The NAB in Las Vegas: Read all about it
Family viewing becomes TV's law of the land

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Broadcasting Apr 14

The newsweekly of broadcasting and allied arts

Our 44th Year 1975

The ASCAP Talent Quiz

Or
How much do you really know about the music business?

1. What leading songwriter won 5 Grammies this year? *And what licensing organization does he belong to?*

2. According to Cash Box the Top 6 Male Vocalists of 1974 were also songwriters. Who are they? *What licensing organization(s) do they belong to?*

3. One Country writer has both Top Single and Top Album artist in the Country category, according to Billboard. Can you name him *and the licensing organization he belongs to?*

4. What writer-performer sold the largest number of LP's in 1974? How many? *What licensing organization does he belong to?*

5. According to Billboard, what writer-performer was 1974's Top Jazz Artist? *Can you name his licensing organization?*

6. The No. 1 British Rock Star switched American licensing organizations in 1974. *Who is he? To which licensing organization did he switch?*

7. Which writer-performer became the first songwriter to win three Oscars in a single year? When did he do it? *What's his licensing organization?*

8. Six songwriters have been elected to the Entertainment Hall of Fame. Who are they? *What licensing organization(s) do they belong to?*

9. Which two songs have sold the largest number of records of all time? Who wrote them? *Which licensing organization(s) do they belong to?*

10. Who is the only songwriter to ever have won 6 Tonys? *What licensing organization does he belong to?*

Answers

(1) Stevie Wonder, ASCAP. (2) John Denver, ASCAP; Elton John, PRS, Licensed in USA through ASCAP; Jim Croce, ASCAP; Stevie Wonder, ASCAP; Charlie Rich, ASCAP; Bob Dylan, ASCAP. (3) Charlie Rich, ASCAP. (4) John Denver, 8 million, ASCAP. (5) Deodato, ASCAP. (6) Elton John, ASCAP. (7) Marvin Hamlisch, ASCAP. (8) Irving Berlin, George Gershwin, Cole Porter, Richard Rodgers, Duke Ellington, Igor Stravinsky; All ASCAP. (9) White Christmas, Rudolph The Red-Nosed Reindeer; Irving Berlin, Johnny Marks; Both ASCAP. (10) Richard Rodgers, ASCAP.

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Vol. 88 No. 15

Closed Circuit®

Likely prospects. Successor to David Foster as president of National Cable Television Association won't be announced at this week's annual convention in New Orleans (story page 55). John Gwin, vice president of Cox Cable Communications, remains odds-on favorite, but selection committee headed by Comcast Corp.'s Daniel Aaron still has large field of candidates to consider. Committee is looking for person "outside the Washington cable establishment" with "operational experience in the field," qualifications both vague enough and pointed enough to prompt comment: "That means his name shouldn't begin with an 'L' " – apparent allusion to Bruce Lovett, outgoing board chairman who's thought to have presidential aspirations.

Intriguing new prospect in contention is Henry Goldstein, who also worked for Cox – as vice president of San Diego system, country's largest – and now is in London attempting to develop toll-free calling business (area code 800 system). He's lawyer, attractive, in early 40's, is said to be close to Congressman Lionel Van Deerlin (D-Calif.).

Priorities. Men who know politicians detect change in pecking order where media are concerned. They say it was no accident that President Gerald Ford addressed National Association of Broadcasters last Monday in Las Vegas (see page 34), and Vice President Nelson Rockefeller spoke at American Newspaper Publishers Association convention last Wednesday in New Orleans. ANPA convention drew estimated 1,800 (including spouses and guests) while NAB attendance at Monday's Ford luncheon was pegged at 3,500 and convention registration at 5,200 with over-all attendance estimated at 12,000.

Next booster shot. Radio stations throughout country have helped sagging auto industry by offering promotional extras to car dealers and have benefited by selling tie-in ad schedules (*Broadcasting*, April 7). Now numerous stations are adapting same approach to ailing new-home business, with promotional-advertising push set for late spring and summer. Stations will emphasize government's $2,000 tax rebate for new-home buyers in promotional-advertising approach.

Probable starters. Sitcoms, including two spinoffs from hit series, dramas ranging from carbon of "The Sting" to new medical series, and variety hours starring Howard Cosell and McLean Stevenson lead speculation as networks reach final deliberation over their fall prime-time schedules. CBS sources say their hottest new-series prospects are *Switch*, about two con men, and *The Keegans*, melodramatic family chronicle, both from Universal; Robert Stigwood Organization's *Beacon Hill*, Americanized version of popular British serial, *Upstairs Downstairs*; and three sitcoms: *Phyllis*, spinoff from *The Mary Tyler Moore Show*, and *Doc*, both from MTM Productions, and Norman Lear's *Hello, Ann!* NBC's new contenders include Columbia Pictures' *Gibbsville*, drama based on John O'Hara stories; *Fay*, sitcom from Danny Thomas Productions starring Lee Grant; *Grady*, Norman Lear spinoff from *Sanford and Son*; McLean Stevenson variety hour; and *The Look of Eagles*, Universal medical series with George Peppard. ABC, with most hours to fill by far, is set for Columbia Pictures' *Everything Money Can't Buy* sitcom and Howard Cosell variety hour; sources there say it's too early to speculate on favorites from raft of other ABC pilots.

CBS and NBC are expected to have their 1975-76 prime-time schedules ready by Thursday (April 17), possibly as early as tomorrow. ABC's schedule, by contrast, isn't expected before first week of May.

Winners and losers. Las Vegas was apparently hit with most delegates to NAB convention last week, rating it solid possibility as site for future conventions. Hamilton Shea of WSVA(AM) Harrisonburg, Va., and Wendell Mayes of KNOW(AM) Austin, Tex., both members of NAB convention site committee, said upon returning home that despite temptation of gambling tables attendance at exhibits, workshops and major sessions was good, perhaps better than usual. (On final morning, FCC session drew huge crowd, in contrast to empty house at closing program at Houston convention year ago.) Next week site committee will visit other potential locations – St. Louis, Dallas, New Orleans and Atlanta. But that is no indication that choices for 1978 and after have narrowed to those four. Chicago is set for 1976 convention, Washington for 1977.

As were probably to be expected, there were some reports of uncomfortable losses by NAB delegates inexperienced in casinos until their Las Vegas visit last week. One Eastern station group executive and wife complained they were "had" by slot machines on which they lost gambling fund they had put aside and reserve they dipped into in hope of recovery. At least few others were said to have cashed in airline tickets in unsuccessful efforts to beat slots, wheels or tables.

180-degree turn. Details of background of President Ford's decision not to use broadcast-oriented speech at NAB convention continued to emerge at week's end. They indicate one of those struggles for mind of President that go on among White House aides. Variety of sources from government and industry were tapped for ideas for original draft. But after reviewing it, some White House aides, including John Eger, acting director of Office of Telecommunications Policy, who provided material for speech to which broadcasters could relate, decided draft was too disjointed and perhaps too much a trade speech.

Domestic Council and President's close adviser, Robert Hartmann, apparently shared view speech was not sufficiently "presidential," as one aide put it. Speech writers and others including President's television adviser, Robert Mead, argued for going with original draft. But President finally decided to order up speech on those national and international issues that have been dominating his thoughts.

Federal eye. U.S. Commission on Civil Rights is about to look into television programing in Phase II of its study of equal employment opportunities in TV ("Closed Circuit," Feb. 17). Helen Franzwa, project director, has written eight stations (picked at random out of 40 major-market stations originally queried) to request personal interviews with management. Dr. Franzwa says affirmative employment efforts would logically be reflected in what's on station's air that appeals to women and minorities.

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Top of the Week

And we quote. *In Las Vegas, NAB's TV board pressed home the family viewing standards, banishing "inappropriate" programs from the 7-9 p.m. period. The exact language of the amendment (*Page 24*), negative reaction on part of conventioneers (*Page 25*) and FCC Chairman Wiley's denial that he or government imposed the family concept (*Page 26*).*

Blackout blues. *FCC report to Congress says antiblackout law hasn't appreciably affected professional sports, but it has put a crimp in radio's ratings and rights payments.* Page 26.

State of the industry. *Keynote address by President Wasilewski at the NAB convention cites restrictions on all sides: government, consumer groups and thicket of pending legislation.* Page 32.

