MEDIA GENERAL	MEG	A	25	24 1/2	+ 1/2	+ 2.04	26 1/2	15 1/2	10	3,552	88,800
MEREDITH	MDP	N	11 1/2	10 1/2	+ 1	+ 9.52	11 1/2	8	4	2,984	34,316
METROMEDIA	MET	N	8 1/2	8 1/2		.00	10 5/8	4 1/2	7	6,447	54,799
MULTIMEDIA	MMED	O	13	13		.00	14 1/4	8 3/4	9	4,388	57,044
NEW YORK TIMES CO.	NYKA	A	12 1/8	10 5/8	+ 1 1/2	+ 14.11	13 3/4	6 7/8	7	10,231	124,050
OUTLET CO.	OTU	N	9 7/8	9 1/2	+ 3/8	+ 3.94	10	7	4	1,379	13,617
POST CORP.	POST	O	6 1/2	5 1/2	+ 1	+ 18.18	16 1/2	4 3/4	5	882	5,733
PSA	PSA	N	5 1/2	5 1/2		.00	10	3 3/4	6	3,181	17,495
REEVES TELECOM	RBT	A	1 1/4	1 1/4		.00	1 3/4	5/8	21	2,376	2,970
ROLLINS	ROL	N	18 1/4	17 7/8	+ 3/8	+ 2.09	19 3/4	6 1/2	14	13,341	243,473
RUST CRAFT	RUS	A	7 3/8	7 1/4	+ 1/8	+ 1.72	10 1/4	5 1/8	6	2,341	17,264
SAN JUAN RACING	SJR	N	7 5/8	7 1/2	+ 1/8	+ 1.66	13 3/8	5 1/2	6	2,509	19,131
SCHERING-PLOUGH	SGP	N	64	63 1/4	+ 3/4	+ 1.18	74 3/8	44 3/4	29	53,823	3,444,672
SONDERLING	SDB	A	6	6 3/8	- 3/8	- 5.88	10	3 1/2	4	747	4,482
TECHNICAL OPERATIONS	TO	A	5 1/8	5 3/4	- 5/8	- 10.86	6 3/4	2 3/8	5	1,344	6,888
TIMES MIRROR CO.	TMC	N	17 3/8	16 3/4	+ 5/8	+ 3.73	17 5/8	9 1/4	10	31,385	545,314
WASHINGTON POST CO.	WPO	A	23	23		.00	24 3/8	14 3/4	8	4,750	109,250
WOMETCO	WOM	N	10 1/8	9 7/8	+ 1/4	+ 2.53	10 1/4	6 1/4	7	5,985	60,598
									TOTAL	368,064	8,422,404

Cablecasting

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed. March 5	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1	7/8	+ 1/8	+ 14.28	2 1/8	1/2	3	1,672	1,672
AMERICAN TV & COMM.	AMTV	O	10 1/4	11 1/4	- 1	- 8.88	19 1/4	5 1/2	20	3,295	33,773
ATHENA COMM.**		O	1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4 3/8	4 1/2	- 1/8	- 2.77	24 1/8	2 1/2	6	7,933	34,706
CABLECOM-GENERAL	CCG	A	3 5/8	3 3/4	- 1/8	- 3.33	4 1/2	1 1/2	9	2,560	9,280
CABLE FUNDING*	CFUN	O	6	5 1/2	+ 1/2	+ 9.09	7 3/8	3 7/8	150	1,121	6,726
CABLE INFO.++		O	1/4	1/4		.00	1 1/4	1/4	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	2 3/4	3	- 1/4	- 8.33	3	3/4	11	1,705	4,688
COMMUNICATIONS PROP.	COMU	O	1 5/8	1 1/2	+ 1/8	+ 8.33	3 3/8	1	33	4,761	7,736
COX CABLE	CXC	A	10	8 1/2	+ 1 1/2	+ 17.64	15 1/4	3 3/4	17	3,560	35,600
ENTRON*	ENT	O	1	1		.00	1	3/8	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	8 5/8	8 1/2	+ 1/8	+ 1.47	17 1/8	5/8	5	7,060	60,892
GENERAL TV*		O	1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	7 3/4	7	+ 3/4	+ 10.71	9 1/2	4	7	963	7,463
TELE-COMMUNICATION	TCOM	O	2 3/4	2 3/8	+ 3/8	+ 15.78	5 3/4	7/8	2	5,181	14,247
TELEPROMPTER	TP	N	4	3 3/4	+ 1/4	+ 6.66	8 1/4	1 3/8	2	16,013	64,052
TIME INC.	TL	N	35 1/4	35	+ 1/4	+ .71	40 1/4	24 7/8	7	9,957	350,984
TOCOM*	TOCM	O	2	2		.00	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	8 1/4	7 1/2	+ 3/4	+ 10.00	8 1/4	3 3/4	14	1,795	14,808
UNITED CABLE TV CORP	UCTV	O	2 3/8	2	+ 3/8	+ 18.75	4 5/8	1/4	7	1,879	4,462
VIACOM	VIA	N	5 3/4	4 7/8	+ 7/8	+ 17.94	7 1/2	2 5/8	8	3,850	22,137
VIKOA**	VIK	A	1 1/4	1 1/8	+ 1/8	+ 11.11	4	1/2	1	2,534	3,167
									TOTAL	85,765	684,035

Programing

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed. March 5	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
COLUMBIA PICTURES	CPS	N	6 1/8	5 1/4	+ 7/8	+ 16.66	6 1/8	1 5/8	27	6,748	41,331
DISNEY	DIS	N	42 7/8	42 3/8	+ 1/2	+ 1.17	54 1/2	18 3/4	26	29,755	1,275,745
FILMWAYS	FWY	A	4 7/8	5	- 1/8	- 2.50	6	2 1/8	6	1,812	8,833
FOUR STAR			1/4	1/4		.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	31 5/8	29 3/8	+ 2 1/4	+ 7.65	31 5/8	18 3/8	5	14,470	457,613
MCA	MCA	N	39 3/4	41 3/8	- 1 5/8	- 3.92	41 3/8	19 1/4	7	8,465	336,483
MGM	MGM	N	32 3/8	31 3/4	+ 5/8	+ 1.96	32 3/8	9 1/4	6	4,883	158,087
TELE-TAPE**++		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	2 5/8	2 3/4	- 1/8	- 4.54	4 1/8	1 1/4	5	943	2,475
TRANSAMERICA	TA	N	7 7/8	7 7/8		.00	10 3/8	5 1/2	13	65,006	511,922
20TH CENTURY-FOX	TF	N	9	8 7/8	+ 1/8	+ 1.40	9 1/8	4 1/2	24	7,532	67,788
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	11 1/2	11 3/4	- 1/4	- 2.12	18 1/2	6 7/8	4	16,317	187,645
WRATHER	WCO	A	3	2 3/4	+ 1/4	+ 9.09	8 1/8	1 1/4	38	2,229	6,687
									TOTAL	165,483	3,056,438

Service

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed. March 5	Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
BBDO INC.		O	14 3/4	14	+ 3/4	+ 5.35	14 3/4	10	7	2,513	37,066
COMSAT	CQ	N	37 1/4	36 1/8	+ 1 1/8	+ 3.11	40 3/8	23 3/4	9	10,000	372,500
DOYLE DANE BERNBACH	DOYL	O	7 7/8	7 3/4	+ 1/8	+ 1.61	11 1/2	5 5/8	4	1,796	14,143
ELKINS INSTITUTE**++	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	7 1/2	8 1/8	- 5/8	- 7.69	11 1/4	5 3/8	5	2,196	16,470
GREY ADVERTISING	GREY	O	6 1/4	6 3/8	- 1/8	- 1.96	8 3/8	5 5/8	3	1,255	7,843
INTERPUBLIC GROUP	IPG	N	14 1/2	14	+ 1/2	+ 3.57	14 1/2	8 1/8	6	2,319	33,625
MARVIN JOSEPHSON*	MRVN	O	7 1/2	7 1/2		.00	8 1/2	3 1/4	5	802	6,015
MCI COMMUNICATIONS	MCIC	O	2 3/8	2	+ 3/8	+ 18.75	6 1/2	1		13,309	31,608
MOVIELAB	MOV	A	7/8	1	- 1/8	- 12.50	1 5/8	1/2	5	1,407	1,231
MPO VIDEOTRONICS	MPO	A	2 5/8	2	+ 5/8	+ 31.25	2 5/8	1	4	539	1,414
NEEDHAM, HARPER	NDHMA	O	6 3/4	6 5/8	+ 1/8	+ 1.88	7 1/2	3 5/8	5	918	6,196
A. C. NIELSEN	NIELB	O	16 7/8	17 1/2	- 5/8	- 3.57	28	7 3/8	17	10,598	178,841
OGILVY & MATHER	OGIL	O	17 3/4	18 1/4	- 1/2	- 2.73	18 1/4	10	6	1,807	32,074
J. WALTER THOMPSON	JWT	N	6 1/4	5 7/8	+ 3/8	+ 6.38	12	4 1/4	18	2,624	16,400
UNIVERSAL COMM.*++		O	1/8	1/8		.00	3/4	1/8		715	89
									TOTAL	54,695	755,752

	Stock symbol	Exch.	Closing Wed. March 12	Closing Wed March 5	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
lectronics											
MPEX	APX	N	4 5/8	4 1/4	+ 3/8	+ 8.82	4 7/8	2 1/4	4	10,885	50,343
CA ELECTRONICS*++	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110
ETEC	CEC	A	1 3/8	1 3/8		.00	2 1/8	1	6	2,324	3,195
OHU, INC.	COH	A	2 3/8	1 3/4	+ 5/8	+ 35.71	3 7/8	1 1/4	10	1,619	3,845
ONRAC	CAX	N	17 1/8	18	− 7/8	− 4.86	21	10	8	1,261	21,594
ENERAL ELECTRIC	GE	N	46 1/4	44	+ 2 1/4	+ 5.11	65	30	14	181,988	8,416,945
ARRIS CORP.	HRS	N	20 3/8	19 3/8	+ 1	+ 5.16	33 1/2	13 1/8		6,175	125,815
NTERNATIONAL VIDEO	IVCP	O	2 3/8	2 3/8		.00	7 1/2	1 1/4	30	2,730	6,483
AGNAVOX	MAG	N	6 5/8	6	+ 5/8	+ 10.41	9 7/8	3 3/4	19	17,799	117,918
M	MMM	N	53 1/8	55	− 1 7/8	− 3.40	80 1/2	44 1/8	20	113,729	6,041,853
OTOROLA	MOT	N	50 1/2	49	+ 1 1/2	+ 3.06	61 7/8	34 1/8	16	28,053	1,416,676
AK INDUSTRIES	OEN	N	8 1/4	8 3/4	− 1/2	− 5.71	12 7/8	5 1/4	3	1,639	13,521
CA	RCA	N	15	14 1/4	+ 3/4	+ 5.26	21 1/2	9 7/8	10	74,463	1,116,945
OCKWELL INTL.	ROK	N	19 3/8	20 5/8	− 1 1/4	− 6.06	28 3/8	18 3/8	5	30,802	596,788
SC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916
ONY CORP.	SNE	N	9 7/8	8 7/8	+ 1	+ 11.26	29 7/8	4 3/4	20	172,500	1,703,437
EKTRONIX	TEK	N	30 3/4	31 1/2	− 3/4	− 2.38	47 3/4	18 1/2	12	8,651	266,018
ELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,050
ELEPRO IND.*++		O	6	6		.00	8	2 1/2	38	475	2,850
ARIAN ASSOCIATES	VAR	N	9 1/8	8 5/8	+ 1/2	+ 5.79	13 1/4	6	8	6,862	62,615
ESTINGHOUSE	WX	N	14 3/4	12 5/8	+ 2 1/8	+ 16.83	26	8 1/2	48	87,770	1,294,607
ENITH	ZE	N	17 5/8	15 5/8	+ 2	+ 12.80	31 5/8	10	14	18,797	331,297
									TOTAL	773,911	21,600,821
									GRAND TOTAL	1,525,878	36,607,071
Standard & Poor's Industrial Average			93.6	92.7	+0.9						

-American Stock Exchange
-Midwest Stock Exchange
-New York Stock Exchange
-Over the counter (bid price shown)
-Pacific Coast Stock Exchange
†Stock did not trade on Wednesday; closing price shown is last traded price.

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

P/E ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting*'s own research. Earning figures are exclusive of extraordinary gains or losses.
†††Stock split.

* P/E ratio computed with earnings figures for last 12 months published by company.
† No annual earnings figures are available.
** No P/E ratio is computed; company registered net losses.

Fates & Fortunes®

Media

Gene R. Jacobsen, general manager, KHTV(TV) Houston, elected VP of WKY Television System Inc., parent company.

William L. Viands Jr., director of radio sales, Cox Broadcasting Corp., named station manager, WSB-AM-FM Atlanta.

Samuel S. Carey, VP-general manager, WBOC-AM-FM-TV Salisbury, Md., and **Jack W. Ward,** operations manager, elected president and VP, respectively, of broadcast division of parent, WBOC Inc.

Peter January, sales manager, WHYI(FM) Fort Lauderdale, Fla., named general manager.

Thomas B. Watson, formerly general manager, WQXM(FM) Clearwater, Fla., named general manager, WLCY-AM-FM St. Petersburg, Fla.

Wayne E. Killmer, station manager and VP, KIRO-AM-FM Seattle, named general manager, KGVO-TV Missoula, Mont.

Ken Hawkins, formerly general sales manager, WIIL-TV Terre Haute, Ind., named general manager, WDXR-AM-TV Paducah, Ky.

Named chairmen of Broadcasters Promotion Association committees for 1975: awards, **Alex Dusek,** WBZ-TV Boston; membership, **Tom Cousins,** WCCO-TV Minneapolis; education and research, **Lynne Grasz,** KOLN-TV Lincoln, Neb.; public and trade relations, **Gordon Hume,** CHYM(AM) Kitchener, Ont.; employment, **Al Gordon,** WIIC-TV Pittsburgh; finance and auditing, **Justin Meacham,** WSBT-TV South Bend, Ind.; by-laws and parliamentary, **Andy Amyx,** WOTV(TV) Grand Rapids, Mich.; publications, **Terry Simpson,** WTTV(TV) Indianapolis; member services, **Grace McElveen,** WAFB-TV Baton Rouge; nominating, **Mickey Wellman,** WWL-TV New Orleans; college liaison, **Ron Klayman,** WQAD-TV Moline, Ill.; industry relations—TV, **Roger Ottenbach,** WEEK-TV Peoria, Ill.; industry relations—radio, **Lee Pocock,** KSL(AM) Salt Lake City; seminar, **Don Whiteley,** International Drum Corp., Denver; site selection co-chairmen, **Tom Kyle,** KTAR-TV Phoenix; **Howard Wry,** WHNB-TV New Britain-Hartford, Conn.; **Tom Daley,** CFPL-TV London, Ont.

Stan Byrnes, sales manager KLVE(FM) Los Angeles, named station manager, in addition to present post. **Duke Norton,** announcer, KLVE, named operations director.

Lynn McIntosh, program manager, WMAL(AM) Washington, named manager of broadcast operations, WMAL-FM Washington. **Tony Renaud,** with Blair-Clark Advertising, named promotion and marketing manager, WMAL-FM.