Presidential drop-in. *Addressing himself to national and international topics — with only passing reference to industry regulation — Mr. Ford made little broadcast news in Vegas.* Page 34.

License-renewal priority. *FCC Chairman Wiley comes through with a promise to lighten the license load, sides with the President in citing "too much federal regulation" and plugs family viewing idea before NAB.* Page 36.

No kidding on obscenity. *NAB workshop on FCC enforcement reveals hard-nosed commission-staff attitude on obscenity, indecency, hypoing; self-regulation takes rap from citizens group lawyer.* Page 40 . *Broadcasters get tips from FCC Broadcast Bureau Chief Shiben on license-renewal forms and from attorney Robert Heald on community ascertainment surveys.* Page 42.

TV's scorecard out front. *Public again gives the medium high marks for believability, news and entertainment in latest Roper study.* Page 48.

Cable's turn. *Action moves to New Orleans this week for National Cable Television Association convention.* Page 55.

New high for spot TV. *Final tally for 1974 shows it was a $1.6-billion year.* Page 57.

ENG is in. *A minicam and mobile tape unit, roving by van with a microwave dish, transmitting remotes back to the studio equals electronic news gathering. ENG is SRO at NAB.* Page 62.

Three-ring equipment show. *Demonstrations of equipment and services — solid state transmitters, AM stereo, new minicams among them — highlight the technical side of the NAB convention.* Page 65.

Once again into the breach. *FCC's renewed interest in VHF drop-ins prompts Association of Maximum Service Telecasters Executive Director Lindow to call for greater support of AMST's opposition.* Page 67.

'Fighter and bulldog.' *A look at Bruce Lovett as he winds up his year as NCTA chairman and gives his views on cable's gains and losses and the problems that still lie ahead.* Page 83.

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Breakthrough for Army advertising on radio as Hebert relents long enough for 15-market test

There was breakthrough last week in policy impasse that has kept Army from buying time on radio. According to spokesman for N.W. Ayer, New York, agency which handles entire Army advertising account, Army has been given clearance by Defense Department to undertake test for paid radio advertising in 15 markets. Test will run 13 weeks beginning first week in May. Over-all cost will be $600,000, although Ayer executive did not know how that would break down per market. Test cities are: New York, Philadelphia, Buffalo, Providence, Cleveland, Cincinnati, Minneapolis-St. Paul, Milwaukee, Indianapolis, Des Moines, Houston, New Orleans, Oklahoma City, Sacramento and Phoenix.

Purpose of experiment, Ayer spokesman said, is to test radio's effectiveness in markets where other media efforts have failed to draw out enough qualified personnel. Army will be looking for stations which reach young people and people who influence them. Spokesman was careful to point out that radio buys will not supplant public service announcements, and that Army is still seeking public service support from stations.

Experiment was given green light after private agreement was reached early last week between Secretary of Army Howard H. Callaway and Representative F. Edward Hebert (D-La.), according to Hebert aide. He said congressman has not loosened his opposition to Army using paid radio advertising, but was persuaded to permit test with stations that have in past run Army PSA's. Mr. Hebert was, until this year, chairman of House Armed Services Committee, and it was because of his opposition that Army has refrained from buying radio time in last four years.

Family viewing, too much for many, not nearly enough for Macdonald

Representative Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, posted storm warnings for broadcasters last week if they do not take stronger measures to sweep sex and violence off TV. His reaction to NAB TV board's vote to put family viewing stricture in TV code (story page 24): "I think the family hour is the best P R gimmick NAB has come up with . . . I don't think it approaches the problem that this committee and others have expressed such interest in." Then he added: "Congress and this committee are not ruled by the code in what we do."

Congressman amplified last comment, saying there are number of things government can do without running into First Amendment to force stations to cut back on sex and violence. For one thing, government can hold broadcasters accountable through ascertainment. Ultimately, FCC can begin "lifting license if any given station doesn't serve public interest," Mr. Macdonald said. "And the public interest, in my judgment, is not a steady fare of sex and violence."

Mr. Macdonald said another possibility is licensing networks. He said he has another thought, but is not willing to share it, because "I haven't made up my mind if I want to go that far."

He said that until now, Congress has been doing "gentle manly thing," using "friendly persuasion" to let broadcasters know they are not on right track. But last Thursday he was saying, "They've got the word . . . if there is no overt sign that they read our signs, we can make them larger and clearer."

Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, was not available for reaction to TV board move late last week, but earlier had said he would withhold comment until Senate Commerce

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*Patent Pending

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Thanks–Again

For the sixth consecutive year, NBC has received more Peabody medals than the other two major broadcast organizations.

This time, we were honored with seven of the prestigious awards for distinguished achievements in television and radio in 1974.

The range represented by NBC's winning efforts is particularly gratifying. It spans such diverse elements as news specials, dramatic programs and children's entertainment.

Our thanks to the Peabody Board, as well as to the many talented men and women whose work contributed to these honors.

The List of NBC Peabody Winners:

Julian Goodman

Julian Goodman, Chairman of the Board, NBC, "for his outstanding work in the area of First Amendment rights and privileges for broadcasting."

Carl Stern

NBC News correspondent Carl Stern "for his exceptional journalistic enterprise during a time of national crisis."

Television Drama

NBC Television Network "for the distinguished variety and quality of its dramatic programs, as evidenced by 'The Execution of Private Slovik,' 'The Law,' and 'IBM Presents Clarence Darrow.' "

News Special

NBC News for its presentation of "Tornado! 4:40 p.m., Xenia, Ohio"— "not only for its dramatic impact, but for its searching analysis of how the community reacted in the months following."

Children's Programming

NBC Television Network for its "Go" series, "consistently of the best to be found in today's television world for children."

Network Radio News

NBC News for "Second Sunday" on the NBC Radio Network, "a truly noteworthy use of the documentary form in radio."

Community Involvement

WNBC, the NBC Owned Radio Station in New York, for "Pledge a Job," which attacked the problem of unemployment in its listening area, "an innovative and effective effort."

NBC

In Chicago Bonneville is WCLR

You hear it everywhere in Chicagoland: The foreground sound of WCLR Stereo.

It's the proven Bonneville beautiful music sound. Music that people like—and *listen* to. Live personalities. Crisp, incisive news. Special features that get to the heart of the community's interests, and its needs.

Commercials are carefully limited so they never have to fight for attention. Every one gets showcase treatment.

Bonneville's WCLR Stereo. It's the quality sound of radio in the great Chicago market.

The Bonneville Group

City Location	FM Radio	AM Radio	Television
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Los Angeles/Avalon, Calif.	KBIG Stereo	KBRT 10,000 Watts	
Skokie/Chicago, Ill.	WCLR Stereo		
Seattle, Washington	KIRO Stereo	KIRO 50,000 Watts	KIRO
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts	
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL

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The stations built on service

Committee's oversight hearings on FCC scheduled for April 21 and 22. Hearings on broadcast sex and violence are next on agenda of Mr. Macdonald's House subcommittee (following hearings on educational broadcasting facilities), but date has not yet been set.

AIM agrees to make amends for inaccurate ads challenging networks for fairness in news

Accuracy in Media has agreed to take advertisements in two newspapers to provide full details of fairness case involving NBC's *Pensions: The Broken Promise*. Agreement, submitted to U.S. District Court in Washington for approval, was part of over-all settlement with Securities and Exchange Commission, which said AIM had violated SEC rules in running original ads in *Wall Street Journal* and *Palm Beach News*. Ads were designed to persuade stockholders of CBS Inc. and RCA Corp. to vote for AIM-sponsored resolutions calling for "more accuracy and fairer coverage of the news on TV." SEC said ads constituted illegal solicitation of proxies. It said AIM did not provide shareholders involved or SEC with information required in connection with proxy statements; and that ad was misleading in simply asserting that commission found NBC violated fairness doctrine in connection with *Pensions*. SEC said AIM failed to report that panel of U.S. Court of Appeals had overturned commission decision and that full nine-judge bench, after first agreeing to rehear case, later reinstated panel's decision. Besides requiring AIM to take second ad, settlement calls on AIM to make written offer to return contributions it received in response to original ad. That had called attention to resolutions to be voted on by CBS stockholders at their annual meeting, on April 16, and by RCA's, at theirs, next month.

Minorities' cause pleaded at long-range hearing

Need for increased minority programing and employment in public broadcasting was given major emphasis in most testimony submitted on Public Broadcasting Financing Act (H.R. 4563) Thursday during third consecutive day of hearings before House Communications Subcommittee, headed by Torbert Macdonald (D-Mass.). As in previous days of hearings (story page 53), concept of long-range funding was supported by all.

But FCC Commissioner Benjamin L. Hooks, speaking for himself, and Pluria Marshall, Washington representative of National Black Media Coalition, advocated insertion in bill of provisions that would guarantee that portion of funds be earmarked for minority efforts. Representative William Clay (D-Mo.), of Congressional Black Caucus, though not present, asked for minority funding in written testimony. John Eger, acting director of Office of Telecommunications Policy, asked by Chairman Macdonald if he would recommend presidential veto if funding ceilings were increased, as amended by Senate Commerce Committee, said answer would be "premature" at that time. OTP wrote original proposal with federal matching funds peaking at $100 million; Senate Commerce Committee boosted ceiling to $160 million. Both Commissioner Hooks and Mr. Marshall favored boost, but Mr. Marshall reaffirmed position that funds alone are not enough to improve minorities' status in public broadcasting.

Pacific United to join Combined Communications

Combined Communications Corp., Phoenix has announced agreement in principle for Pacific United Services Corp. to be merged into CCC. Basic exchange ratio would be two CCC shares for each PUSC share, which translates to approximately $8,532,000 based on Friday's closing price for CCC common. Number of CCC shares will be decreased if average closing price for CCC common rises above $15 at closing of agreement. In event stock dips below $15, CCC will add up to $1.5 million in cash.

Principal assets of PUSC, controlled by Hal W. Brown family, includes $13-million promissory note stemming from CCC's 1973 acquisition of its Pacific Outdoor Advertising division; supermarket merchandising operation; candy manufacturing and indoor advertising business.

CCC, group broadcaster and outdoor advertising concern, is purchasing assets of Globetrotter Communications Corp., in move that ultimately could lead to 20-station portfolio (*Broadcasting*, March 10). Board Chairman John J. Louis Jr., President Karl Eller, and their families own about 40% of company's stock that is publicly traded on New York Stock Exchange.

Teleprompter seeks FCC's OK to keep on operating in Johnstown

Armed with new 10-year cable-television franchise from city of Johnstown, Pa., Teleprompter Corp. has made fresh start in seeking FCC authority to continue operating there. Already under consideration at commission is question of whether Teleprompter's involvement in bribery of city officials to obtain franchise in 1966 disqualifies it. Company last week filed new application for certificate of compliance based on franchise it received from city on April 8 following "extensive public hearings" regarding Teleprompter's character and other qualifications.

New franchise "complies in all respects with the rules and regulations of the commission," Teleprompter said. Accordingly, it said proceeding involving 1966 franchise is moot, and it asked commission to dismiss application based on 1966 franchise. However, commission is reported to have indicated opposition to Teleprompter's continued operation in Johnstown. Following oral argument on issue in January, commission is said to have reached tentative decision, on 4-to-3 vote, to disqualify Teleprompter for certification (*Broadcasting*, Feb. 3).

Pastore puts it in gear

Senate Commerce Committee has scheduled FCC oversight hearings April 21 and 22, to be presided over by Communications Subcommittee Chairman John Pastore (D-R.I.). FCC Chairman Richard Wiley and six commissioners, who will appear en masse, have been asked by committee to come prepared with progress report of agency's activities for year past as well as outline of major matters pending.

Following week, April 28-30, Communications Subcommittee will hold hearings on three pieces of legislation to alter Communications Act. First bill is Senator Pastore's S. 608, to exempt presidential and vice-presidential candidates from equal time requirements of Section 315. Other two are S. 2 by Senator William Proxmire (D-Wis.) and S. 1178 by Senator Roman Hruska (R-Neb.), primary provisions of which are to abolish FCC's fairness doctrine and to prohibit FCC from any influence of broadcast programing.

Satellite networking of pay cable in works

Plans for national pay-TV network via satellite have been announced by Home Box Office Inc., New York, and UA-Columbia Cablevision Inc., Westport, Conn. Under it, HBO programing of current movies, sports and special interest topics is to be extended from present Northeast to UA-Columbia cable systems in Florida, Midwest and West. RCA Global Communications Inc. is to furnish satellite communications facilities and UA-Columbia will build earth systems to receive HBO programs at sites adjacent to its cable systems in Fort Pierce and Vero Beach, both Florida; Fort Smith, Ark.; Laredo, Tex.; Yuma, Ariz.; El Centro, Calif., and Pasco and Kennewick, both Washington. Plans are subject to FCC approval.

HBO plans to transmit by satellite later this year, initially to UA-Columbia's Florida systems and to other locations in 1976. HBO has almost 100,000 subscribers, now served via microwave, on systems in New York, New Jersey, Pennsylvania and Delaware. UA-Columbia systems to be linked by satellite have about 85,000 subscribers. Satellite deal is said to have resulted in part from consultancy of Transcommunications Corp., Greenwich, Conn., to HBO (*Broadcasting*, March 17).

The best for SDX

Sigma Delta Chi Distinguished Service Awards for journalistic efforts were announced yesterday (April 13) with six broadcasters winning honors.

Radio reporting award is shared by reporters Jim Mitchell, Gary Franklin and Herb Humphries, who covered Symbionese Liberation Army shoot-out in Los Angeles for KFWB(AM) there. WIND(AM) Chicago took radio public service award for its documentary, *EMH: Board of Education Dumping Ground for Spanish Students*. Jim Branch, news director at WRFM(FM) New York, won radio editorializing award and was praised by judges for localizing societal problems.

Award for TV reporting was earned by Lee Louis, news photographer at KGTV San Diego, for his coverage of police shoot-out with suspect in Ocean Beach, Calif. ABC News documentary unit won TV public service award for its *ABC News Close-up — The Paper Prison: Your Government Records*. Jay Lewis, editorial director, WSFA-TV Montgomery, Ala., took TV editorializing award for editorials on overcrowding and poor security at county jail.

Broadcast winners, along with those chosen in field of print journalism, will receive awards May 3 at Southwest Conference of The Society of Professional Journalists, SDX in El Paso.

In Brief

Family week? Council on Children, Media and Merchandising has petitioned FCC to extend its definition of children's viewing to include programs children actually watch in large numbers — many of them reruns of programs originally made for adults. Council is concerned about advertising for products potentially dangerous to children seen on those programs, and says it will seek judicial relief if commission does not act in 60 days. Commission is amending its television renewal form to determine whether broadcasters are adhering to commercial standards for children's programs that National Association of Broadcasters and Association of Independent Television Stations adopted at urging of FCC Chairman Richard E. Wiley. Definition of children's program adopted by commission is essentially same as that in NAB code — program "designed" for children 12 years old and younger. Council's petition, similar to one it filed with Federal Trade Commission (*Broadcasting*, March 17), says definition ignores eight of 10 programs most watched by children. Robert Choate, who heads council, said commission had in effect made "private agreement" with industry to leave to it "the regulation of commercials."

'Question' up to 27. Viacom Enterprises reported Friday (April 11) that six more stations have signed for 1976 version of *The $64,000 Question*, bringing to 27 total signed for series thus far. New signers are WISN-TV Milwaukee (replacing WTMJ-TV there; see story page 30), WAGA-TV Atlanta, WBAL-TV Baltimore, WBNS-TV Columbus, WDAU-TV Scranton, Pa., WLWD (TV) Dayton.

FTC denies ACT. Federal Trade Commission will not issue any blanket rule with respect to advertising of foods to children. Such is a thrust of FTC's decision to deny petition from Action for Children's Television, which requested rule prohibiting ads for edibles on children's TV. Among issues ACT raised is question of sugar-laden foods as possible health hazard. FTC deferred matter, pending review by Food and Drug Administration. Chairman Lewis Engman and Commissioner M. Elizabeth Hanford dissented in part, saying they would have granted petition to extent it seeks rulemaking on question of foods commercial fairness under FTC act.