Wayne A. Studer, general sales manager, CJOM-FM Windsor, Ont., named promotion manager, WKBD-TV Detroit.

Alan H. Frank, program director, noncommercial WSIU(FM) Carbondale, Ill., named general manager, noncommercial KMUW(FM) Wichita, Kan.

Diana Richardson, research director, WPLG-TV Miami, named on-air promotion manager, WTOP-TV Washington. Both are Post-Newsweek stations.

Jeff Nettesheim, in sales promotion and advertising, *U.S. News & World Report*, Washington, named audience promotion manager, WJZ-TV Baltimore.

Pepper Weiss, instructional television liaison, Public Broadcasting Service, Washington, named director of instructional services, noncommercial KERA-TV Dallas.

Broadcast Advertising

Robert W. Castle, former senior VP of Ted Bates & Co., New York, named president and chief executive of N. W. Ayer/F. E. Baker Advertising, Seattle, wholly owned subsidiary of N.W. Ayer ABH International, New York.

Gift from an alumnus. Lowell Thomas, who first recounted the exploits of Lawrence of Arabia, devised the first live prologue used in motion pictures, with his wife logged the record number of air passenger miles in the 1920's and who still broadcasts nightly on the CBS Radio Network, hasn't forgotten his alma mater. Mr. Thomas has given his Dutchess county, N.Y., estate, Hammersley Hill to the University of Denver. Valued in excess of $2 million, the estate will be sold by the university, which hasn't forgotten its famed son either, to help create the Lowell Thomas Law Center adjoining the Denver campus. Both Mr. Thomas and his wife, the late Frances Thomas who died last month, were Denver graduates, classes of 1913 and 1916, respectively.


Conner

Ralph Conner, for past 12 years with McGavren - Guild, New York, most recently as VP in charge of Eastern division and director of planning development, joins Alan Torbet Associates, New York, in newly created position of VP, Eastern division, with responsibilities including supervision of Eastern area sales, personnel, station relations and administration for New York, Philadelphia and Boston and for Torbet's Atlanta office. **George Peter** and **Jack Levins** promoted at Torbet to new posts of New York sales managers for stations in Eastern and Western areas, respectively.

Lester Wunderman, president and chief executive officer, Wunderman, Ricotta & Kline which merged with Young & Rubicam, New York, in 1974, elected executive VP of Y&R International Inc.

Joseph P. Nolan, regional manager, Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

Larry Divney, general sales manager of ABC-owned WDAI(FM) Chicago, named to same post at ABC's WPLJ(FM) New York.

Jack West, formerly general sales manager, KWGN(TV) Denver, named sales manager, KBHK-TV San Francisco-Oakland.

Mark Sager, account executive, WEAM(AM) Arlington, Va., named sales manager.

Lynn Koch, general manager, KGVO-TV Missoula, Mont., named national-regional sales manager for parent company, Western Broadcasting Co., radio-TV group in Montana and Idaho.

Jerry A. McElroy, director of national sales and merchandising, WFBL(AM) Syracuse, N.Y., named sales manager, WLVA(AM) Lynchburg, Va.

Ira Rosenblatt, account executive, WHYI(FM) Fort Lauderdale, Fla., named sales manager.

E. Markham Bench, account executive, Peters Griffin Woodward Inc., New York, named national sales manager, Bonneville International Corp.'s AM and FM stations. He will be based in New York.

Robert S. Culler, in regional sales, WITN-TV Washington, N.C., named regional sales manager.

Steve April, account executive, KXOK(AM) St. Louis, named local sales manager.

Bill Bee, senior VP, Petry Television, named executive VP, The Meeker Co., New York.

James A. Jurist, VP-administration, John Blair & Co., New York, elected VP and treasurer, succeeding **Joseph G. Rose Jr.,** who resigned. **Ellen C. Conlon,** assistant to treasurer, John Blair & Co., elected secretary of corporation.

Sheila McKeever, copywriter, Ogilvy & Mather, New York, named to same post, Kaufman & Associates Inc., Washington.

Ned Gardner, VP-account supervisor, J. Walter Thompson Co., Chicago, named management supervisor.

Ellen Beck, media planner/buyer, W. B. Doner & Co., Baltimore, named media director, Eisner & Associates, Baltimore.

Doug Balogh, VP and Midwest sales manager, and **Farrell Reynolds,** VP and Eastern sales manager, MMT Sales Inc., New York, named to board of directors, which was expanded from five to seven members.

James Dale, VP and associate creative director, W. B. Doner & Co., Detroit, named creative director.

John E. McArdle, VP-general manager, WNYS-TV Syracuse, N.Y., named director of sales, Actmedia Inc., New York advertising-marketing firm.

Jeff Leedy, art director, Hoefer, Dieterich & Brown Inc., San Francisco advertising agency, named associate creative director.

Bill Bateman, partner in Myers, Bateman and Wartnik Advertising Inc., and formerly VP-creative director, J. Walter Thompson, both Los Angeles, named VP-creative services, Ed Yelin Enterprises Inc., Hollywood-based commercial production company.

Programing

Bob Boyett, program executive, prime-time programs, ABC Entertainment, New York, appointed director of prime-time series television, East Coast.

Philip Barry, VP-creative affairs, Tomorrow Entertainment Inc., Hollywood, named to develop and be executive producer of hour-long family films at MTM Enterprises Inc., Studio City, Calif., for early evening network scheduling.

Dave MacFee, program director, Sudbrink Broadcasting, Fort Lauderdale, Fla., named VP, Stereo Radio Productions Ltd., New York, and continues as consultant with Sudbrink Broadcasting.

Craig D. Heslor, senior director, WOKI (TV) Rochester, N.Y., named productio manager.

Paul Lovelace, director of country ma keting, 20th Century Records, Holly wood, elected VP-general manager, cour try division.

Marc Stover, producer-director, WSPI TV Toledo, Ohio, named production mar ager.

Scott Sherwood, announcer/productio director, WQAM(AM) Miami, named pro gram director, KXOK(AM) St. Louis. Bot are Storz Broadcasting Co. stations.

Phillip de Marne, music director an assistant program manager, WMAL-FI Washington, named program manage **Mike Selman,** in traffic, WMAL-FM named music director.

George A. Milner, station manage WQXI-TV Atlanta, named sales representa tive for Columbia Pictures Televisior based in Chicago.

Broadcast Journalism

Ron Steinman, general manager, new specials, NBC News, named producer Washington staff of NBC's *Today* show as part of staff expansion there.

Ed Turner, executive producer, news WMAL-TV Washington, appointed pro ducer, *The CBS Morning News*, CBS-TV Washington.

Helen Thomas, UPI corresponden named president of White House Corre spondents Association. She is first woma named to post. **Robert Pierpoint,** CB correspondent, appointed to executiv committee of association. He is firs broadcast journalist on that committee.

White House News Photographers Asso ciation competition winners, to receiv awards at April 16 dinner meeting, ar **Hal Hoiland,** WTOP-TV Washington, i spot news/general news and personalit categories; **Ken Resnick,** WTTG(TV) Washington, spot news; **Lee Parker** WRC-TV Washington, general news/per sonality and honorable mention person ality; **Bob Peterson,** ABC TV Network Washington, general news; **George Ronilly,** ABC TV Network, Washington features; **Dave Moubray,** WTOP-TV, features; **Pete Hakel,** WMAL-TV Washington features; **Richard Norling,** NBC TV Network, Washington, honorable mention features; **Paul Fine,** WMAL-TV, documentary; **Clyde Roller,** WMAL-TV, sound, and **Tad Dukehart,** WTOP-TV, sound.

Richard Stueber, formerly with KDKA-AM-FM Pittsburgh, named news director, WSPD-TV Toledo, Ohio, succeeding **William Peterson** who assumes same post with KCST-TV San Diego. Both KCST-TV and WSPD-TV are Storer Broadcasting stations.

Don S. Ringe, special projects/documentary producer. KABC-TV Los Angeles, named assistant news director, KPIX(TV) San Francisco. **Susan A. Hewitt,** news producer, KGO-TV San Francisco, named news producer, KPIX. **Harry Fuller,** news reporter / writer / producer, KTTR(AM) Rolla, Mo., named news producer, KPIX.

Warren Ashmore, general assignment reporter, WLVA-TV Lynchburg, Va., named television news director.

Jack Smith, assistant bureau manager, CBS News, Chicago, named bureau manager, that city, replacing **Bob Lorentzen,** who resigned. **Suzanne Caraher,** night news manager, CBS News, New York, named assistant bureau chief, CBS News, Chicago.

Patricia Lee (Tad) Bartimus, Anchorage correspondent, Associated Press, named AP bureau chief for Alaska. She becomes first AP woman domestic bureau chief.

James F. Branon, desk assistant, Television News Inc.'s New York bureau, named writer/researcher, TVN. **Dan Callahan,** writer/producer, TVN New York, named assistant assignment editor, same bureau.

Chris Saunders, news producer, WJZ-TV Baltimore, named news assignments editor.

Mike Drexler, anchorman and assistant news director, WRDW-TV Augusta, Ga., named anchorman and news director, WSTV-TV Steubenville, Ohio. Both are Rust Craft stations.

George Norton, formerly with WPRO(AM) Providence, R.I., named assignment editor and morning newscaster, WJAR(AM) Providence, R.I.

Dick John, director of informational programing, WESH-TV Daytona Beach-Orlando, Fla., named executive news producer, KTRK-TV Houston.

Richard Belcher, news reporter, WXIA-TV Atlanta, named news correspondent, WAGA-TV there.

Brian Kahle, news director, WDHO-TV Toledo, Ohio, named anchorman, KHJ-TV Los Angeles *Channel 9 News,* broadcast 9:30-10:30 p.m., week nights.

Paul Reynolds, consumer reporter, WXIA(TV) Atlanta, named consumer editor, WAGA-TV there. **Jacque Maddox,** reporter-producer-anchorperson, WNGE(TV) Nashville, named co-anchor, WAGA-TV, succeeding **Judy Woodruff,** named NBC News correspondent, Atlanta (BROADCASTING, Feb. 17).

Thom Dickerson, reporter-anchorman, KWTV(TV) Oklahoma City, named reporter, KTRK-TV Houston.

Don Budd, with KYW(AM) Philadelphia, named anchorman, KSDO(AM) San Diego, succeeding **Richard Hart,** named reporter, KGTV(TV) San Diego.

Joe Ditrinco, formerly with United Press International Television News, returns to UPITN news desk, New York, having freelanced in interim.

Ira Mellman, news and sports announcer, WFIL(AM) Philadelphia, named to news staff, WCAU-AM-FM Philadelphia.

Cable

Andrew C. Goldman, district sales manager, Teleprompter Corp.'s Florida systems, named director of advertising for Teleprompter, New York.

Kenneth W. Green, engineering technician, Cadco Inc., Oklahoma City, named manager, Picayune Cablevision, Picayune, Miss., subsidiary of Wometco Communications Inc.

Henry J. Gerken, with New York law firm, Webster Sheffield Fleischmann Hitchcock & Brookfield, named corporate secretary, American Television & Communications Corp., Denver.

Equipment & Engineering

Charles A. Johns, engineering crew chief, Group W Productions Video Tape Center, Pittsburgh, named director of engineering.

Jim Radcliffe, chief engineer, WIIL-TV Terre Haute, Ind., named operations and technical director, WDXR-AM-TV Paducah, Ky.

Joseph H. Colgrove, division VP and general manager, entertainment tube division, RCA Electronic Components organization, Harrison, N.J., named to same post, picture tube division. **Paul B. Garver,** VP-general manager, RCA parts and accessories division, named to same post, distributor and special products division. **Ralph E. Simon,** manager, RCA electro-optics products operations, named division VP, electro-optics and devices.

Lloyd G. Butler, VP-product management, printing press division of Harris Corp., Cleveland, elected to newly created position of VP-marketing, Harris Corp.

A. W. Trueman, formerly broadcast systems engineer, RCA and RCA International, named director of engineering, CCA Electronics Corp., Gloucester City, N.J.

Edward L. Turner, formerly with KAL Films, Bridgeport, Conn., named chief engineer, WPMH(AM) Portsmouth/Norfolk, Va.

John F. Harris, district manager, Telemation Inc., named national sales manager, Consolidated Video Systems Inc., Santa Clara, Calif.

Allied Fields

Peter Leeds was re-elected president of Los Angeles local of the American Federation of Television and Radio Artists for fifth consecutive term. **Bill Baldwin,** national second VP and former national president, elected first VP of Los Angeles local. Other officers elected: **Tom Kenny,** second VP; **Donald Rickles,** third VP; **Robert Easton,** fourth VP; **Reta Shaw,** recording secretary; **Lou Krugman,** treasurer.

Arch Booth, 68, will retire in April after 25 years as chief executive officer, U.S. Chamber of Commerce. He is succeeded by **Richard Lesher,** president of National Center for Resource Recovery, Washington.

Mo Ostin, chairman of board, Warner Bros. Records Inc., elected to two-year term as board chairman, Recording Industry Association of America, New York. Others newly elected to RIAA board: **Clarence Avant,** Sussex Records; **Alan Bayley,** GRT Corp. **Ahmet Ertegun,** Atlantic Recording Corp.; **Wornell G. Farr,** Polydor Inc.; **Kenneth D. Glancy,** RCA Records; **B. S. Howell,** Nashboro Records; **James Johnson,** Disneyland/Vista Records; **John K. Maitland,** MCA Records; **Jarrell McCracken,** Word Records; **Bhaska Menon,** Capitol Records; **Jerry Moss,** A & M Records; **Gene Norman,** GNP Crescendo Records; **Russ Regan,** 20th Century Records; **Jerold H. Rubinstein,** ABC/Dunhill Records; **Irwin Segelstein,** CBS/Records Group; **Irwin Steinberg,** Phonogram Inc.; **Michael Stewart,** United Artists Music & Records Group; **Larry Utall,** Private Stock Records Ltd., and **Phil Walden,** Capricorn Records.

W. Barrett Mayer, national-regional sales manager, Broadcast Enterprises Inc., Melbourne, Fla., named sales manager, Miami Communications Inc., closed-circuit TV subsidiary of Wometco Enterprises Inc., Miami.

Paul Strok Adler, law partner, Kurnit and Adler, New York, named to newly created post of director of membership, American Society of Composers, Authors and Publishers, New York.

Merrill (Tad) Myers, formerly director of investor relations, CBS Inc., New York, elected VP, financial communications planning, Lippincott & Margulies, New York, communications design firm.

Carroll C. Carter, in regional sales, Sta-


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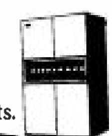
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tion Index office, A. C. Nielsen Co., Los Angeles, named regional sales and service manager, succeeding **James H. Shoemaker** who retires after 18 years with NSI.

Patrick Choate, management consultant, Broadcast Industry Automation System, division of Data Communications Corp., Memphis, named director of marketing, DCC.

Leon J. Fiskin, manager of Department of Interior's Audiovisual Services and Coordination Center, Washington, named national coordinator, department's Johnny Horizon Program. He succeeds **Ivan Scott,** named radio-television manager, Department's Office of Communications.