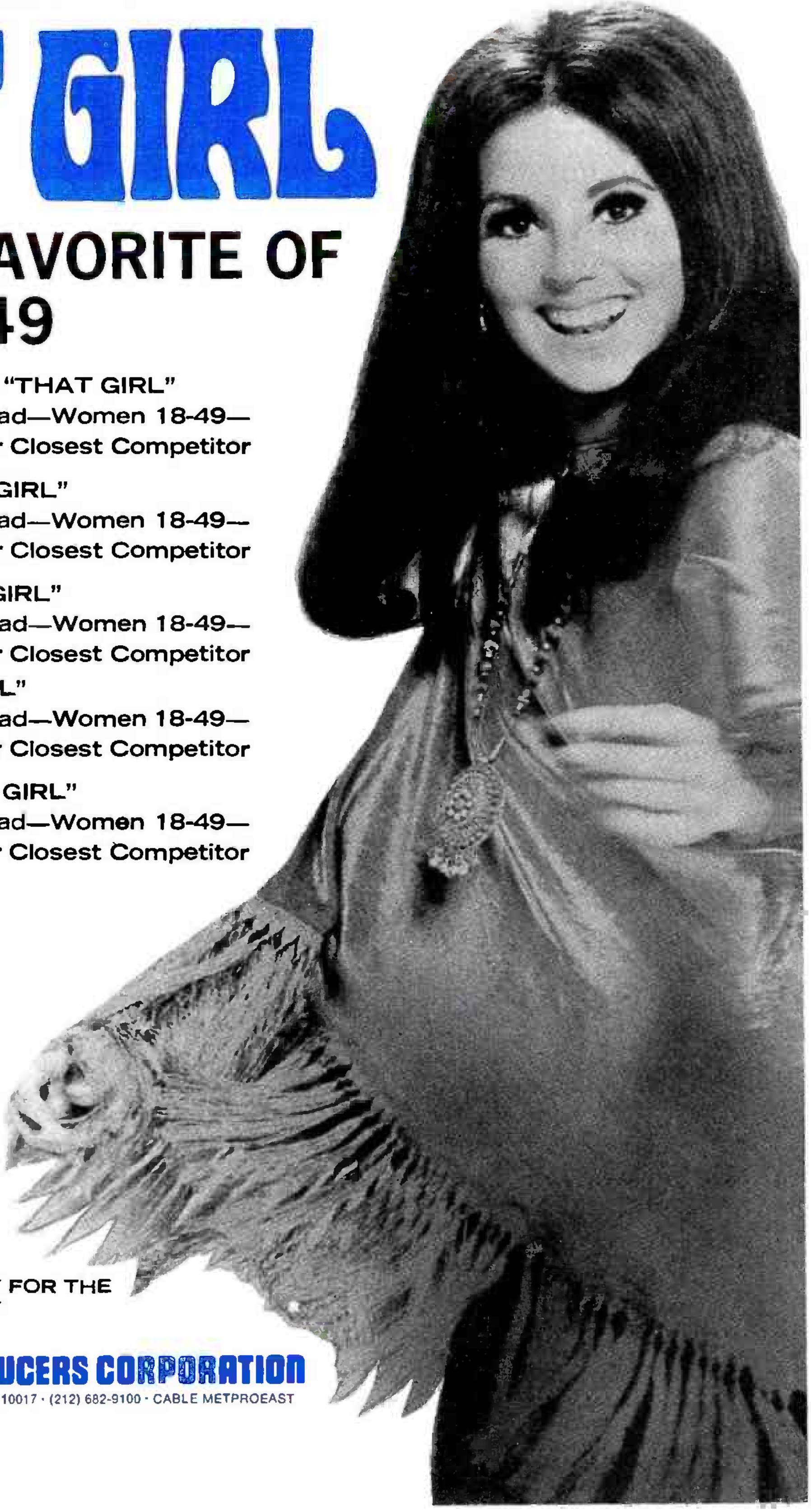
Double talk restricted. FCC has adopted rules that would limit dual-language TV programing to 15 hours per week and three hours per day. Commission noted reason for rulemaking was to ensure that uncontrolled expansion of dual language programing (program is telecast in one language and participating FM station simultaneously broadcasts aural portion in another language) might deprive FM listeners of program diversity to which they are entitled. Rulemaking was directed primarily at practice common to broadcasters in Puerto Rico.

Thinkers, talkers. More than 100 representatives of government and academia will gather at Airlie House, Warrenton, Va., for three-day "1975 Telecommunications Policy Research Conference," beginning April 16. FCC Chairman Richard E. Wiley will address luncheon on April 19, and Commissioner Glen O. Robinson will participate in one panel. Matters to be discussed include "Television Programing and the Consumer," "Media Concentration and the First Amendment," public broadcasting, two-way cable television, communications satellites and impact of communications technology on print media. Annual conference is sponsored by Office of Telecommunications Policy and Aspen Institute.

Banished. FCC has terminated Sierra Broadcasting Inc.'s authority to operate KICU-TV Visalia, Calif., and ordered station's call letters deleted. In denying Sierra's applications for license renewal and change in transmitter site and studio location, FCC said Sierra had failed to respond to repeated requests for further information concerning relocation application. Commission also said that KICU-TV has been silent without FCC authorization since Dec. 19, 1970, and that failure to advise commission of any substantial progress on new construction has reduced KICU-TV to paper license, without physical assets necessary for broadcasting.

Late Fates. **Sig Mickelson**, chairman of Northwestern University's journalism department and former head of CBS News, elected president of Radio Free Europe and Radio Liberty, Washington. Appointment consolidates RFE and RL, formerly headed by William P. Durkee and Howland H. Sargeant, respectively . . . **Richard L. Kirschner**, director of program clearance, CBS New York, named VP-program practices, CBS-TV Hollywood, replacing **J. Norman Nelson**, who is retiring . . . **Thomas C. Sawyer**, minority counsel of House Communications Subcommittee, leaves in May to become executive director of Ohio Association of Broadcasters . . . **Robert L. Coe**, retired longtime ABC executive, professor emeritus at Ohio University and most recently adjunct professor at Temple University School of Communications and Theater, Philadelphia, reported ill at New York's Presbyterian Hospital . . . **Marjorie Main**, 85, principally known as gravel-voiced Ma Kettle in movie series of that name but also principal in *Wagon Train* television series in late 1950's, died of cancer April 10 in Los Angeles. *For earlier reports see "Fates & Fortunes," page 71.*

MARLO THOMAS IS THAT GIRL



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Over Closest Competitor

MILWAUKEE LOVES "THAT GIRL"
WVTV MF 6-6:30 PM 70% Lead—Women 18-49—
Over Closest Competitor

BALTIMORE LOVES "THAT GIRL"
WMAR MF 5:30-6 PM 43% Lead—Women 18-49—
Over Closest Competitor

MADISON LOVES "THAT GIRL"
WKOW MF 5:30-6 PM 38% Lead—Women 18-49—
Over Closest Competitor

PITTSBURGH LOVES "THAT GIRL"
KDKA MF 5:30-6 PM 21% Lead—Women 18-49—
Over Closest Competitor

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Monday Memo®

A broadcast advertising commentary from Dan E. Hutchins, advertising director, Long Lines Department, AT&T, New York

AT&T's reminders help friends do their thing

You meet a lot of ad guys on the train to Connecticut. One night last year the General Foods man and the Kellogg's fellow were talking about new products. I wouldn't have minded except that the Kellogg's guy, my bridge partner, wasn't paying close attention to his hand. I pointed that out to him, patiently of course, by suggesting that he hold the chatter until, say, Glenbrook. Whereupon Kellogg's turns to General Foods and said: "Hutch doesn't have to worry about new products." That was all right, but the snicker wasn't.

"Oh, I don't know," I said. "Down at Long Lines we're working on a new product that we're willing to bet a third of our budget on in 1975."

"Ma Bell's going into corn flakes?" suggested General Foods.

"Nope. Friendship."

"You're kidding, of course."

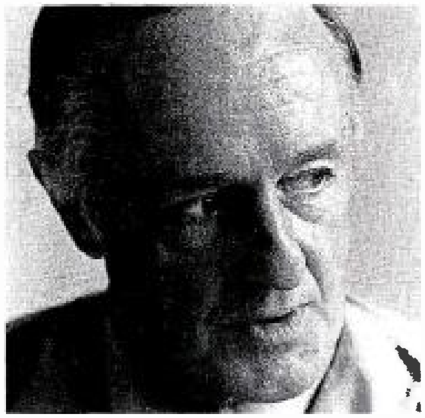
Kidding? The research had been going on since mid-1973. This train ride took place in the fall of 1974 and the launching date was irrevocably set for the first week in January 1975.