James F. Sirmons, VP, industrial relations, CBS, New York, elected to board of directors of American Arbitration Association, New York.

Deaths

Charles T. Ayres, 71, VP and general sales executive, ABC-TV, from 1957 until his retirement in 1968 and president of NBC Radio from 1955 until 1957, died on March 9 in New York hospital after long illness. Mr. Ayres had been in advertising and broadcasting since 1928 when he joined Hanff-Metzger Advertising, New York and later worked at Ruthrauff & Ryan, New York. He left R&R in 1948 as VP and manager of its radio department to join ABC Radio which he left in 1955 to move over to NBC Radio. He is survived by his wife, Mary Andrews Ayres, executive VP of SSC&B, and son, James W.

Stanley G. Breyer, 67, VP, Cascade Broadcasting group, died March 8 of heart attack at his Kentfield, Calif., home. Mr. Breyer began his career as sales manager of what was then KJBS(AM) San Francisco in 1937 and until last year was general manager of KSAY(AM) there. Since then he was associated with Cascade Broadcasting (KEGL[AM] Santa Clara, KUBA[AM] Yuba City, both California, KLIQ[AM] Portland, Ore., and KUBY[AM]Spokane, Wash.). Survivors include his wife Theresa, two daughters and one son.

Gene Purver, 69, retired director of CBS Inc. labor relations, Hollywood, died March 6 at Cedars-Sinai Medical Center, Beverly Hills, Calif., of cardiac arrest. Mr. Purver was CBS executive from 1951 to 1971 when he retired. He is survived by son, Jonathan.

Larry (Jerry) Vincent, 50, host of horror film series on TV under name of Seymour, died March 8 at St. Joseph's hospital, Burbank, Calif., of cancer. He created Seymour character in 1971 at KHJ-TV Los Angeles on station's *Fright Night* horror film festival. Surviving are his wife, Lynda, one son and four daughters.

Ben Blue, 73, comedian, died of cancer March 7 at West Lake Village hospital West Lake Village, Calif. Mr. Blue, film star for MGM in early 1940's, was featured on TV's *Colgate Comedy Hour* in 1951 and appeared on *Ed Sullivan Show* and *Jack Benny Show*. He is survived by wife, Axie, two sons and one daughter.

Joseph Patrick O'Hara, 80, former representative (R-Minn.), and ranking member of House Interstate and Foreign Commerce Committee and member of House District Committee for 14 years, died March 4 at Suburban hospital, Bethesda Md. Since retiring from Congress in 1959 he had practiced law in Washington. Survivors include his wife, Leila, and three sons.

George Rankin, 75, founder and later co-owner of what is now WMAZ-AM-FM-TV Macon, Ga., died March 2 following lengthy illness. He is survived by his wife and one daughter.

William R. Baker Jr., 76, retired board chairman of Benton & Bowles, New York died of heart attack March 11 at his winter home in Montecito, Calif. Mr Baker spent 42 years in advertising, 32 of them at B&B, where he was credited with helping to develop several programs in early days of radio and television. He joined B&B in 1933; was named president in 1950; and elected chairman of board in 1952. He retired in 1963. Survivors include his wife, Ruth, and son, William K. of Vienna, Austria.

For the Record®

As compiled by BROADCASTING, March 3 through March 7 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. 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.

NOTE NEW ADDRESS

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New stations

TV actions

■ KNCO Fort Collins, Colo.—CP forfeited and call letters deleted (BPCT-4355). Ann. March 3.

■ WTIE(TV) State College, Pa.—CP forfeited and call letters deleted (BPCT-4489). Ann. March 3.

TV start

■ WFCB-TV Miami—Authorized program operation on UHF ch. 45 (656-662 mhz); ERP 447 kw vis, 89.1 kw aur. HAAT 1,017 ft. Action Feb. 14.

AM action

■ Fort Kent, Me.—MelVoc Inc.—Broadcast Bureau granted 1340 khz, 250 w-U P.O. address: Box C, Madawaska, Me. 04756. Estimated construction cost $28,413; first year operating cost $16,200; revenue $22,000. Principal: Vaughn P. Currier (99.9%) owns WSJR(AM) Madawaska (BP-19731). Action Feb. 26.

FM applications

■ Butler, Ala.—Butler Broadcasting Corp. seeks 93.5 mhz, 3 kw., HAAT 230 ft. P.O. address: Box 566, Butler, Ala. 36904. Estimated construction cost $31,950; first-year operating cost $10,000; revenue $24,000. Format: standard popular, C&W. Principals: Debra W. Jackson (51%) is school teacher and has interest in WPRN(AM) Butler. Darryl Jackson owns recreation center in Butler and is general manager of WPRN(AM) Butler. Ann. March 6.

■ Paradise, Calif.—Butte Broadcasting Co. seeks 96.7 mhz, 3 kw., HAAT 280 ft. P.O. address: Box KEWQ, Paradise, Calif. 95969. Estimated construction cost $3,850; first-year operating cost $1,200; revenue $1,200. Format: Standard and contemporary pop. Principals: Carl J. and Edwina J. Avel (50% jointly) and Scott L. and Beverly M. Smith (50% jointly). Mr. Avel is station manager of KERR-FM Sacramento, Calif., and Mr. Smith is vice president of Family Stations, licensee of several nonporfit, noncommercial radio stations. Butte Broadcasting is also licensee of KEWQ(AM) Paradise, Calif.

\nn. March 6.

Stockton, Calif.—Carson Communications seeks 00.1 mhz, 1.5 kw., HAAT 214 ft. P.O. address: 145 Willora Rd., Stockton, Calif. 95207. Estimated onstruction cost $47,705; first-year operating cost 54,400; revenue $50,000. Format: Contemporary ock. Principals: Robert D. Carson (52%) and Susan /. Carson (24%) are co-owners of theater in Stockton. Mr. Carlson also owns film distribution company. Clarence L. Elfman (24%) is retired. Ann. 1arch 6.

Port St. Joe, Fla.—Gulf Broadcasting seeks 93.5 1hz, 1.86 kw., HAAT 161 ft. P.O. address: Box 493, Panama City, Fla. 32401. Estimated construction cost $7,200; first-year operating cost $38,-96; revenue $24,000. Format: MOR. Principals:)onald R. Crisp (75%) has Panama City real state interests and title companies and Douglas .. Davis is accountant. Ann. March 3.

Sulphur, La.—Thomas Broadcasting seeks 100.9 1hz, 3 kw., HAAT 300 ft. P.O. address: 6737 :atina St., New Orleans 70124. Estimated construcion cost $109,750; first-year operating cost $48,000; evenue $56,000. Format: solid gold and contemp. 'rincipals: H. Kinnon Thomas (51%) is program irector for WAIL(AM) Baton Rouge and Harry :. Thomas (49%) is senior vice president of Gulf tate Theatres. Ann. March 6.

Gloucester, Mass.—Grandbanke Corp. seeks 104.9 1hz, 3 kw., HAAT 300 ft. P.O. address: Drawer 348, Gloucester, Mass. 02146. Estimated construcion cost $58,012; first-year operating cost $57,200; evenue $100,000. Format: symphonic music. Prinipals: Edward P. Mattar III (66%) is owner of 1anagement and market consulting firm. Josiah A. :paulding (11%) is attorney and stock holder in ospital. Helen B. Spaulding and George B. Spauld1g have no financial interests. Ann. March 7.

Gloucester, Mass.—North Shore Christian Broadasters seeks 104.9 mhz, 3 kw., HAAT 50 ft. P.O. ddress: Main Street, Essex, Mass. 01929. Estimated onstruction cost $30,000; first-year operating cost 49,300; revenue $72,000. Format: religious. Princi›als: Robert J. Kendall (33%) and Linda Kendall 33%) are former employes of *WBCW (campus imited) Barrington College, R.I. John Clark (33%) ; former employe of *WETN(FM) Wheaton College, ll. Ann. March 7.

ı *Sandwich, Mass.—Sandwich Massachusetts Public ichools seeks 91.7 mhz, 10 kw. P.O. address: Sea .ake Bldg., Rt. 6A, Sandwich, Mass. 02563. Estinated construction cost $6,700; first-year operating :ost $1,000. Principal: Linwood Clarke, administraive assistant to superintendent of schools. Ann. Aarch 6.

ı Boyne City, Mich.—Charlevoix Broadcasting Co. eeks 93.5 mhz, 1.17 kw., HAAT 455 ft. P.O. adlress: 1376 Levona St., Ypsilanti, Mich. 48197. Estimated construction cost $11,940; first-year operting cost $28,728; revenue $44,000. Format: C&W, tandard pops. Principal: William F. Gipperich 100%) is operations manager of WKKM(FM) Harri.on, Mich. Ann. March 3.

ı Morris, Minn.—Western Minnesota Broadcasting Co. seeks 107.5 mhz, 100 kw., HAAT 358 ft. P.O. ıddress: Box 231, Morris, Minn. 56267. Estimated :onstruction cost $88,200; first-year operating cost $11,800; revenue $24,000. Principals: Clifford L. Hedberg (51%) has interest in KBEW-AM-FM Blue Earth, Minn. Florence Hedberg (13%) is Clifford Hedberg's wife; Paul C. Hedberg (12%) is their son; Alice Hedberg (12%) and Katherine Hedberg (12%) are their daughters. Ann. March 6.

■ Walla Walla, Wash.—STL Inc. seeks 97.1 mhz, 50 kw., HAAT 1,330 ft. P.O. address: Box 796, Walla Walla, Wash. 99362. Estimated construction cost $71,517; first-year operating cost $25,543; revenue $64,440. Format: stereo-rock. Principals: Carl S. Tyler (33%) is former general manager of KSRV (AM) Ontario, Ore.; John A. Lienkaemper (33%) is partner in funeral home and Floyd M. Stevens (33%) is former sales executive with KSRV(AM). Ann. March 3.

FM actions

■ Cottonwood, Ariz.—FCC dismissed application of BBKV Enterprises for new FM on 95.9 mhz at request of applicant (BPH-9087). Ann. Feb. 28.

■ *Mission Viejo, Calif.—Saddleback Community College District. Broadcast Bureau granted 88.5 mhz, 10 w. P.O. address 28000 Marguerite Parkway, Mission Viejo 92675. Estimated construction cost $9,-885; first-year operating cost $5,700. Principal: William H. Weisberger, director of institutional media (BPED-1836). Action Feb. 27.

■ *WHFG(FM) Wabash, Ind.—CP forfeited and call letters deleted (BPED-1,290). Ann. Feb. 28.

■ Washington, Iowa—Washington Radio Inc. Broadcast Bureau granted 95.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 524, Washington 52353. Estimated construction cost $36,570; first-year operating cost $12,900; revenue $30,000. Format: MOR/casy lstng. Principals: Alger G. Leighton (46%), Kendal M. Light (33%), et al. Mr. Leighton has interest in KDLM(AM) Detroit Lakes, Minn.; KNIA(AM)-KRLS(FM) Knoxville, Iowa; KOUR-AM-FM Independence, Iowa, and KCII(AM) Washington, Iowa. Mr. Light is general manager of KCII. Action Feb. 26.

■ *Walla Walla, Wash.—Broadcast Bureau dismissed application for new FM on 89.7 mhz (BPED-1803). Ann. March 3.

■ Fairmont, W.Va.—Broadcast Bureau dismissed application for new FM on 97.9 mhz. (BPH-8786). Ann. March 3.

FM starts

■ *WSLX New Canaan, Conn.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Feb. 26.

■ *WRRG River Grove, Ill.—Authorized program operation on 88.9 mhz, TPO 10 w. Action Feb. 19.

■ KRWS Hardin, Mont.—Authorized program operation on 95.3 mhz, ERP 1 kw, HAAT —12 ft. Action Feb. 19.

■ WDIF Marion, Ohio—Authorized operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action Feb. 26.

■ WCPL Pageland, S.D.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT 300 ft. Action Feb. 20.

■ KIOV Sioux Falls, S.D.—Authorized program operation on 104.7 mhz, ERP 100 kw, HAAT 735 ft. Action Feb. 19.

Ownership changes

Applications

■ WCBR-AM-FM Richmond, Ky. (AM: 1110 khz, 250 w-D FM: 101.7 mhz, 3 kw)—Seeks assignment of license from J. T. Parker Broadcasting to W.C.B.R. Radio for $30,000. Seller: J. T. Parker owns WGOC(AM) Kingsport, Tenn. and has majority interest in WLRV(AM) Lebanon, Va. Buyers: George W. Robbins is Madison county attorney; Al Weaver is local insurance agent and Phillip Herald is present station manager. Ann. March 4.

■ WDLA-AM-FM Walton, N.Y. (AM: 1270 khz, 1 kw-D FM: 92.1 mhz, 490 w)—Seeks transfer of control of Delaware County Broadcasting Corp. from E. Ogden Bush and Elmer J. Kellam (100% before; none after) to Amos F. Finch and Myra A. Youmans (none before; 100% after). Consideration: $67,500. Principals: Sellers: Mr. Bush and Mr. Kellam wish to retire. Buyers: Mr. Finch and Ms. Youmans are current WDLA-AM-FM employes. Ann. March 7.

■ *WOET-TV Kettering, Ohio—Seeks assignment of license from Ohio Educational Television Network Commission to University Regional Broadcasting; no consideration. Seller: Ohio Educational Television Commission wishes to have station licensed to local educational entities. Buyer: University Regional Broadcasting is a consortium created by Miami University, Wright State University and Central State University. Ann. March 6.

Actions

■ WBHP(AM) Huntsville, Ala.—Broadcast Bureau granted involuntary transfer of control of Radio WBHP from Wilton H. Pollard Sr. to Anna P. Elliott, Wilton H. Pollard Jr. and Louis Salmon, executors of the estate of Wilton H. Pollard Sr. (BTC-7692). Action Feb. 27.

■ KAAY(FM) Little Rock, Ark. 1090 khz, 50 kw) —Broadcast Bureau granted assignment of license and transfer of control of KAAY Inc. from Lin Broadcasting Corp. to Multimedia Radio by sale of WAKY(AM) Louisville, Ky., KEEL(AM)-KMBQ-(FM) Shreveport, La. and KAAY for $9,300,000 (see below). Sellers: Lin Broadcasting is publicly owned corporation and licensee of WAND(TV) Decatur, Ill., WBBF(AM)-WBFB(FM) Rochester, N.Y., WFIL(AM) Philadelphia, WIL(AM)-KFMS-(FM) St. Louis, WAVY-TV Portsmouth-Norfolk-Newport News, Va., and KILT-AM-FM Houston. Buyer: Multimedia Radio is subsidiary of Multimedia Inc., licensee of WFBC-AM-FM-TV Greenville, N.C., WXII(TV) Winston-Salem, N.C. and publisher of several newspapers in North Carolina and Tennessee (BAPL-459, BALRE-2829, BTC-7549).Action Feb. 28.

■ WAKY Louisville, Ky. (790 khz, 5 kw-D)—Broadcast Bureau granted assignment of license and transfer of control of WAKY Inc. from Lin Broadcasting Corp. to Multimedia Radio (see above) (BAPL-458, BALREO-2828, BTC-7548). Action Feb. 28.