The Bell System had been in the business of actively promoting residence long distance for 20 years and the theme hadn't varied much. "Long distance is the next best thing to being there," was our slogan. But implicitly we had always meant ". . . the next best thing to being there for members of a family separated by schooling, jobs or just plain moving away." We had been suggesting in emotional terms for many years that we held the key to keeping the family feeling going.

Our research was at the same time telling us that a lot more of our subscribers were calling their friends as well as their families, or calling them more often than they did. For their own good as well as ours.

But could we be sure? At our agency, N.W. Ayer ABH International, some people had often thought the same thought. Last year we did a commercial called "Friends," all about a couple moving away and another couple who were neighbors and friends, and how they decided to call each other now and then. But that theme had never been given major attention. The 20 years of the family campaign made a good run, for an idea, even if the idea is family love. Dare we veer slightly away from it? Let's get the research going.

We learned quite a bit from behavioral psychologists. They told us that while individuals have strong personal needs to keep in touch with family members, those needs are partly based on social pressures. Relationships outside the family are freer of social obligations and offer more



Dan E. Hutchins, who answers readily to "Hutch", joined the Bell System with Ohio Bell in his native Cleveland; did two stints at the corporate headquarters of AT&T, (introducing the princess and call-director telephones); served in Seattle with Pacific Northwest Bell—and returned to New York on his present assignment in 1964. Known as a creative client, his hang-ups are negativism and dull commercials.

latitude. They help you grow and develop . . do your own thing. They're elective.

We now began a series of focused group interviews in which men and women of several age groups talked about the role of friendship. As anticipated, the interviews proved that the new mobility of our society meant that most people had friends who lived a long-distance call away, that those relationships were important, and that there was a basic need to maintain contact.

I'll skip several stages of research, creative approaches, media planning and other types of months-consuming work, and get on to our decision to start an all-broadcast campaign in January of 1975.

Heavy television. That's because we have found that the emotional kind of message we deliver works better on the tube than on the page. (We've got other jobs for the printed page.) Four Clios in as many years for our family campaign had demonstrated that Ayer's creative gang know how to write and produce emotionally effective and artistic commercials. Radio would give us what is sometimes called a leg-up to the ride.

So with the new year we threw a switch and all of our many network television participations turned off the family track onto another main line called friendship. After a solid run of three months, backed by radio, we'd move back to family—still and perhaps always a sure thing—and then alternate between the two themes as long as we found both profitable.

Using actors, we made three commercials about friendships between women. We chose three decades—women in their 20's, in their 30's and in their 60's. Our sole male commercial employing actors was about men in their 50's.

And then there was Bill Russell, whose age is less important than his personality.

As you know if you watch any sports on television, Russ had been working for us for about a year. He's made that improbable sitting-down shot from his desk chair to point out to businessmen that they ought to "put 'em through themselves"—that is, dial their business calls direct and save money over station calls or person-to-person. The fancy hook shot (right handed, as most basketball fans noted) was achieved in the interest of direct dial for residence. Finally, in a third commercial, Bill tells the world to dial direct on the weekend before the rates go up at 5 p.m. Sunday.

Now, it turns out that Bill Russell has a dear friend named Ron Watts. Ron's an insurance executive in Washington. Long ago, for a couple of years frustrated by a lot of benchwarming due to an injury, Ron Watts had been a Boston Celtic. But when Ron was dropped, he walked out of the locker room with a valuable piece of property, the close friendship of his coach Bill Russell. The two men kept in touch through the years, by visits when possible and at other times by long distance.

So Bill and Ron, separately, sat down and told the film camera what this relationship meant to them. The result is one of the most talked-about commercials.

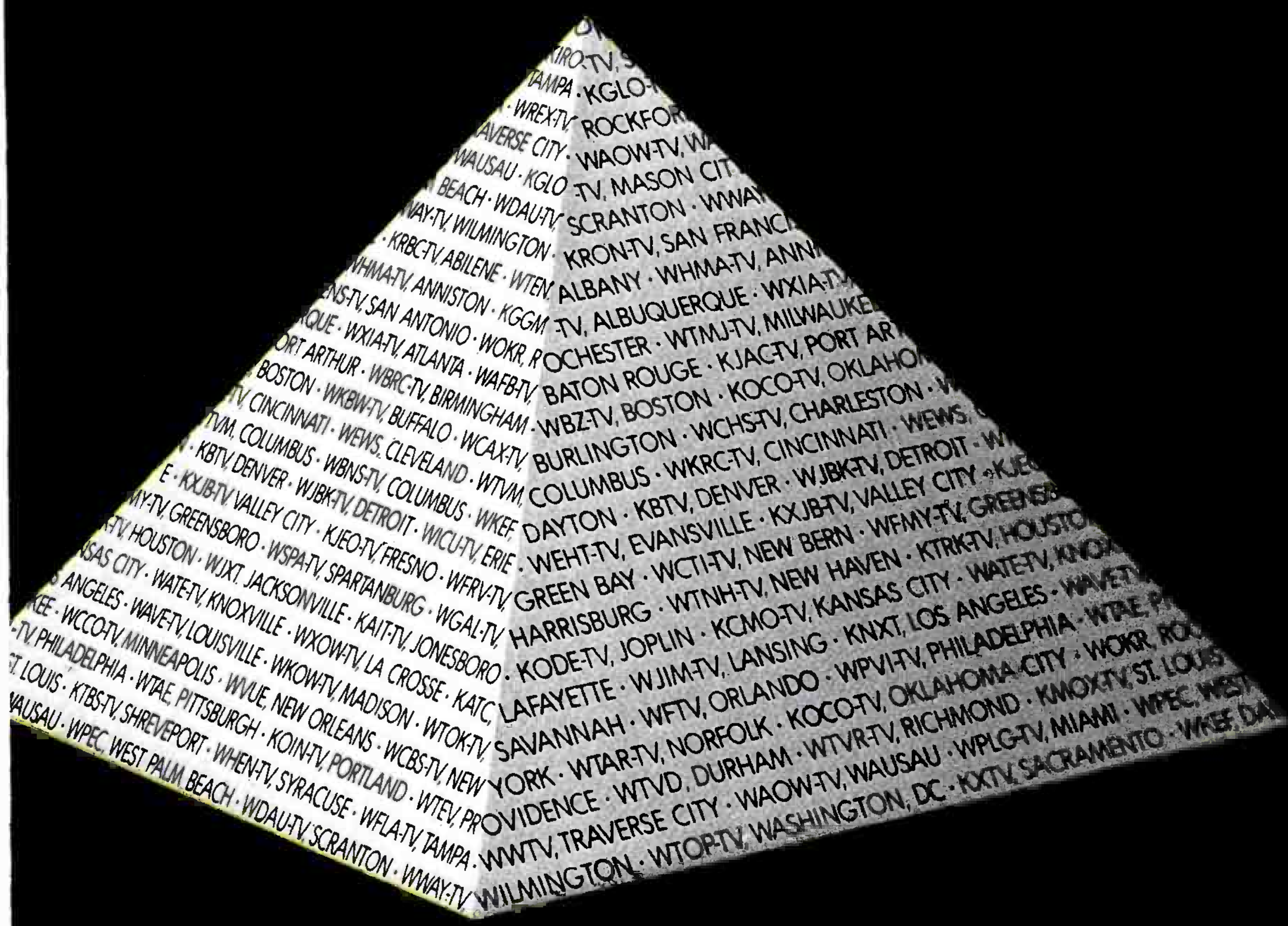
To introduce friendship on radio we bought a 10-week schedule (Jan. 6 to March 15) on every major radio network adding up to 125 60-second announcements a week. All commercials ran between 4 p.m. and midnight Monday through Friday, all day Saturday, and on Sundays until the 5 p.m. price rise. Ayer media people tell us we reached 80% of all adults 18 years of age and over an average of 12 times during the campaign.

The song we commissioned turned out to be a beauty called "Good Friends Are for Keeps." The song itself may be for keeps too, for a couple of artists are now considering recording it for the pop trade a la Coca-Cola. We got Tony Bennett to do one of the commercial versions, then pop stars The Carpenters, country-western charmer Loretta Lynn, and finally the less well-known but terrific young artist Valerie Simpson. Each appeals to a slightly different group of listeners.

So, in television and in radio, we're plugging our new product, friendship long distance. The associated companies of the Bell System have reacted enthusiastically with praise and with back-up friendship promotions of their own. When you add the number of our national spots to those the Bell companies run, it's a splashy "introduction" indeed.