■ KEEL(AM)-KMBQ(FM) Shreveport, La. (AM: 710 khz, 50 kw-D; FM: 93.7 mhz, 100 kw.)—Broadcast Bureau granted transfer of control and assignment of license of KEEL Inc. from Lin Broadcasting Corp. to Multimedia Radio (see above) (BAL-8344, BALH-2097, BALRE-2827, BALST-256, BTC-7547). Action Feb. 28.

■ WKDL(AM) Clarksdale, Miss.—Broadcast Bureau dismissed application for assignment of license of Coahoma Broadcasting Co. to Delta Media, Ltd. at request of attorney. Ann. March 7.

■ WKOY(AM) Bluefield, W. Va. (1240 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from WKOY Inc. to Fincastle Communications Co. Inc. for $350,000. Seller: WKOY Inc. (N. L. Nininger, vice president and treasurer), wholly owned subsidiary of Bristol Broadcasting Co. Inc., licensee of several stations in Virginia, West Virginia and Kentucky. Buyers: O. C. Young, salesman-announcer at WHIS(AM) Bluefield; William T. Deskins, stockholder in several Bluefield businesses; George W. Hendrick, sales manager at WHIS, and John F. Wilkinson, stockholder in construction, coal and land development companies (25% each) (BAL-8327). Action Feb. 27.

Facilities changes

AM applications

■ KCAL Redlands, Calif.—Seeks CP to change daytime ant.-trans. location to 45 ft. east of Lugonia Ave. and 1,850 ft. east of Alabama St., Redlands. Ann. March 6.

■ KGUC Gunnison, Colo.—Seeks CP to change ant.-trans. location to 1.6 miles north of Gunnison on State Hwy. 135, Gunnison. Ann. March 6.

■ WHOW Clinton, Ill.—Seeks CP to make changes in ant. system. Ann. March 3.

■ WARM Scranton, Pa.—Seeks CP to make changes in ant. system. Ann. March 6.

■ WCSV Crossville, Tenn.—Seeks mod. of CP to remove condition limiting ant. efficiency. Ann. March 3.

AM action

■ KDOL Mojave, Calif—Broadcast Bureau granted waiver of rules and accepted Golden's application to increase daytime power. Action Feb. 14.

FM applications

■ *WMHS(FM) Morrison, Ill.—Seeks CP to change frequency to 90.7 mhz. Ann. March 5.

■ *KSUI(FM) Iowa City—Seeks CP to change trans. location to 3.5 miles north of West Branch, Iowa; change studio location to University of Iowa, 3300 Engineering Bldg., Iowa City; operate by remote control from proposed studio site; install new trans.; install new ant.; make changes in ant. system; change TPO and HAAT. Ann. March 5.

■ WONO(FM) Syracuse, N.Y.—Seeks CP to change trans. location to Bull Hill Rd., Onondaga township, N.Y.; install new trans.; install new ant.; make changes in ant. system and change power to

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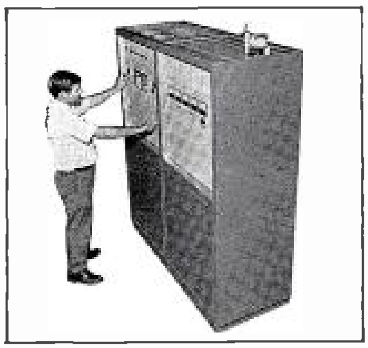

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Summary of broadcasting

FCC tabulations as of Jan. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,409	3	22	4,434	45	4,479
Commercial FM	2,596	0	52	2,648	155	2,803
Educational FM	691	0	34	725	101	826
Total radio	7,696	3	108	7,807	301	8,108
Commercial TV	703	1	7	701	34	758
VHF	509	1	3	513	5	520
UHF	194	0	4	198	29	238
Educational TV	219	9	14	232	8	252
VHF	88	3	4	95	3	98
UHF	131	6	10	147	5	154
Total TV	922	10	21	933	42	1,010

** Special temporary authorization* *** Includes off-air licenses*

27.5 kw horiz, 11.6 kw vert. Ann. March 6.

FM actions

■ *KALW San Francisco—Broadcast Bureau granted CP and license covering operation of trans. by remote control from the main studio at 2915 21st St., San Francisco (BMPED-1227, BRCED-144). Action Feb. 24.

■ WTGI Hammond, La.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system (BPH-8969). Action Feb. 27.

■ WIOT Toledo, Ohio—Broadcast Bureau granted CP to change trans. location to Cedar Point Rd., 1,200 ft. east of Wynn Rd., Oregon, Ohio; install new trans. and ant.; make changes in ant. system; change ERP to 50 kw; ant. height 540 ft.; remote control permitted (BPH-9261). Action Feb. 27.

In contest

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ WTIX(AM) New Orleans, **renewal proceeding:** Storz Broadcasting Co. (Doc. 20200)—Designated ALJ Arthur A. Gladstone to serve as presiding judge in investigation to determine whether there was substantial basis for continuing hearings on WTIX renewal application; scheduled investigation to begin on March 24 in New Orleans. Action March 4.

Procedural rulings

■ Avon Park, Fla., **FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80)—ALJ Jay A. Kyle rescheduled hearing from March 11 to May 12. Action March 5.

■ Pella, Iowa, **FM proceeding:** Pella Communications and Tulip City Broadcasting Co., competing for 103.3 mhz (Docs. 20283-4)—ALJ Joseph Stirmer scheduled hearings for May 14 and May 21; and cancelled the hearing set for April 15. Action March 5.

■ WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, **renewal proceeding:** Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin scheduled hearings for June 10. Action Feb. 28.

■ Rapid City and Lead, S.D., **TV proceeding:** Western Television Co. and Dakota Broadcasting Co., competing for ch. 7 at Rapid City and satellite on ch. 5 at Lead (Docs. 20093-6)—ALJ John H. Conlin rescheduled hearing from March 10 to March 11. Action March 5.

■ Chattanooga, **AM proceeding:** Rock City Broadcasting (WGCA[AM]) Chattanooga (Doc. 20353)—Review Board scheduled oral argument for April 1 on application of Rock City Broadcasting for additional time to complete construction of WGCA, Chattanooga. Action March 5.

■ WKYZ(AM) Madisonville, Tenn., **renewal proceeding:** Monroe Broadcasters (Doc. 19829)—ALJ Reuben Lozner cancelled hearing scheduled for February 27 and scheduled hearing conference for March 21. Action Feb. 26.

Joint agreement

■ *Elgin and Glen Ellyn, Ill., **educational FM proceeding:** Board of Education, Union School District #46 [WEPS(FM Elgin] and College of DuPage District 502, competing for 90.9 mhz (Docs. 19820-2) —ALJ James F. Tierney granted joint motion by applicants; approved share-time agreement; and ordered proceeding to remain in effect pending submission of a necessary affidavit and appropriate amendments. Action March 5.

Initial decisions

■ KOAD(AM) Lemoore, Calif., **renewal proceeding:** Golden Broadcasting System (Doc. 19922)—ALJ John H. Conlin granted a one-year license renewal in intial decision. He said that 12-month rather than full three-year renewal would allow commission to more closely review station's performance and serve to underscore seriousness with which it views derelictions and need for more vigilant supervision. Ann. March 7.

■ Glenwood Springs, Colo., **FM proceeding:** Colorado West Broadcasting and Glenwood Broadcasting (KGLN[AM]), competing for 92.7 mhz (Docs. 19588-9)—ALJ Byron E. Harrison reaffirmed decision that granted application of Colorado West Broadcasting and denied competing application. Judge granted Colorado West Broadcasting 92.7 mhz, 3 kw., HAAT 301 ft. Estimated construction cost $29,000; first-year operating cost $36,600; revenue $46,656. Format: standard pops. Principals: William R. Dunaway owns the *Aspen Times*, 50% interest in KSNO(AM) Aspen and is applicant for AM at Steamboat Springs, Colo. Glen Allen Lee Bell (10%) is microwave technician and own of hobby and electronic sales and service firm. Ca Curtis (45%) manages and controls real estate i vestments. Ann. March 7.

Amsterdam, N.Y.—Summary initial decision by Al Byron E. Harrison proposing grant of applicatic of Community Service Broadcasting Corp. Amsterdam, N.Y. for new FM on 97.7 mhz becan effective Feb. 19. (Doc. 20105-6). Action Dec. 2

Review board decision

■ WJIM-AM-FM Lansing, Mich., **renewal procee ing:** Gross Telecasting (Doc. 20014)—Review boa denied petition by Lansing Branch of Americ Civil Liberties Union of Michigan for addition issues including alleged slanting, distortion or su pression of news, programing in the licensee's pr vate interest rather than the public interest ar misrepresentations to the commission. Board sa ACLU had not provided specific allegations fact on conduct underlying charges, nor had attempted to show how such conduct affect Gross's ability to operate broadcast station in pu lic interest. Action Feb. 18.

FCC decisions

■ WTIX(AM) New Orleans, **renewal proceedin** Storz Broadcasting Co. (Doc. 20200)—FCC stay hearing on application of Storz Broadcasting C for renewal of license. Application was designat for hearing last October to determine whether st tion had broadcast unsolicited announcement r questing armed citizens to assist New Orleans poli in apprehending sniper on roof of city's Howa Johnson motel. FCC ordered inquiry to determi whether there was substantial basis for continu hearings on matter with respect to WTIX or ar other commission licensee. It directed presidi ALJ to submit report of his findings to commi sion at conclusion of inquiry. Action Feb. 26.

■ Jackson, Miss., **TV proceeding:** Lamar Life Broa casting Co., Dixie National Broadcasting Civ Communications Corp., Channel 3 Inc. and Jacksc Television, competing for ch. 3 (Docs. 18845-9)- FCC denied review of September 13, 1974 Revie Board ruling permitting Office of Communicatic of United Church of Christ and Community Coal tion for Better Broadcasting limited interventio Action was in response to request by Dixie N. tional Broadcasting for review of Board's rulin Action Feb. 19.

Fines

■ WHVN(AM) Charlotte, N.C.—FCC notifie WKTG Radio Corp. that it incurred apparent fo feiture liability of $2,500 for willful or repeate violation of rules by failing to file annual financi report for 1973, by operating with power in exce of that authorized during presunrise hours (50 watts), and by failing to enter required calibration in the maintenance log. Action March 4.

■ WTTC(AM) Towanda, Pa.—Broadcast Burea ordered Twin Tier Broadcasting to forfeit $1,50 for repeated operation, technical and logging vic lations. Action Feb. 26.

■ KEYY(AM) Provo, Utah—Broadcast Bureau or dered Mid-Utah Broadcasting Co. to forfeit $50 for repeated operating violations. Action Feb. 2(

■ WRNL(AM) Richmond, Va.—FCC denied appl cation by WRNL Richmond, Va., for mitigatio or remission of $1,000 forfeiture for repeated opera tion of the station with excessive power. Actio March 4.

Other action

■ WMAR-TV Baltimore—FCC granted renewal o license and dismissed charges by Citizens Concerne about Communications, a Baltimore citizens group alleging failure to serve interests and needs of th community's black population. FCC said Citizen failed to set forth specific factual allegations sufficient to establish that renewal would be inconsisten with public interest. Action March 5.

■ WSCD-FM Duluth, *KSJR-FM Collegeville, *KCCM-FM Moorhead, *KRSW-FM Pipestone, *KSJN-FM Minneapolis-St. Paul, all Minn.—Broadcast Bureau granted Minnesota Educationa Radio, mod. of CPs to change the name of licensee to Minnesota Public Radio (BMPH-14380, BMPED-1209).

Allocations

Petitions

FCC received following petitions to amend **TV** table of assignments (ann. March 3):

■ John R. Powley—Seeks to substitute ch. 23 for presently assigned ch. 38 at Altoona, Pa.

■ KOPN-FM Columbia, Mo.—Seeks to assign ch. 23 to Columbia, and to delete ch. 25 at Jefferson City, Mo.

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FCC received following petitions to amend FM table of assignments (ann. March 3):

■ Ashdown Broadcasters—Seeks to assign ch. 228A to Tarkio-Rock Port, Mo.

■ Moorpark College, Moorpark, Calif.—Seeks to assign ch. 216B to Moorpark.

■ KVYN(AM) St. Helena, Calif.—Seeks to assign ch. 257A to St. Helena and substitute ch. 269A for ch. 257A at Santa Rosa, Calif., and modify the KVYN construction permit to specify ch. 257A and the KVRE-FM license to specify ch. 269A.

■ Effingham Enterprises, Springfield, Ga.—Seeks to assign either ch. 280A or ch. 221A to Springfield.

■ Roy E. Henderson, Kalkaska, Mich.—Seeks to assign ch. 249A to Kalkaska.

■ Leon B. Van Dam, Newberry, Mich.—Seeks to assign ch. 237A to Newberry.

Actions

FCC took following actions on **TV allocations:**

■ Fort Walton Beach, Fla.—FCC terminated rulemaking for assignment of ch. 17 to Fort Walton Beach because the company seeking channel decided not to seek CP as required (Doc. 19785). Action Feb. 26.

■ Atlanta—Broadcast Bureau proposed assigning ch. 69 as seventh commercial TV channel at Atlanta. Action was in response to petition by John Hartrampf requesting assignment of ch. 63 or any other available UHF channel for Atlanta (Doc. 20375). Action Feb. 25.

■ Cape May Court House, N.J.—Broadcast Bureau proposed assigning first FM ch. to Cape May Court House. Action was in response to petition by Triplett Broadcasting Co., licensee of WTOO(AM) and WOGM-FM Bellefontaine and WYAN-FM Upper Sandusky, both Ohio. Triplett requested that Class B ch. 225 be assigned to Cape May Court House, which would require substitution of ch. 288A for ch. 224A at Rehoboth Beach, Del. (Doc. 20374). Action Feb. 25.

FCC took following actions on **FM allocations:**

■ WIEL(AM) Elizabethtown, Ky.—Broadcast Bureau denied requests to assign ch. 221A to Elizabethtown and to substitute ch. 215 for ch. 220 at Louisville, Ky.

■ WIRV(AM) Irvine, Ky.—Broadcast Bureau denied requests to assign ch. 292A to Irvine and to substitute ch. 221A for ch. 292A at Lancaster, Ky.

■ WCND Inc., Shelbyville, Ky.—Broadcast Bureau denied requests to assign ch. 221A to Shelbyville and assign ch. 215 in lieu of ch. 220 at Louisville, Ky.

■ Louisiana—FCC assigned ch. 296A to Many as requested by Edwin T. Baldridge; assigned ch. 226 to Alexandria as requested by United Communications; changed assignment of KFNV-FM Ferriday from ch. 228A to ch. 296A and changed assignment of KRUS-FM Ruston from ch. 296A to ch. 298 (Doc. 19690). Action Feb. 26.

Rulemaking

Petition

■ ABC Inc., New York—Requests amendment to permit TV stations to employ circular or elliptical polarization. Ann. March 4.

Actions

■ FCC clarified amended prime-time access rule to specify that rule does not apply to noncommercial educational or public TV stations (Doc. 19622). Action March 5.

■ Broadcast Bureau proposed amending rules to preclude authorizing new UHF translator signal boosters, but it would allow license renewals of or changes in existing boosters. FCC study showed only nine boosters are in service now, no applications have been filed in nine years and conventional UHF translators are being used instead. Action Feb. 26.