The closer you look at this season's big new access hit, the more reasons you see to buy it for next season.

"The $25,000 Pyramid" from Viacom.



Datebook®

■ Indicates new or revised listing

This week

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 (see story, page 56).

April 15—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 16—Babson College, Founder's Day program, "The News Machine." Speakers: Mike Wallace, co-editor, CBS's *60 Minutes;* Nicholas Johnson, former FCC commissioner; Edith Efron, TV news critic; William Small, senior VP and director of news, CBS; Ned Schnurman, associate director, National News Council; David Ives, president, WGBH Educational Foundation. Babson Park, Mass.

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

April 17—Exhibit '75 of *Washington chapter of American Women in Radio and Television* to recognize creative achievements of women college students in media and related fields. Studios of WTTG-(TV) Washington.

April 17-18—*American Association of Advertising Agencies* southeast council annual meeting. Stouffer's Atlanta Inn.

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—First annual *Media Bylines For Women* conference, sponsored by University of Wisconsin Extension Department of Communications and all Wisconsin women media organizations. Lowell Hall, University of Wisconsin, Madison.

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

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

April 18-25 — *MIFED*, International film, TV film and documentary market. Largo Domodossola 1, 20145 Milano, Italy. Contact: Gerald Rappart, 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 19—*Iowa Broadcast News Association* annua convention. School of Journalism and Mass Com munications, Ames, Iowa.

Also in April

April 20—Children's Television Fair, sponsored b *Committee on Children's Television*, San Francisc and 20 professional and civic organizations. Preview of children's programs, dialogue groups for parent and children and workshops.

■ **April 21**—*South Carolina Broadcasters Associatio* 10th annual congressional luncheon. Senate dinin room S-207, Washington.

April 22—Extended due date for comments regar ing FCC's cable rules and carriage of sports pr grams. Reply comments due May 6.

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

April 23—*Missouri Broadcasters Association* Broa cast Day dinner. University of Missouri, Columbia.

April 23—*International Radio and Television S ciety* newsmaker luncheon. Speaker: former Senat Sam J. Ervin (D-N.C.). Americana hotel, New York.

April 23-24—*Institute of Broadcasting Financ Management/Broadcast Credit Association* quarte board of directors meetings. Century Plaza hot Los Angeles.

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

April 23-27—*American Women in Radio and Tel vision* 24th annual convention. Speaker: FCC Cha man Richard E. Wiley. Continental Plaza hotel, Cl cago.

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

April 24-25 — *American Advertising Federati* 11th district meeting. Boise, Idaho.

April 24-26—*American Advertising Federation* 1(district meeting. Villa Capri hotel, Austin, Tex.

April 24-26—*American Advertising Federation* 1: district meeting. Granade Royale hotel, Phoenix.

April 25-26—*Women in Communications Inc.*, I

Major meeting dates in 1975-76

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.

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.

West region meeting. Site to be announced, Malibu, Calif.

April 27-29—*West Virginia Community Television Association* convention. Contact: Boots Cousins, Teleprompter of Fairmont, Box 907, Fairmont. Lakeview Inn, Morgantown.

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 27-30**—*Canadian Association of Broadcasters* annual meeting. Quebec Hilton, Quebec.

■ **April 30-May 2**—*Washington State Association of Broadcasters* spring meeting. Speakers will include Tom O'Brien, director of radio news, ABC, New York; Wallace E. Johnson, chief, FCC Broadcast Bureau, Washington; Miner H. Baker, economist and vice president of Seattle First National Bank; Dick Babb, Babb & Clarkson, Portland advertising agency; Jack Ehrig, Ricks-Ehrig, Seattle, and western chairman of American Advertising Federation. There will be a special presentation of color film clips and audio from a manslaughter case that was tried last December in Seattle (State Supreme Court is expected to rule this year on allowing microphones and cameras in court rooms). Cosmopolitan Chinook motel and tower, Yakima.

May

■ **May 1**—Extended due date for filing replies and briefs with *FCC* regarding Comsat rate investigation. FCC, Washington.

■ **May 1**—Deadline for *Howard W. Blakeslee Award* competition sponsored by American Heart Association and open to radio and television programs, newspaper and magazine articles and books published or produced between March 1, 1974, and Feb. 28, 1975, in the field of heart and blood vessel diseases. Entry blanks are obtainable from local association offices or from Blakeslee Awards, American Heart Association, 44 East 23d Street, New York 10010.

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—*Michigan News Broadcasters Association* spring convention. Park Place Motor Inn, Traverse City.

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 22**—*International Radio and Television Society* annual meeting and presentation of Broadcaster of Year award to Barbara Walters, NBC. Americana hotel, New York.

■ **May 3**—Fellowship banquet honoring National Religious Broadcasters, sponsored by *Tele-Missions International Inc.*, Nyack, N.Y. Guest speaker: Dr. Ben Armstrong, executive secretary, NRB. Hotel Bethlehem, Bethlehem, Pa.

■ **May 5-6**—*New York State Cable Television Association* spring meeting. Monday banquet speaker: Representative James Hastings (R-N.Y.). Tuesday luncheon speaker: Burt I. Harris, vice chairman, National Cable Television Association. Holiday Inn Downtown, Rochester.

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

May 7—Presentation of 35th annual *George Foster Peabody Awards (Broadcasting,* March 24), administered by University of Georgia. Luncheon to be held in conjunction with Broadcast Pioneers. Hotel Pierre, New York.

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

■ **May 9-11**—*Alabama Associated Press Broadcasters Association* annual meeting and awards presentation. Rodeway Inn, Birmingham.

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

May 11-14—*National Association of Educational Broadcasters* and *Corporation for Public Broadcasting* joint Conference on Instruction. Marriott hotel, Philadelphia.

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.

Open Mike®

Reformed

EDITOR: Your April 7 story on the Fred Friendly article in the *New York Times* was most "fairly" balanced with the comments of a former and the present FCC general counsel, Henry Geller and Ashton Hardy.

Henry is "dismayed." Had he known, he would have done it differently, bless his heart. He would have said: "Don't be discouraged. We want debate. Put on your side. We commend you. Keep it up." Now there's soul-purging for you! Henry can't mean he would have said this to the Democratic administrations and to the Nixon administration. They hardly needed this advice. And it's a bit too late to tell it to Red Lion's former owner, the Rev. John Norris; but I am sure that now that he's dead and knows that Henry's heart was in the right place all the time, he surely forgives him.

Ashton says that governmental abuse doesn't make the fairness doctrine bad. But he doesn't say how much more abuse it can stand, or how he would undo the past abuse, or how he's gonna stop it in the future. Didn't someone once — or maybe twice—say that the very reason for the First Amendment is to prevent government abuse of free speech?

I hear you saying that I used to be like my successors. So OK, *mea culpa*. And I don't mind if you call me a reformed sinner (but please add, "in a fast growing fraternity").—*Benedict P. Cottone, attorney, Washington.*

(Mr. Cottone, also an FCC general counsel at one time, represented Mr. Norris, owner of WGCB(AM) Red Lion, Pa., which Mr. Friendly said was prosecuted for fairness violations as a result of a Democratic campaign to harass right-wing commentators.)

Dissenting opinion

EDITOR: With regard to your March 10 editorial, "White Papers," your attempt to link the Supreme Court's opinion in Cox Broadcasting Corp. et al., v. Martin Cohn with the regaining of "at least some of the ground lost" in the Red Lion case, is a stretch of the imagination. You assert that because Justice White used the word "press" synonymously for print and broadcast journalism "it unquestionably provides additional support to the broadcaster's claims to the freedom of the press that is guaranteed by the First Amendment."

No doubt your editorial comes well timed in the wake of Senator Proxmire's S.2 and Representative Drinan's H.R. 2189 which would grant broadcasters the broad First Amendment protection now enjoyed by print.

In fact, however, a close reading of the court's decision in Cox v. Cohn shows no relationship with the facts of Red Lion and instead deals solely with the right to privacy vs. the right to print/broadcast.—*Paul Mansfield, graduate student, speech communication, University of New Mexico, Albuquerque 87131.*

Breaking confidences

EDITOR: It has been our contention that the process of "ascertainment" is an ongoing activity for every responsible broadcaster. So it has long been a policy here that any member of our staff having a meaningful dialogue with a community leader or special group interest should report same in writing for management.