Translators

Applications

■ KTVB Inc., Twin Falls, Idaho—Seeks ch. 57, rebroadcasting KTVB Boise, Idaho (BPTT-2990). Ann. March 3.

■ Board of Cooperative Educational Services of Schuyler-Chemung-Tioga counties, N.Y.—Seeks for Spencer, Waverly, Pine City, Montour Falls and Whitney Point, all New York; ch. 56, ch. 62, ch. 66, ch. 69 and ch. 66 respectively, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2795, BPTT-2796, BPTT-2797, BPTT-2798, BPTT-2799). Ann. March 6.

■ Blue Ridge ETV Assn.—For Abingdon and Washington county, Va., seeks ch. 60, rebroadcasting WSVN-TV Norton, Va. (BPTT-2791); for Bland, Va., ch. 69, rebroadcasting WBRA-TV Roanoke, Va. (BPTT-2792), and for Rocky Gap, Va., ch. 69, rebroadcasting WBRA-TV Roanoke, Va. (BPTT-2793). Ann. March 3.

■ Blue Ridge ETV Assn., Bastian, Va.—Seeks ch. 69, rebroadcasting WBRA-TV Roanoke, Va. (BPTT-2794). Ann. March 5.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Alabama Television Cable Co., Box 322, Aliceville, Ala. 35442, for Carrollton, Ala. (CAC-3489): Delete · WBMG Birmingham, Ala.; WTOK-TV Meridian, Miss.

■ Phil Campbell Television Service, for Phil Campbell, Ala. (CAC-4810): WOWL-TV, WFIQ-TV Florence; WHNT-TV, WAAY-TV, WMSL-TV Huntsville; WBRC-TV, WAPI-TV, WBMG, WBIQ Birmingham, all Alabama; WCBI-TV Columbus and WTWV Tupelo, both Mississippi.

■ Cable Antenna Systems, 728 A Street, San Rafael, Calif. 94901, for Vandenberg AFB, Calif. (CAC-4797): KEYT Santa Barbara; KCOY-TV Santa Maria; KSBY-TV San Luis Obispo; KNXT, KNBC, KABC-TV, KTLA, KHJ-TV, KTTV, KCOP, KWHY-TV, KMEX-TV, KCET Los Angeles, all California.

■ Midwest Metro, W. 20th St., Scottsbluff, Neb. 69361, for Julesburg, Colo. (CAC-4813): Add KOA-TV, KMGH-TV, KBTV, KWGN-TV Denver.

■ Clayton County Cable Communications, 6106 Navaho Trail, Morrow, Ga. 30260, for Clayton county, Ga. (CAC-4798): WSB-TV, WAGA-TV, WXIA-TV, WTCG, WETV, WHAE-TV Atlanta; WGTV Athens, Ga.

■ Camp Inc., Box 61, Hilo, Hawaii 96720, for Pahala (CAC-4811) and Naalehu (CAC-4812), both Hawaii: Add KIKU-TV Honolulu.

■ Continental Cablevision of Pekin, 54 Lewis Wharf, Boston 02110, for Pekin, Ill. (CAC-4809): WRAU-TV, WEEK-TV, WMBD-TV, WTVP Peoria; WILL-TV Urbana; WGN-TV, WSNS Chicago, all Illinois.

■ Telecable of Overland Park, Box 720, Norfolk, Va. 23510, for Lenexa (CAC-4800), Leawood (CAC-4801), Mission (CAC-4802), Roeland Park (CAC-4803), Fairway (CAC-4804), Shawnee (CAC-4805), Prairie Village (CAC-4806), Merriam (CAC-4807) and Overland Park (CAC-4808), all Kansas: Add WGN-TV Chicago.

■ Cape Cod Cablevision Corp., 28 White's Path, South Yarmouth, Mass. 02664, for Barnstable (CAC-4814) and Dennis (CAC-4815), both Massachusetts: Requests certification of existing CATV operations.

■ Central New York Cable TV, Box 105, Utica, N.Y. 13503, for Utica (CAC-4817), New Hartford (CAC-4818), Whitestown (CAC-4819), Clayville (CAC-4820) and Schuyler (CAC-4821), all New York: Requests certification of existing CATV operations.

■ Lebanon Valley Cable TV Co., 118 N. Eighth St., Lebanon, Pa. 17042, for Jonestown, Pa. (CAC-4799): WHP-TV, WTPA Harrisburg; WLYH-TV, WGAL-TV Lancaster; WITF-TV Hershey; WSBA-TV York; WPHL-TV, WTAF-TV Philadelphia, all Pennsylvania.

■ Telecable Communications Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for Mont Alto, Pa. (CAC-4822): Add WDCA-TV Washington; WWPB-TV Hagerstown, Md.

■ Telecable Communications Corp., 1336 Sulphur Spring Rd., Baltimore 21227, for Swatara township, Pa. (CAC-4816): WGAL-TV, WLYH-TV Lancaster; WHP-TV, WTPA Harrisburg; WITF-TV Hershey; WSBA-TV York; WLVT-TV Allentown; WPHL-TV Philadelphia, all Pennsylvania; WKBS-TV Burlington, N.J.

■ Elgin Cablevision Co., 516 Ninth St. N., Texas City, Tex. 77590, for Elgin, Tex. (CAC-4433): Delete KWTX-TV Waco, Tex. and add: KMOL-TV, KENS-TV, KSAT-TV San Antonio, Tex.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Better TV of Zanesville, Zanesville (CAC-3179) and South Zanesville (CAC-3180), both Ohio; Hawkeye Communications, Bedford, Iowa (CAC-4107); Greater Hartford CATV, Manchester (CAC-4424), Glastonbury (CAC-4425), Newington (CAC-4426), Rocky Hill (CAC-4427) and Wethersfield (CAC-4428), all Connecticut; Teleprompter of Great Falls, Great Falls (CAC-4468), Black Eagle (CAC-4469) and Malstrom Air Force Base (CAC-4470), all Montana.

■ Rosemead, Calif.—FCC denied application of Rosemead Cable TV for certificate of compliance to begin cable TV system at Rosemead. FCC said Rosemead Cable's franchise was inconsistent with FCC rules governing franchise standards (CAC-1422). Action Feb. 26.

■ Connecticut—FCC granted applications of Eastern Connecticut Cable TV for certificates of compliance to add signals to existing systems at New London, East Lyme, Montville and Waterford, all Connecticut. Eastern Connecticut requested authorization add *WGBH-TV, WCVB-TV and WBZ-TV, Boston, to its four systems. WTIC-TV Hartford c posed East Lyme, Montville and Waterford app cations to extent that they proposed carriage WBZ-TV. WTIC-TV said three communities do r lie outside all TV markets but actually lie partia in Hartford-New Haven-New Britain-Waterbury m jor TV market. FCC said Eastern Connecticut h not submitted sufficient evidence to justify additi of WBZ-TV and, without evidence concerning pote tial impact and technical difficulties in trapping t signal, carriage of this station would be denied Montville system (CAC-2909-12). Action Feb. 26.

■ Allen county, Ind.—FCC granted applications · Citizens Cable of Allen County for certificates compliance to begin service in unincorporated are of St. Joseph, Aboite, Adams and Wayne townshi and New Haven, Ind. All five systems, located Fort Wayne-Roanoke, Ind., major TV market, pı posed carrying WANE-TV, WKJG-TV, WPTA Fc Wayne; WTTV Bloomington; *WIPB Muncie, Indiana; WGN-TV Chicago, and *WBGU-TV Lim Ohio (CAC-3074, 3630, 3631, 3632, 3633). Acti Feb. 26.

■ Goshen, Ind.—FCC assigned first FM channel Goshen and shifted frequencies of WDOW-FM D wagiac, Mich. and *WETL(FM) South Bend, Ir FCC assigned ch. 249A to Goshen and mov WDOW-FM from ch. 249A to 221A and *WET (FM) from ch. 220 to 219. Action was in respon to rulemaking notice and orders to show cause a dressed to WDOW-FM and *WETL(FM) adopt Sept. 26, 1973 (Doc. 19831). Action March 4.

■ Wells, Minn.—FCC denied application for cer ficate of compliance and request to waive FC rules filed by Wells Cable TV. FCC said that Sta of Minnesota Commission on Cable Communic tion's had not approved Wells's franchise or grai ed interim franchise. Commission said it would n grant Wells's application without such franchise a proval. Action Feb. 20.

■ Rogers, Ohio—FCC dismissed application Tele-Media Co. of Lake Erie for certificate of coı pliance at request of applicant (CAC-1793). Actiı Feb. 26.

■ Pennsylvania—FCC granted applications of Tw County Trans-Video for certificates of complian for new systems at townships of Bushkill, Upp Nazareth and Plainfield, and boroughs of Pen Arg and Wind Gap, all Pennsylvania. Twin County pr poses to carry WBRE-TV Wilkes-Barre; WNEP-T and WDAU-TV Scranton; WTAF-TV, WPVI-T WPHL-TV, WCAU-TV and KYW-TV Philadelphi WHP-TV and WTPA Harrisburg; *WLVT-TV A lentown, and WGAL-TV and WLYH-TV Lancaste all Pennsylvania; WNEW-TV, WOR-TV, WPI WCBS-TV, WNBC-TV and WABC-TV New Yorl WKBS-TV Burlington, WNJU-TV Linden, at WXTV Paterson, and *WNET Newark, N.J. Dı to local competitive situation, short-term certifica of compliances granted despite deficiencies in fra chise (CAC-3049/3423, 3070/3424, 3071/3425, 307 3425, 3073/3427). Action March 4.

■ Falls township, Pa.—FCC ruled that continu carriage of three New York independent and oı Newark educational stations as grandfathered si nals on Bucks County Cable TV is consistent wi public interest. FCC rejected protest of WTAF-T Philadelphia. Action Feb. 26.

■ Shenandoah, Pa.—FCC denied request of Shei Heights TV Assn. to add distant signals WPIX an WOR-TV, two New York independent TV station to its system at Shenandoah, located in Wilke Barre-Scranton, Pa., major TV market. FCC sai Shen-Heights had failed to show why strict appl cation of its rules should not apply. Commissio said its denial of request would neither financiall handicap system nor disrupt subscribers' viewin habits. Action March 4.

■ Nolanville, Tex.—FCC denied application by Dai iels Properties for certificate of compliance to ad distant signals of KDFW-TV, WFAA-TV an KXTX-TV Dallas to its system at Nolanville whic is located within the Waco-Temple, Tex., smaller T market. Application was opposed by KCEN-T Temple, Tex. Action Feb. 19.

Other action

■ FCC dismissed petition by WDAU-TV Scranton Pa., for reconsideration of October 31, 1974, FC(action ordering hearing into allegations of rule vio lations by Service Electric Cable TV and 13 othe cable TV systems located in Pennsylvania. FC(found petition procedurally defective. Action Feb 26.

Rulemaking

■ FCC proposed rule changes that would permi certain TV stations to demonstrate they are signi ficantly viewed on countywide basis. Commission' cable carriage rules provide that system may carry or on request from licensee, shall carry, signals o "commercial TV broadcast stations that are signi ficantly viewed in the community of the system.' Some stations not operating during the origina survey periods were never given opportunity to dem onstrate they were significantly viewed. Proposed rule change would enable them to attain such status through countywide surveys (Doc. 20371). Action Feb. 26.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

ey person for medium market Upstate New York M-FM operation. Strong sales and personnel background essential. Send resume to Box C-141, BROADCASTING.

ieneral Manager, in beautiful western Connecticut rookfield/Danbury market. 1,000 watt daytime AM. 9,000 watt full-time FM stereo. Excellent technical acilities, dedicated staff. Sales experience and record of achievement required. Salary range $17-22,000, incentives, benefit program. Contact: William . Boyd, WINE-AM-FM, P.O. Box 1335, Danbury, T 06810.

lanager Wanted. Sales or station manager will probably be promoted to general manager within 12 ionths. Two prior sales managers are now GMs at ur other stations. Earn $15,000+ first year with iore money and responsibility in the future. Send esume to Community Service Broadcasting, 811 Broad-ay, Mt. Vernon, IL 62864.

xpanding Ark-La-Miss small market group has opening or station manager for new mid-south acquisition. Prefer a person with strong sales and production background. Must have good references and credit. Salary, commissions, fringes, and stock options commensurate with ability, desire and experience. All iquiries confidential. Send tape, resume and recent hotograph to Ed Fritts, Box 667, Indianola, MS 8751. Equal opportunity employer.

Help Wanted Sales

alifornia station seeking sales manager, community articipating, who can lead, direct sales staff, and evelop own billing. Salary, incentives, bonuses. Box -104, BROADCASTING.

alifornia station seeking salesperson, energetic, hard riving, preferably RAB trained. Salary, fringe benets. Box C-105, BROADCASTING.

'are opening for bright salesperson ready to make iove to this #1 rated fulltime contemporary AM tation in one of Central Florida's most desirable nedium markets. Experience not a factor if you've iot a proven sales success record. Established list, xcellent working conditions and fringe benefits. end complete resume, sales history, photo, references nd income requirements. Box C-150, BROADCASTING.

Experienced, personable, hard-working Account Executive to replace top biller. Strong image, AM, uptempo MOR, group station in Midwest medium market. Include detailed resume, past income & billing performance, references and career goals. Equal Opportunity Employer. Apply Box C-184, BROADCASTING.

f you are energetic, enthusiastic, goal oriented and can sell, we have a first rate position available. Call lack Chapman or Ray Stephens, KGAK, Gallup, NM. 505-863-4444.

Wanted: Local sales manager, solid gold WBVM, Utica, New York. Call George Stevens, 315-735-2785. We'll sell you on selling us.

Experienced, aggressive sales person wanted for group owned, small market New England station. Good opportunity for right person willing to work hard. Contact Mr. Nixon, WCVR, Randolph, VT 05060.

Madison, Wisconsin. 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.

Experienced Account Executive for top station, second largest New England market. Earnings unlimited for aggressive person. Send resume to Edward T. Deedy, WORC Radio, 8 Portland Street, Worcester, MA 01608.

Ready for Sales Manager? Immediate opening, great opportunity for aggressive salesperson who can be sales manager, knows small-medium market selling and can direct others in good market area. Send all info, salary requirements, first letter to WPDC, Box 1600, Elizabethtown, PA 17022.

Help Wanted Sales Continued

Sales Manager/Sales. Florida Gulf Coast AM/FM seeking aggressive sales person with management potential guarantee, established account list. Five figure income minimum. Call or write Barry Rimler, Box 1038, Bradenton. 813-746-2183. EOE.

Expanding small group has an excellent opportunity for an experienced broadcaster who is ready to move into sales. Our western Maryland station has a good account list which will provide an aggressive beginner better than $10,000 the first year. Call Mr. Miller 703-434-1777 or Mr. Riggle 301-724-5400.

Professional Radio Account Executive for 5000 watt Vermont station with FM. Important territory. Plan to make at least $15,000 to $17,000 first year in beautiful Vermont. Open immediately. Send letter and resume to Scott McQueen, Box 800, Springfield, VT 05156.