The report concerning the new FCC rules for ascertainment indicates that the ascertainment reports by various staff members for management study will become a part of the public file. We regard this as disastrous.

In the first place, we have scrupulously advised people that their comments are off the record. In this way, we have felt that our ascertainment interviews provide input which would never come about if the community leader felt his comments were going to be publicized to his political (or otherwise) opponents.

Secondly, in making their management reports our people have felt free to comment on the validity of certain observations, either suggesting ways in which we might be responsive in our local programing or ways in which it would be impossible to do so.—*D. P. Campbell, vice president and general manager,* WMAR-TV *Baltimore.*

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ABC

* Reg. U.S. Patent Office.

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Broadcasting Apr 14
Vol. 88 No. 15

Programing

'Family time' is chiseled in NAB code

Undeterred TV board rules 7-9 p.m. off limits to 'inappropriate' fare; shows already on shelf at stations grandfathered until September 1977

The television board of the National Association of Broadcasters overrode the strong objections of some members last week to adopt the "family viewing" standards that had been proposed by the television code review board (BROADCASTING, Feb. 10). It was regarded as a victory for FCC Chairman Richard E. Wiley, who negotiated the first draft of the concept with television network presidents and who, in a speech immediately preceding the board meeting last week, plumped for self-regulation as the key to reduction of federal regulation and referred to the impending meeting of "my friends on the television board."

Mr. Wiley addressed a luncheon during the NAB convention in Las Vegas last Tuesday (April 8). The board met afterward in a session that had been predicted to last perhaps an hour and a half. It went for more than three hours before the code board's language was adopted—with some embellishments.

The action was taken a day after another session of the convention—a television members' assembly on programing—had turned into a sharp debate over the adoption of family viewing standards in the code. At that session opposition to the proposal outweighed advocacy (see opposite page).

The television board met under exceptional security. A guard refused to let outsiders get off elevators on the 30th floor of the Hilton hotel where the TV board had engaged a meeting room.

All 15 members of the TV board were present. So were four newly elected members whose terms did not begin until the next day. So were Andrew Ockershausen (Evening Star Stations), chairman of the NAB joint board; Vincent T. Wasilewski, NAB president, and members of the NAB and Television Code Authority staffs.

The vote to adopt the family viewing standards was 12-to-3, with Earl Hickerson of WCEE-TV Rockford, Ill., Robert Gordon of WCPO-TV Cincinnati and Ray Johnson of KMED-TV Medford, Ore., dissenting.

The board made no change in the code board's language excluding programs "inappropriate for viewing by a family audience" from the 7-9 p.m. period (6-8 central time) and requiring the use of warnings when programs contain "material that might be disturbing to significant segments of the audience."

No attempt was made by the television board to define "inappropriate" programing. In a separate resolution, however, the board instructed the code review board "to study ways and means of effectuating the code provisions pertaining to program policies and practices which have been voluntarily adopted by the industry."

In a concession to independent television stations, the board waived the family viewing time restriction on programs under contract to a station as of April 8, the day the code amendment was adopted. The waiver will extend to Sept. 1, 1977. The waiver was voted after the board had heard a last-ditch appeal from James Terrell of KTVT(TV) Fort Worth, chairman of the Association of Independent Television Stations, and Herman Land, INTV president.

Wilson Wearn of the Multimedia station group, chairman of the NAB television board, called the waiver an "equitable solution" to the problems of independents, which want the freedom to counterprogram network and network-affiliate programs in the early hours of prime time.

Mr. Terrell, however, was not that impressed. For independents, the board action "still did not cure future operational problems as far as program sources are concerned," he said. Many programs now running on the networks won't be put into syndication until after the waiver period is over. Despite the waiver provision, the code amendment "poses a big question for independents as to what to do for future programing" in the early evening, he said.

The code amendment adopted by the television board contains a paragraph—not included in the code board's recommendation—that is intended to prevent the misuse of warnings for exploitative aims. That language was added on motion of Peter Kenney of NBC.

In addition, the board adopted a resolution, offered by Richard Jencks of CBS, directing the code board to monitor program advisories. If "substantial violations" of the restrictions against exploitation are found, the code board is to consider adopting standard forms for recommendation to the NAB TV board.

The resolution directing the code board to study ways of "effectuating" code provisions was introduced by A. James Ebel of KOLN-TV Lincoln, Neb. The same resolution directed the code board to consider

Family standards. Here is the language approved by the National Association of Broadcasters television board for insertion in the NAB television code at the end of the section headed "Principles Governing Program Content."

"Additionally, entertainment programing inappropriate for viewing by a general family audience should not be broadcast during the first hour of network entertainment programing in prime time and in the immediately preceding hour. In the occasional case when an entertainment program in this time period is deemed to be inappropriate for such an audience, advisories should be used to alert viewers. Advisories should also be used when programs in later prime-time periods contain material that might be disturbing to significant segments of the audience.

"These advisories should be presented in audio and video form at the beginning of the program and when deemed appropriate at a later point in the program. Advisories should also be used responsibly in promotional material in advance of the program. When using an advisory, the broadcaster should attempt to notify publishers of television program listings.

"Special care should be taken with respect to the content and treatment of audience advisories so that they do not disserve their intended purpose by containing material that is promotional, sensational or exploitative. Promotional announcements for programs that include advisories should be on a basis consistent with the purpose of the advisory."

The board also adopted an additional interpretation in the code guidelines:

"Interpretation No. 5. The scheduling provisions of Section 1, 'Principles Governing Program Content,' shall not apply to programs under contract to a station as of April 8, 1975, all episodes of which were then in existence if such station is unable, despite reasonable good faith efforts, to edit such programs to make them appropriate for family viewing or to reschedule them so as not to occupy family viewing periods. This exception shall in no event apply after Sept. 1, 1977. Any such programs excepted from scheduling provisions shall, of course, bear the required advisory notices."

·evisions in other parts of the code to ·eflect the broadcasters' "responsibilities :or children."

The board rejected amendments offered)y Messrs. Hickerson and Gordon. Mr. :Iickerson's would have confined the :amily period to 8-9 p.m., would have ;tressed the need to consider family au- liences at all times but would have left he ultimate choice of programing to the ndividual ' broadcaster; Mr. Gordon's vould have stated that family time was ign-on until sign-off ("Closed Circuit," \pril 7).

Arthur Taylor, CBS president, said :BS "welcomes" the amendment of the :ode and offered his interpretation of it. 'The new code does not mean family ·iewing should be a shield against reality; :or should it shortchange the natural uriosity of the young. It does mean that ·roadcasters, however, recognize family ensibilities in connection with the im- act of television on young, growing ninds."

It was Mr. Taylor who first proposed 1at the opening hour of network prime me be reserved for "family viewing" BROADCASTING, Jan. 6) after Chairman Viley had begun to seek from the net- 'ork heads a "new commitment" to sup- ress sex and violence. The hour preced- 1g Mr. Taylor's 8-9 proposal was added iter, largely at the urging of ABC.

-amily viewing jets a going-over rom the troops

roadcasters at NAB TV session idicate strong displeasure ith concept, saying it came om government and that it robably won't work anyway

Messrs. O'Sullivan, Adams, Scherick, White and Tinker.

ontroversy over the family-viewing time ·oke into the open and built into a free- heeling dispute that dominated the NAB)nvention's TV assembly last Monday— e day before the board voted to adopt (story page 24). The two-hour session ft no doubt that a substantial number of e estimated 400 broadcasters in the hall anted no part of the family-hour con- :pt, and probably many more, like it or)t, were convinced it had its origins in)vernment.

When the audience was asked to show ith applause how it divided for and ;ainst the projected code change, the re- lts seemed to be a stand-off. But inde- :ndent bursts of applause seemed quick- to follow criticism than praise of the mily plan.

The session, thrown open to audience .rticipation almost from the outset by oderator Phil Donahue, rarely got far om the family-viewing question, al- ough it was billed to encompass "Tele- sion Programing Today and Tomor- ·w." And the dispute frequently turned arp-tongued.

Kevin O'Sullivan, president of World- sion Enterprises, led the attack, calling e family-hour plan "the worst threat cing television," an open invitation to e government to "sit in," a plan "engi- neered" by the TV networks in an effort to "neutralize strong independent sta- tions." What's more, he said, existing code language makes it redundant.