50,000 watt FM rocker needs young, aggressive salesperson immediately. P.O. Box 511, Beacon NY 12508.

Help Wanted Announcers

Pennsylvania Country Powerhouse seeking country music pro capable complete involvement programing and sales. Responsible performer will prosper selling top-rated station in market. We have the audience. If you have the hustle. An equal opportunity employer. Send resume, and salary requirements first letter. Box C-14, BROADCASTING.

Number one rated midwest rocker looking for a professional for nights. Must be good. Run tight board. Good production. Need third endorsed. An excellent place to work. Box C-110, BROADCASTING.

Mid South college town, small market top 40 needs good jock with production experience. Beginners need not apply. Box C-132, BROADCASTING.

Medium market station needs part-time announcer to work weekends and nights. An equal opportunity employer. Box C-164, BROADCASTING.

Talk Show Host. Sizeable midwest market is taking applications for position as host of popular, established telephone show. Will also have other duties. No beginners. If you're aggressive, opinionated, send resume to Box C-166, BROADCASTING.

MOR format, Midwest metro market, needs air personality for afternoon drive. Send resume now. We'll ask for tapes later. Box C-167, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Wanted, mature air talent with first phone and good track record in competitive market. Knowledge of country music required. Excellent fringe benefits. Tape, resume and recent photo to Perry St. John, KSO Radio, Des Moines, IA 50317.

Programing position open in Missouri. Format—news and information with some MOR. Prestige operation. Opportunity for advancement. KWIX Radio, Moberly, MO 65270. EOE.

New England Group Owned, small market station needs a staff announcer to handle shift, production, some news. Send resume and tape to Radio Station WCVR, Randolph, VT 05060.

Wanted—Announcer for MOR AM daytime/FM automated. Production experience a must. Some night and weekend work. A great place to work! Send resume and tape to Joe Hogan, WLPO, P.O. Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Experienced Top 40 Jock needed immediately for Southern Kentucky's number 1 radio station. Send tape and resumes to Program Director, WQVO Radio, P.O. Box 478 Glasgow, KY 42141.

Experienced 1st phone announcer with commercial and production ability for suburban St. Louis beautiful music format. Send tape and resume to Jerry Irvine, Program Director, WRTH, Culp Lane, Cottage Hills, IL 62018. An Equal Opportunity Employer M/F.

Top 40 DJ. Strong on production. Send air check and recent photo to: R. A. Vincent, PD, Box 392, Harrisonburg, VA 22801.

Small market Rocky Mt. area daytimer offers helluva future to either (a) morning person who moves, or (b) morning person, doubles in local news. Good reader, type, personable, reliable. References will be checked. Phone 303-346-5567.

Help Wanted Technical

I'm looking for a qualified chief engineer who can do some board work and do it well. Work with a good staff and enjoy living in the midwest. Plenty of opportunity for advancement with this multistation group. Complete resume first reply. Applications from all minorities encouraged. EOE. Box C-108, BROADCASTING.

Operations Manager/Chief Engineer. Top rated midwest college town automated rocker. First Phone, technical ability required. Supervise announcer-operators. Good money! Voicing commercials optional; extra pay. Box C-175, BROADCASTING.

Major Philadelphia FM station seeking experienced qualified Chief Engineer. Excellent career opportunity for right person. Box C-183, BROADCASTING.

Broadcast technician for part-time shift at suburban NYC station. FCC 1st required. Some flexibility as to hours. Strong skills in equipment maintenance and repair needed. An equal opportunity employer. Send resume and rate desired to Box C-194, BROADCASTING.

Virginia AM-FM stereo operation offers permanent position to a qualified engineer. Station has new equipment and excellent working conditions that include full benefits, duties may or may not include short announcing shift. Interview will be arranged at our expense. Send resume and salary requirements to Box C-199, BROADCASTING.

AM-FM Chief needed for automated Station. Contact Ed McKernan; KVOE; Emporia, KS 66801. 316—342-1400.

Chief Engineer wanted for AM-FM South Florida medium market must have extensive experience high power FM, AM and digital automation. $250 week. Send resume, WFTP-WLQY, Fort Pierce. Equal Opportunity Employer.

Studio Engineer, audio processing experience necessary. New and complete equipment. Major southwest market. Call Ray Gardella, 915-544-7876.

Chief Engineer. Live, enjoy year around 76 temp in South Texas, no snow tires, overcoats or heavy boots. Your partner is 5000 watt, directional, remote control AM. GM understands, but you must fix, not buy. Do, not promise. Prefer family person, no drifters. All equipment fairly new. Box 70, McAllen, TX 78501. We pay well, let's talk, write, I'll call.

Help Wanted News

News Director, Midwest medium market, must gather, write, air strong local news. $145/week. An Equal Opportunity Employer. Send complete resume to Box C-72, BROADCASTING.

Mature pro for Connecticut beautiful music. Some news. Much production. $150 weekly. Equal opportunity employer. Resume to Box C-117, BROADCASTING.

Experienced newsperson needed at medium market station in Northern Indiana to direct modest-sized local news department in competitive climate. Income based on ability and experience, creative atmosphere, pleasant surroundings. Christian staff. Send resume, Box C-140, BROADCASTING.

Tired of the major market shuffle? Job security is alive and well in Fargo, North Dakota, a growing market unscathed by the recession. Prefer Midwest oriented Pro. No students. Experience necessary. Jay Joiner, ND, KFGO, 701-237-5245.

Career-oriented news person, accurate conversational writing and delivery, local news gathering. We want brains. Quarter million market. Send tape, sample writing, resume: News Director, WENE Radio, 909 E. Main Street, Endicott, NY 13760.

Help Wanted, Programing, Production, Others

WWOM-FM Albany, New York, seeks Program Director for Bonneville format 24 hour, top-rated beautiful music station. Some production and news included. Send tape and resume to Joseph Reilly, WWOM, Box 5146, Albany, NY 12205.

Head—Division of Broadcasting sought by University of Cincinnati College-Conservatory of Music. Covers radio, TV, film, collaborating with Dean and present faculty, developing curricula, correlating interests of 170 students. Required: earned Ph.D. degree or professional equivalent. Salary open. Send dossier to: Dr. Scott Huston, College-Conservatory of Music, University of Cincinnati, Cincinnati, OH 45221.

Situations Wanted Management

Aggressive experienced manager. Prefer medium or small market. Box C-81, BROADCASTING.

GM presently employed with 8 years experience. Will relocate for a better future. Prefer small or medium market. Box C-89, BROADCASTING.

General Manager, major market professional, builder of organizations, profits. Monumentally confident and competent in sales, programing, bottom line profit, and leadership. Box C-145, BROADCASTING.

Employed GM of AM & FM in major market seeks similar situation anywhere or investment opportunity in smaller market. Total experience. Box C-155, BROADCASTING.

Mature, successful radio retail sales pro stymied for advancement, seeks sales management opportunity with station or group valuing hard work, honesty, and integrity. Presently employed in Pacific Northwest major market. Moved billings from practically zero to a third of a million dollars in two years. Minimum $35,000. Box C-162, BROADCASTING.

Manager/Sales Manager. Your market 20-50 K. Two-fisted pro. 23 years all phases. Strong management-sales-programing background, 50K and 1K. Looking for top notch executive, someone to put your worries on? Let's talk. Box C-186, BROADCASTING.

General Manager. Creative, professional, dedicated, $ucce$$ful, top executive. Sales expert! Leader, not follower. Superior programer. Radio or television. Resume, Box C-189, BROADCASTING.

Top salesman, presently out of industry, wants back in. East, Southeast, all phases. 703-433-2916.

Situations Wanted Sales

Dynamic salesman in top ten market seeks opportunity to develop potential as sales manager; have ability, potential, drive and initiative. Box C-158, BROADCASTING.

Experienced salesman, seeks management with MOR group. Good all around radio man. P.O. Box 8143, Rochester, NY 14617.

Sales results guaranteed, provided I produce spots for clients. Prefer midwest. Fred Rosenthal. 312—584-7255.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Professional adult contemporary announcer seeks home at middle or major market station that communicates. Strong on commercial production and can sell them live, too. Good track record. Box C-124, BROADCASTING.

First phone, medium market, 4 years experience will relocate, play-by-play. Box C-127, BROADCASTING.

Please hire Harlow!! Seven years experience, good voice, fertile imagination, loads of talent. Currently Program Director of leading Cable TV station. Great references. Desire Uptempo MOR/Top 40 format. Ready to roll on short notice. Box C-138, BROADCASTING.

Dry humor for contemporary MOR. Good rapport with listeners. I receive high marks from employers. 6 year pro, 1st, married. No small markets. Box C-149, BROADCASTING.

Experienced First Phoner seeks MOR. Good references, stable. Will consider all locations. Available now. Box C-152, BROADCASTING.

Florida, Virginia, North Carolina. 4 years experience. Top 40 or adult contemporary personality. First phone, copy, PD experience, college. Every show prepared. Inquiries answered same day. Box C-159, BROADCASTING.

DJ, Entertainer on and off, 3rd endorsed, tight board, sales experience, interest production, needs 1st break. Ready now. Anywhere. Creative, married, Country, MOR. 212-236-0745, call anytime. Box C-163, BROADCASTING.

West Coast States. Top 40, uptempo, contemp. First phone, tight board, creative, experienced, and I won't ask an arm and a leg for my services. Box C-176, BROADCASTING.

Good pipes, medium market pro seeking good pay with stable contemporary/rock station in northeast. Box C-196, BROADCASTING.

Colorado preferred. 1st phone announcer, 4 years experience, Operational Manager and Program Director of FM, looking for station in midwest. Tired of this climate. Call 912-759-6250, or write Rt. 3, Lot 13, Leesburg, GA 31763.

Situations Wanted Announcers Continued

Black announcer, DJ, news, production. Graduate specs, Howard Broadcasting School, Michigan State University. Third endorsed. Will relocate. Bernard Adams, 313-862-5866.

DJ, 3rd phone, tight board, good news and commercials, willing to relocate. Looking for a future. Blaine J. Reader, 403 Airport Road, Blackfoot, ID 83221. 208-785-1452.

Intelligent, highly-motivated veteran with B.A. degree looking for more than just a job. Am seeking a career opportunity with a chance to be exposed to all facets of radio, from DJ to sales and everything in between. Possess 3rd Phone with endorsement and am broadcast school trained. For tape, resume, and other pertinent information, write or call Mark J. Leitner, 39 Grove Avenue, Lockport, NY 14094. 716-433-8990.

First ticket, experienced, stable, good references. Currently North East, looking to move back South. Will relocate anywhere between North Carolina and Louisiana. Good copywriting and production, tight board. I'm no screamer. Prefer contemporary MOR, top 40 or C and W. Pat McConnell, 9 Grove Street, Keeseville, NY 12944. Or call me, 518-834-7369, collect.

Experienced DJ, news, PBP, sales and production. 36 years old, creative, aware, 3rd class with big voice wanting to prove dedication in medium market. Write or call Ken Stepien for resume, tape and picture. P.O. Box 2210, Long Beach, CA 90801. 213-433-2361.

Available now for radio announcer. Experienced, can write and produce commercials. Tapes available. 402-843-5662.

DJ, Engineer, first phone, tight board, good production, maintenance experience, hard worker. 415-687-2741, 213-931-2330.

Gospel announcer, DJ, salesman. Experienced, dependable, versatile. Working part-time, looking for full-time, for better offer. Third endorsed. Arnold McCloud, 930 De Kalb, Brooklyn, NY 11221.

Black disc jockey. Experienced, dependable, versatile, creative, MC experience. Wesley Morgan, 377 Ocean Pkwy, Brooklyn, NY 11218. 212-282-8530, mornings.

Top Ten Market part-timer seeks full-time employment. Have over three years experience in top 40. College graduate. Ready immediately. Bob Farley, 85-04 253 St., Bellerose, NY 11426. 212-347-3943.

Give me a chance! Multi-talented, dynamite, music-mind. Can perform air/MD/news/sales, etc. 3rd, college grad, dedicated. Will relocate. Resume, etc., call now, 516-781-9021.

DJ, 3rd phone, news, progressive rock experience. Good news, commercials. Steve Scheiber, 266 N. Main Street, Spring Valley, NY 10977.

Popular, creative S.F. Morning Personality seeks change. Don't call for time-temp. man. 415—461-1734.

Situations Wanted Technical

Major market experienced engineer/announcer. Single. Consider west coast only. Harry, 415-922-6648.

Experienced, dedicated Chief Engineer, presently employed in top New York market, desires permanent, respectable position. Dependable management a must. Call 716-889-9399. Good investment.

Situations Wanted News

Anchor/News Director. Mature communicator, experienced administrator. Unique rating success present market. Looking for bigger market challenge. Available now. Box C-142, BROADCASTING.

Highly experienced, take charge news director. Tired of causes and forced awareness. Seeking solid, major-medium market operation. 1st phone. Consider telephone talkshow, sports, programing. Box C-144, BROADCASTING.

Dedicated newsman, seeking position in Pennsylvania. College and public radio experience, 3rd endorsed. Box C-146, BROADCASTING.

Young aggressive newsman seeking position in good news department. One year's experience in cable TV news as anchorman/reporter. Ready to work, eager to learn. Available immediately. Will relocate anywhere. Box C-156, BROADCASTING.

College degree in broadcasting, 6 years wide news/talk show experience. First, 27. Med-major market station should emphasize news. Ready to settle. Have references. 813-689-9171 or Box C-171, BROADCASTING.

Situations Wanted News Continued

Attention: Station Managers. R.I./Mass. Radio or T 10 year pro journalist, degree, anchorman expe ence. Exceptionally strong (agency) media backgrou in PR, publicity, sales promotion. Will consi either position. Brochure, credentials, outstandi references. Box C-173, BROADCASTING.

Major market newsman, aggressive, wide experien seeks serious radio news operation. Box C-1 BROADCASTING.

San Diego, Santa Barbara, or anywhere betwixt where I want to locate and work. Four years colle five years experience, first ticket, excellent ref ences. Box C-192, BROADCASTING.

Public affairs programing can be enjoyable. Ne doesn't have to be a turn-off cue. Experienced nev man can turn your license requirements into mon makers. Box C-193, BROADCASTING.

Newswriter, field reporter, production assistant, co writer, seeks spot on radio news staff. College gra 22, radio experience. Mark Wenig, 18 Vita Ro Totowa, NJ 07512. 201-256-4577.

Young college graduate (radio-TV, speech, journalis with experience as news director. 913-391-2318.

Situations Wanted Programing, Production, Others

Public or cable producer/director or assistant. Co munity affairs/music. Three years experience, B. good academic and job credentials. Desire to furth video also. Box C-122, BROADCASTING.

Established programer seeks new horizons, expert all FCC procedure, budgets, personnel, PA, nev film buying. Member TVPC. Good ideas, ready relocate for growth. Box C-143, BROADCASTING.

Successful small market operations manager a morning man. Warm MOR and telephone talk. E perienced personnel, promotional and program sup vision. Looking New England or nearby for PD assistant PD in larger market. Reply Box C-1 BROADCASTING.

Creativity! My background: PD, on air, CE, form news director. First ticket, music expert. All this one top 50 market. Professional attitude, stable, se motivated, 25. Promotion and sales, college gra Box C-153, BROADCASTING.

Experienced broadcaster. All formats, productic sales. Now station manager. Prefer California B area. Will consider all areas. Charlie Walters, 190 Meiggs, Cupertino, CA. 408-255-2010.

TELEVISION

Help Wanted Management

Group owned, CBS-TV affiliate, major midwest ma ket needs bright, energetic, creative promotion ma ager. Emphasis on audience promotion. Contact Bc C-174, BROADCASTING.

Help Wanted Announcers

Sports announcer for medium market station in mi west. Knowledge of sports and enthusiasm most in portant. Please send resume, and indication of salar requirements to Box C-170, BROADCASTING.

Help Wanted Technical

TV Transmitter supervisor for mountain top satellit operation in small western market. Available Apr 1st, or sooner. Box C-17, BROADCASTING.

KQED-TV has opening for a maintenance enginee Preferred qualifications: experience in design an maintenance of complex solid state audio, video, an control equipment. Minorities and women are en couraged to apply. Send resumes to: KQED, 101 Bryant St., San Francisco, CA 94103.

Two first phone engineers needed. One for studi operations and one for maintenance (Xmtr and stu dio). Good benefits, chance to break into TV and/o chance to move up. Call 817-463-3516, Robert Hardie Or write WLFI-TV, Box 18, Lafayette, IN 47902.

Chief Engineer for medium market, full-color, UHI station. PBS affiliate. Northeast. Must be competen in UHF transmitter operation and maintenance, a well as operation and maintenance of studio, M.C. and production facilities. Good with people. Able to coordinate staff and activities. Interview a must. Write: Arthur F. Dees, President and GM, WSKG-TV, Box 97, Endwell, NY 13760. E.O.E.

Help Wanted News

Anchorperson-producer for Northern Great Plains seven member news operation, dominant in market. $12,000 minimum. Resume, photo to Box B-202, BROADCASTING.

Medium size midwest market looking for take-charge, knowledgeable News Director. On-air not a prerequisite, a complete dedication to news is! Box C-161, BROADCASTING.

Anchorperson, small midwestern television market. Experience required. Some administrative duties. Send resume and VTR to Ron Heller, News Director, KTVO, 211 E. 2nd St., Ottumwa, IA 52501.

News reporter. Top 100 market network affiliate in upper Midwest seeks above average person for this position. Must send VT or cassette with first reply to: Gen. Mgr., KXON-TV, P.O.B. 1049, Mitchell, SD 57301.

News photographer/editor. Minimum two years experience. Send resume, salary requirements to T. Connelly, News Director, WAST-TV, Box 4035, Albany, NY 12204.

Do you have experience covering state or national legislatures? Do you have at least one to three years experience in TV news? Can you ask tough questions? We have an opening for someone who is a reporter first and foremost, who is willing to work for low pay with a non-profit news agency in Washington covering Congress for some of the top stations in the country. Send resume and ideas about coverage, if you have any to: Capitol Hill News, Suite 968, National Press Building, Washington, DC 20045; Attention: Broadcast Division.

Help Wanted Programing, Production, Others

Producer/Director. Large metropolitan area seeks experienced Producer/Director to join the top station in the market. Must have minimum three years commercial television directing experience with strong emphasis on news, entertainment programing and/or remotes. Also must be able to get along with others. Equal opportunity employer. Box C-157, BROADCASTING.

Producer/Director, Southeastern PTV station seeks creative director who shoots and edits film, to initiate, produce, and direct studio and remote programs for community and schools. Minimum three years directing experience, BA, and sampler required. Send resume, date available, and salary requirement. Box C-179, BROADCASTING.

Major Northeast affiliate ready to hire a scenic design artist with the ability to scale set components to the optical viewing angle of zoom lenses and must have the ability and skills for all phases of such construction. Samples of such work to be made available upon request. An Equal Opportunity Employer. Please forward a complete resume to Box C-198, BROADCASTING.

Two assistant professors to teach telecommunications/film production, writing, and theory courses. Ph.D. or near and media experience required. Write: Dr. George Mastroianni, Dept. of Communications, California State University, Fullerton, CA 92634. An Equal Opportunity Employer.

Situations Wanted Management

Salesmanager-Salesman. Local and National. Thoroughly experienced, all phases. Eighteen years television! Aggressive! Innovative! Hungry! Quality, professional competitor. Outstanding sales records! Accustomed to formidable competition; much responsibility. Strong assistant to Manager. Box C-154, BROADCASTING.

Experienced mature pro desires engineering management or broadcast sales/service opportunity with 20 to 25K potential. Operations and maintenance supervisory background. Box C-160, BROADCASTING.

Diversified challenge desired. I need a career position with new goal opportunities. 13 years in TV, last 8 in syndication. Dick Cianarelli, 609-429-3873.

Situations Wanted Technical

Employed, Stable, Learner. 9 years. 8R, 5 TV. 1st, BSBR. Background: commercial, educational, U, V, cable, construction. Heavy ops, light maintenance. Challenge me. Box C-12, BROADCASTING.

Employed Chief twenty one years, desires change for better. Box C-151, BROADCASTING.

Studio technician, frst phone. Experienced audio, video, switching, excellent cameraman. Heavy remote. 915-751-7212.

BSEE in May, AM Chief, worker. Want TV work. 304-442-3939.

TV Control Engineer, first phone, seeks position. Call 507-289-9490. Larry Frear, Room 308, 426 2nd Ave., S.W., Rochester, MN 55901.

Situations Wanted News

Female meteorologist now employed in TV seeks to improve position. AMS seal. Box C-71, BROADCASTING.

Reporter in 7th market, black, seeking news or programing position. Box C-83, BROADCASTING.

Newswoman and documentary producer. Ready for major market. Box C-101, BROADCASTING.

Dedicated news director/anchorman, 30, broad experience, desires relocation. Box C-177, BROADCASTING.

Ambitious Top Ten market radio newsman wants to break into TV. Look and sound good. Box C-182, BROADCASTING.

Reporter/Photographer with foreign and domestic credentials. Presently employed at top station in market. Looking for more action. Single, high moral character and dedicated. Box C-185, BROADCASTING.

Successful investigative reporter for award-winning top-circulation midwestern daily newspaper, 29, cramped by limitations of print media. Desires work in challenging television market. MS Columbia Journalism. Co-author college textbook on investigative reporting. Five years reportorial and administrative experience in major market. Good on-camera presence. Box C-187, BROADCASTING.

National award winning News Director/Anchorman at medium market network "V" would like to relocate. Extremely energetic. Young, married, degreed. All offers considered. Box C-190, BROADCASTING.

Imaginative sports reporter, capable backup. Box C-195, BROADCASTING.

Newswriter, field reporter, production assistant, seeks spot on TV news staff. College Grad., 22, radio and television experience. Mark Wenig, 18 Vita Road, Totowa, NJ 07512. 201-256-4577.

Experienced news writer, seeks position as a staff writer in news department of station in NM, Colo, Ariz. Young, journ. degree, news experience in both radio and TV. Interested, call M. Day, 505-327-3104 or 505-255-8880.

28-year veteran of TV-Radio news wishes to relocate. Anchorman, producer, writer, photographer. Prefer midwest, but anywhere if salary is right. Call 417-781-1036 evenings.

Young attorney with good voice, on-camera experience seeks radio/TV reporting position. Substantial data processing experience. Currently working for state legislature. For interview at NAB, write: John Mooring, 2251 95th NE, Bellevue, WA 98004, 206-455-5772.

Anchorman, news director and UPI sports experience. Seeking news or sports anchor in top 100 market. 606-299-7719 after 6 p.m.

Summer substitute available. Professional meteorologist, ten years TV experience. Call 814-865-1606 4-5 p.m. EDST.

Situations Wanted Programing, Production, Others

Promotion Director and First Phone Switcher/director. Dependable experienced professional. Let's promote your station! Box C-8, BROADCASTING.

Youth; Background (commercial, educational, U, V, cable); Talent (prod/dir, news prod/dir, photographer-16mm and 35mm, lighting, operations, writing); Training (BSBR, 1st); desire for achievement, great package deal available to those who act now. Box C-13, BROADCASTING.

Top 25 market commercial director desires production manager's slot. Heavy remote and news background. Sharp on code, law, billing. Box C-92, BROADCASTING.

Young network quality director-producer of news programing at number one station in top 20 market is seeking bigger opportunity and challenge. Box C-168, BROADCASTING.

Energetic 8 year radio veteran seeks first job in television. Mature, stable, and willing to work. 24 years old. Box C-188, BROADCASTING.

Creative Cinematographer/Editor, Producer/Director, Writer. Reliable, responsible, mature. Single-double system, video-tape. Commercials-mini-features, start to finish. Box C-197, BROADCASTING.

P/D commercial and PTV experience. 8 years film, 3 years TV. Bachelors degree, young, aggressive, personable, knowledgeable. Available June. Seek PTV P/D. Resume, samples available. Dal Neitzel, Box 104, Weston, OH 43569. 419-669-3491.

College instructor wishes to return to industry. Programing or operations. Will consider competing UHF. David Anderson, Box 404, Geneseo, NY 14454.

Situations Wanted Programing, Production, Others Continued

M.A.-broadcasting, first phone, some experience, dependable, competent. Seeking production crew opening. Douglas, 415-388-5962.

Experienced Director/Production Manager with excellent references, looking. 414-354-0789, early mornings.

CABLE

Help Wanted Management

Account Executive. Our CATV clients have continuing needs for outstanding sales executives in various sized markets. We want college graduates who have completed school within the last three years. Send confidential resume to Fred Harms, Ron Curtis and Company, 5725 East River Road, O'Hare Plaza, Chicago, IL 60631.

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General Electric Type FA-14A equalizer panels. WNIB, 12 E. Delaware Street, Chicago, IL 60611.

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TV transmitters, VHF Ch. 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor, 612-484-5539, or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

FM Antenna, Collins 37CP-4 with deicers, circularly polarized, 101.7 MHz, 5 years old. Available April 1. Excellent condition, make best offer to: Mike Hendrickson, WJON Broadcasting Co., P.O. Box 220, St. Cloud, MN 56301.

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Ampex UPR 5800C 1", used, $3,000. Ampex UR 7800 color 1", 3500 hours, $4,500. Both machines in good condition with new video heads. Contact Darrel Peterson, Sunflower Cablevision, Lawrence, KS. 913-841-2100.

16mm sound projectors, optical/magnetic, cameras, editing equipment and much more. Free listing. Wanted: Eastman Model 25 projectors. ICECO, 2991 North Fulton Drive, N.E., Atlanta, GA 30305.

23½ Hours of Video Tape. 3M Scotch #400 and Memorex. Used to record masters on, has only one run. Best Video Tape deal around. All or part. Call or write 702-734-2003, P.O. Box 14456, Las Vegas, NV 89114.

For Sale--New Tecktronics pulse generator, Model 114 RCA color sync generator Model TG-3 with manuals. New in cartons. Call 609-344-6402, Mr. MacDonald.

International Tapetronics WP-0003 Cartridge Tape Reproducer, Mono, with three cue tones. Used less than forty hours for audio presentations. Cost $745. Asking $600. Call 800-426-8872. PSI, P.O. Box 38, Bellingham, WA 98225.

For Sale Equipment Continued

Collins CP-6 circular polarized 6-Bay Antenna. Unused. $5,600. Larry LoScalzo, KBEQ Radio, Kansas City, MO. 816-474-1230.

110 Foot Andrew HJ8-50B Air Heliax Cable, 3 inch, $1,100. KBEQ, Inc., Kansas City, MO., Larry LoScalzo. 816-474-1230.

2-Q R K Turntables, 12 inch deluxe models in excellent condition. $125.00 each and 1 S-260 16 inch Tone arm, Rek O Kut with head, $10.00, excellent. 1-Q R K Record-Playback Cart Machine, $125.00. 1 almost new Wollensak 1500 SS Tape Recorder, $125.00. Phone 314-586-8577 for Mgr. Sell all together or separately.

PC-70 Color Camera, excellent for studio or remotes. New tubes. $30,000. Chief Engineer, 813-334-1131.

Sony Cassettes, used one time for a corporate information presentation. Guaranteed as new; 1,000 available. UC-30, $13.00; UC-20, $8.00; UC-10, $6.50. J. D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801. 305-843-8982.

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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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Instruction Continued

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RADIO

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Box C-95, BROADCASTING

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Indicate desired category: ______________________

Copy: ____

Profile

ʌore breathing room or WPIX's Pope as ıe moves to the top

eavitt J. Pope says three "wonderful ıings" happened for him in the waning ıys of 1974.

"On Dec. 10 an administrative law ıdge of the FCC issued a preliminary rulıg allowing the present management of /PIX(TV) to keep its license after a fiveɜar legal battle," he says. "In late ʼecember I was told I would be elected resident of WPIX Inc. effective Jan. 1. .nd perhaps the most wonderful thing of l was that on New Year's Eve the New ork Yankees announced the signing of m (Catfish) Hunter, the best pitcher in aseball."

Mr. Pope pauses and explains with a rin, "You know, WPIX has been telecastıg the Yankee games for 25 years, and we ave had some lean periods during the ast decade."

He concedes that the past five years ave been "nerve-wracking," with much f his time and that of other top WPIX excutives being spent in Washington in tryıg to turn back the challenge of Forum :ommunications Inc. He says that the nal chapter has not been written on the hallenge, but he says the staff can now llocate more of its effort to improving the perations of the station.

Mr. Pope is a tall, trimly built man of 50 ʼith a friendly and low-keyed manner. :olleagues admire his firm grasp of all acets of broadcasting and his willingness o listen to complaints and suggestions. le is a highly controlled individual, and, .ccording to one co-worker, "I've never een Lev Pope really lose his temper."

Perhaps he is a satisfied man. And ɪerhaps that is because, as he says, "I've ıad to look for only one job in my life." ᐣresh out of the Massachusetts Institute ɔf Technology with a degree in business ɜngineering administration in 1947, he anded a job with the *New York Daily News* ıs an administrative assistant. (The newsɔaper holds a controlling interest in WPIX Inc., which operates WPIX-FM-TV New York and WIIC(AM) Bridgeport, Conn., and .s interlocked in ownership with the *Chicago Tribune* and its broadcast properties.)

Mr. Pope had no idea at the time that he soon would be immersed in television. "I was interested in technical production and management," he says. "At the *News*, my initial assignments were concerned with constructing new facilities for the paper and in the installation of presses."

But Mr. Pope was interested in ham radio as a youngster. And this background, coupled with his training in engineering, led the management of the

Leavitt Joseph Pope—president, WPIX Inc., New York (WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.); b. April 2, 1924, Boston; BS, Sloan School of Industrial Management, MIT, 1947; served in U.S. Army Signal Corps, 1942-46, discharged as master sergeant; administrative assistant, *New York Daily News*, 1947-51; assistant general manager, WPIX(TV) New York, 1951-53; served WPIX(TV) as operations manager, 1953-56; VP operations, 1956-72; executive VP, 1972-74; president, WPIX Inc., Jan. 1, 1975; m. Martha Pascale of Bronxville, N.Y., 1948; children—Joseph, 24; Daniel, 22; Patricia, 20; Elizabeth, 19; Nancy, 18; Maria, 17; Joan, 15; Christopher, 14; Virginia, 12; Matthew, 10; Charles, 8.

News to assign him temporarily to a task force that was placing WPIX on the air in 1949. After the station began operation, he returned to the newspaper but was shifted to WPIX on a permanent basis as assistant general manager.

He learned all facets of the operation under the guidance of F. M. Flynn, board chairman of the *News*, and F. M. Thrower, long-time president of the broadcast complex. It was Mr. Flynn's death last November and Mr. Thrower's impending retirement later this year that set in motion Mr. Pope's promotion to president and chief executive officer of WPIX Inc.

Defending itself against the challenge to its license has been costly to WPIX(TV). Despite stern competition in New York from three network-owned and two other independent commercial outlets, the station carved a niche for itself in the years before 1969. Until then, profits after taxes were in the vicinity of $1 million a year. Since then, says Mr. Pope, "we've had several unprofitable years."

Despite the recession, Mr. Pope is optimistic about business at WPIX. He says that 1974 was the station's "best year in terms of sales but not of profits" and said that with the more relaxed atmosphere now prevailing, he and the staff can buckle down to the critical task of improving programing, sales and income.

WPIX aims to carry programing that will have broad appeal in the New York metropolitan area, according to Mr. Pope. The accent is on sports, news, public affairs and off-network and other syndicated product.

"Perhaps the single most important ingredient in a TV station's mix is the news," he says. "The public's image of a station is derived largely from its news presentation. We have 63 full-time people on our news staff, which may be the largest for a nonnetwork station. We have two top professionals in John Corporon, our vice president for news, and Ted Kavanau, our managing editor."

Mr. Pope is proud of WPIX's contributions in the public affairs sector, which reflect the market's diversified make-up. Among the programs he cited were *Equal Time, Open Mind, Ashman's Beat, The Puerto Rican New Yorker, Black Pride* and *John Hamilton Show*.

"There's no single formula for success in television, as there's none for any business," Mr. Pope says, "but I'd say that the key difference is the people. We're fortunate to have a group of talented, hard working people here at WPIX."

One key factor, but by no means the overriding one, in people motivation at WPIX stations, according to Mr. Pope, is that seven top executives hold stock in the company. The management made it possible, he said, "to buy into the company and that's one reason for our intense dedication."

Owning 46% of the outstanding stock (with the remainder held by the *News*) are Mr. Pope; Mr. Thrower; T. E. Mitchell, senior vice president finance and administration; Richard N. Hughes, senior vice president for public affairs; Otis Freeman, vice president, engineering; Hendrik Booraem, vice president, programing, and William Cooper, vice president, film.

Mr. Pope acknowledges that one problem the independent station must overcome is the advertising agency attitude that the network affiliate is innately superior and a more effective advertising carrier. Mr. Pope is a warm supporter of the Association of Independent Television Stations and serves as treasurer and a director of INTV.

Mr. Pope keeps in trim by playing squash during lunch at either the Yale Club or the University Club in New York. He also relaxes by collecting stamps and coins.

But his favorite diversion is his family. He and Mrs. Pope, have 11 children, ranging in age from 8 through 24. Five of them attend colleges stretching from Maine to California.

Editorials

Moving target

If action is the standard by which FCC chairmen are remembered, Richard E. Wiley's name will live forever. His first year's tenure, reviewed elsewhere in this issue, presents a blur of intense energies, undisguised ambitions and not a few accomplishments.

The agency's tone has discernibly changed in his administration. It is more conservative in its philosophy and has conscientiously set about the repair of some excesses of the past. But broadcasting may in some ways be under tighter regulation than before through its code accommodations to Mr. Wiley's urgings.

The new burst of activity at the FCC commands admiration, but the nagging thought persists that Mr. Wiley and his colleagues might find refreshment—and regulatory policy might be enhanced—if once in awhile everyone sat down to think.

One FCC is enough

In its affirmation of the FCC's renewal of the license of KHJ-TV Los Angeles (BROADCASTING, March 10), the U.S. Court of Appeals in Washington seems to have restored at least some of the FCC's decisional independence. The KHJ case may mark important turning points in both court review of FCC actions and in the FCC's conduct of comparative hearings that involve incumbents and challengers.

In essence the court has now said it will not substitute its judgment for the FCC's if the FCC has acted reasonably upon consideration of adequate evidence. In this case the court found the FCC had come to a reasonable conclusion even though there was no clear choice between KHJ-TV and its rival applicant which were held, in the court's words, to be "essentially equally poor contenders."

In some earlier decisions the same appellate court has taken much more intrusive positions. Indeed it has more than once changed policies that the FCC had adopted after painstaking study and in full compliance with its understanding of the law. Not by accident has it been called at times a super FCC.

This case hopefully betokens a return to the court's proper role of reviewing FCC decisions on the basis of their constitutionality, legality and reasonableness. It hopefully means that the court will resist its perpetual itch to make regulatory policy of its own. At the very least it will discourage the filing of competing applications against licensees by predators taking a cheap shot at valuable facilities.

Due process

Without awaiting the draft of legislation that the FCC has promised on the subject, Senator Strom Thurmond (R-S.C.) has introduced an amendment to the Communications Act to prohibit television broadcasts of obscenity, nudity or explicit sexual acts (BROADCASTING, March 10). If that is what the FCC and its chairman, Richard E. Wiley, have in mind, everybody is off in the wrong direction.

There is already in the U.S. criminal code a prohibition against obscene or indecent broadcasts. As has been noted here, that prohibition was originally contained in the Communications Act but later transferred to the criminal code for reasons that are as good now as they were then. The theory was that obscenity and indecency were better left to the formality of prosecution in federal courts than to the vaguer processes of FCC regulation.

It isn't quite clear how the incumbent FCC views its function in the policing of broadcasts it thinks are dirty. Last month, in citing WBAI(FM) for a broadcast it found offensive, the commissic issued a definition of indecency that it said would call for futu prosecution under the criminal code (BROADCASTING, Feb. 17). did not, however, say whether it would do the future prosecutir or refer cases to the Justice Department, which is the proper er forcer of the criminal code.

There may be a legal need, as the FCC has said in its recent r port on sex and violence (BROADCASTING, Feb. 24), to inse specific references to television broadcasting and cable televisic in an antiobscenity law that was written when broadcasting mea radio only. The insertions should be made, however, in the exis ing section of the criminal code. And while it is thinking of th subject, the Congress might well remind everyone that th responsibility of enforcement lies with the Justice Departmen

If the FCC's attention is directed to a broadcast it thinks is violation of the law, its job is to ask Justice to prosecute. Upon conviction in criminal court, the FCC would then be within i authority to decide whether the licensee had been disqualified t go on broadcasting. A shortcut in that process denies the license the full protection of the law—and invites the FCC to meddle ir cessantly in matters more of taste than of legally definab obscenity.

Casualty

Grover C. Cobb was born when radio was just emerging from i experimental stage. He and broadcasting grew up together. No dead of a heart attack at the age of 53 (BROADCASTING, March 10 Mr. Cobb was in a very real sense a victim of the tensions th beset the broadcasting business.

A broadcaster all of his adult life, Mr. Cobb became second i command at the National Association of Broadcasters in 197 To him the assignment was more than a job. It was a missior When he suffered a severe coronary two years ago, he was bac at work in two months. As senior executive vice president of th association, he maintained a punishing schedule on the legis lative and regulatory fronts.

If Grover Cobb had a failing, it was his inability to pace him self. He had only one speed, full out. He was stricken for the las time in his office while conducting a meeting on radio re-regula tion. It may not have been the time, but it surely was the way h had willed it.

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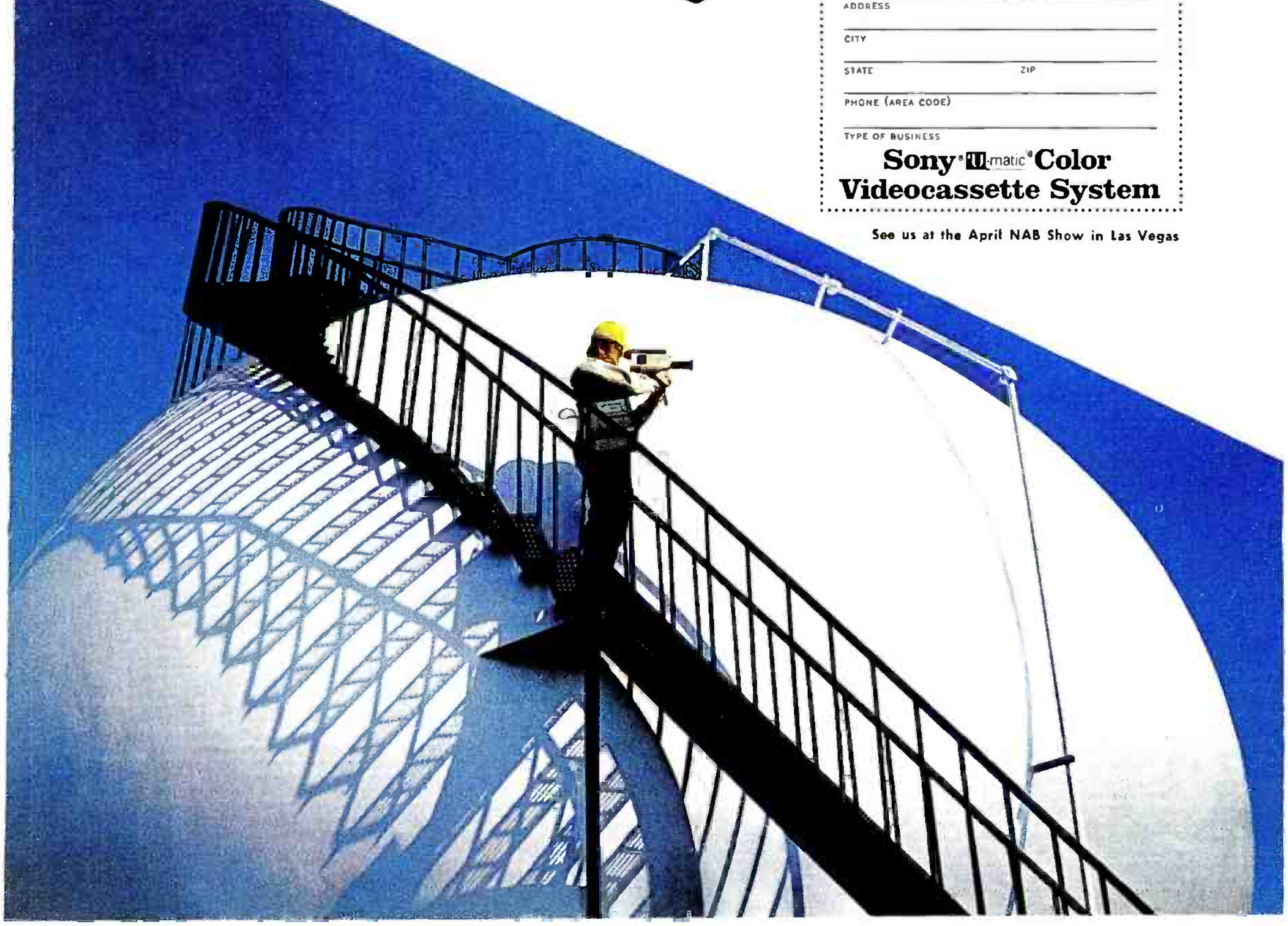

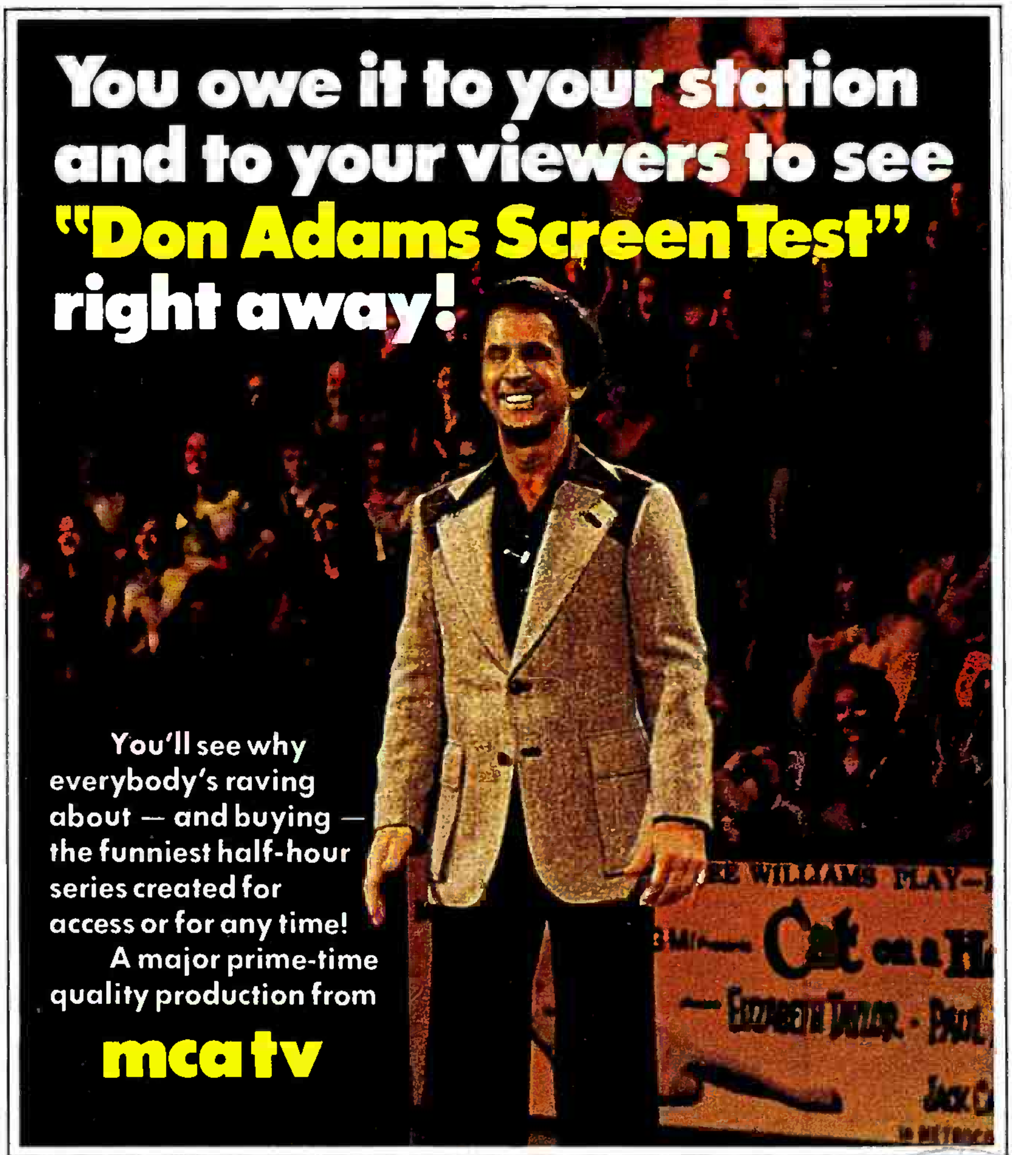

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