Larry White, NBC-TV programing vice president, was the panel's prime spokes- man in support of the plan. He was sup- ported by Edgar Scherick, president of Palomer Productions, and Grant Tinker, president of MTM Productions, while Tom Adams, chairman of Campbell- Ewald, Detroit, backed Mr. O'Sullivan— though somewhat less volubly.

Mr. White rejected as "baloney" Mr. O'Sullivan's assertion that if the change was adopted only the networks would be free to program "real dramatic impact." He also insisted that the code change would be self-regulation, not censorship or a result of government intrusion—a charge frequently raised on the apparent grounds that the family concept was first proposed (by CBS) after FCC Chairman Richard E. Wiley had called all three net- works into a meeting to express concern over violence and sex in TV.

Mr. Tinker and Mr. Scherick contend- ed—as did Mr. White—that the family- hour change would be a challenge that would result in greater diversity and more meaningful programing. Mr. Adams cast his vote against the change and also said: "I don't think it will work."

The exchanges sometimes had bite in them. Mr. Scherick suggested at one point that Mr. O'Sullivan's opposition to the concept was "economically motivated," an allusion to Mr. O'Sullivan's firm's syndication of *Mod Squad* and *The Rook- ies*. Mr. O'Sullivan said that "I take great personal umbrage," and added that "I sincerely believe this is a very bad thing."

"I believe that," Mr. Scherick replied, but added that "where we sit is where we stand," and "Kevin's business is going to be hurt" if the family-viewing concept is written into the code.

Moderator Donahue, of Avco Broad- casting's *Phil Donahue Show*, asked Mr. O'Sullivan if he felt *Mod Squad* qualifies as family viewing. Mr. O'Sullivan first protested that "I'm not running a sta- tion," then replied, "I'd say yes," and, when asked the same question about *The Rookies*, answered, "I'd say yes. abso- lutely." ABC-TC, on which *The Rookies* is now running, is moving it out of the family time (BROADCASTING, April 7).

In another discussion, he said that if he were a station manager he "wouldn't run *Hot l Baltimore* anywhere" in the sched- ule, because he found it "offensive," but that that's for each station to decide.

Members of the audience figured prom- inently in the afternoon's discussion.

David Henderson of WJAR-TV Provi- dence, R.I., took the position that the family-viewing change would "knock out" some 42 hours of programing a week, be- cause in his view network programs scheduled after 9 p.m. NYT would no longer be suitable for repeat scheduling by stations any time between 3 and 9 p.m. He contended that *Hawaii Five-O, Kojak* and "some of the stuff you've got, Kevin," will "never see the light of day" in syndi- cation.

NBC's Mr. White repeatedly maintain- ed, however, that the networks would not schedule stronger stuff after 9 p.m. than they do now. "No extra license will be taken after 9 p.m.," he insisted. MTM's Mr. Tinker also said, "I disagree that everything airing after 9 o'clock [on net- works] will not be playable [on stations in subsequent syndication]."

Several audience members insisted that parents should police their children's viewing and not put all the responsibility on broadcasters, although most said broadcasters have a responsibility too.

Mr. White said the family-hour idea represented no change in NBC-TV's long- standing scheduling policies. Mr. O'Sul- livan wanted to know why, then, NBC needed to support a code change. Mr. White said NBC's support was "public endorsement of our existing position."

Mr. White also protested: "Untrue" when Mr. O'Sullivan claimed the three networks "got together" and developed the family-viewing plan. That suggested collusion, Mr. White said, when in fact network representatives get together only as members of the NAB code board and then only in the presence of other mem- bers.

One audience member chided "you folks" for developing the plan "without input" from broadcasters, and was ap- plauded when he asked why, if supporters of the plan are sincere, they don't set up family-viewing hours "in all hours of the broadcast day." When Mr. O'Sullivan made a similar suggestion, Mr. White replied that he wasn't saying it was an entirely bad notion.

There was some criticism, too, suggest- ing that soap operas may operate under less stringent standards than programs proposed for the 7-9 p.m. family time.

And there were repeated contentions that the plan originated in government and that broadcasters by adopting it would be, in effect, participating in cen- sorship. Leslie G. Arries of WBEN-TV

Buffalo, N.Y., a former NAB board member, was applauded when he said from the floor that "there's not a broadcaster in the room who doesn't think the family hour came from government."

And earlier, at a session of the annual meeting of the Broadcast Education Association, Bud Austin, of Paramount Pictures Television, commented: "I've just finished talking to the three networks, and if you ask about family viewing you get three separate answers." And Lee Rich, of Lorimar Productions (*Apple's Way, The Waltons*), said the evidences of government interference in programing portends trouble for programs producers, broadcasters and their audiences. And, he added, "We cannot spend half our time fending off headline-seeking congressmen and senators."

The talk at the NAB TV session, however, did turn occasionally to TV program plans. Mr. White and Mr. Adams reported, for instance, that among programs in the works is a six-hour "retelling of the life of Jesus," being produced as a joint deal between NBC and General Motors, for scheduling on six consecutive Sundays preceding Easter in 1977. Mr. Scherick also cited his company's plans for a film on Supreme Court Justice William O. Douglas.

Wiley and family viewing: Who, me?

In session that puts wrap on NAB convention and features five FCC commissioners, chairman says concept was not imposed by government; other topics touched on included fairness, cable, fee refunds, agreements between stations, citizen groups

FCC Chairman Richard E. Wiley told broadcasters last week that the NAB's adoption of family-viewing standards (story page 24) was "a meaningful self-regulatory effort" that, despite the claims of some critics, was not "government-imposed."

"I'm encouraged," he said. But whether it succeeds, he said, will depend on how broadcasters implement it. The FCC, he continued, should not get into the question of whether specific programs qualify as "family viewing." Nor should this concern for the quality of family programing interfere with the need for television to deal with mature and meaningful adult themes after 9 p.m., he asserted.

He said he recognized that the plan had generated controversy in the industry but that in his view TV as a home medium needs tighter standards than, say, motion pictures. In addition he said that though critics have called it a government-imposed plan, that is not "a fair description" of the talks he had with network officials before the plan was publicly offered.

Mr. Wiley gave his views in response to the first question asked by NAB President Vincent J. Wasilewski as moderator of the first question-and-answer session featuring FCC commissioners at an NAB convention in some 10 years. The session, with five of the seven commissioners on hand, closed out this years convention at Las Vegas last Wednesday.


Commissioners Quello, Lee, Wiley, Hooks, Washburn.

Commissioner Abbott M. Washburn volunteered his endorsement. "I echo what the chairman said," he asserted, and went a step further, saying that "I wish it hadn't been delayed for two years —I think one year would have been enough."

The questioning from the audience in many cases went over ground covered in other convention sessions. Chairman Wiley, for example, reiterated his hope that in the near future the FCC will issue a new policy statement on comparative hearings, indicated the FCC staff is working on it but said he could not discuss details.

Commissioner Benjamin Hooks said the audience at Mr. Wiley's speech the preceding day let a good point escape unapplauded and therefore presumably unnoticed. He was referring to a projected weekly "petition-to-deny day" on which the commission would sort out petitions to deny license renewals and dispose of those obviously without merit.

Commissioner James Quello was critical of extreme demands by citizens groups upon broadcasters seeking renewal, saying some would seem unconstitutional if made by the commission.

Commissioner Hooks urged broadcasters to resist demands they considered wrong. He said he agreed with the principle of citizens agreements with broadcasters but that it's "a cop-out"—and casts doubt on a broadcaster's qualifications to be a licensee—to sign an agreement "just to avoid a petition to deny."

Commissioner Washburn touched off an extended exchange when he said that in his eight months as a commissioner no one had ever told him directly that the fairness doctrine is a problem, and he wondered if it in fact is.

He was assured at some length that it is indeed a problem, both by NAB's Mr. Wasilewski and by several broadcasters from the floor. One of the latter said "in principle it's great but in practice it's terrible." Another spoke of "horrendous" problems arising from application of the doctrine.

Chairman Wiley conceded "it's a difficult subject" and said he didn't expect broadcasters, particularly journalists, to ever believe in any limitation on their freedom but that the FCC tries to keep them as near to equality with print journalists as possible in applying the doctrine. Several commissioners emphasized that the doctrine is a matter of law, not FCC discretion.

Several also emphasized that, as Mr. Hooks put it, broadcasters should read the fairness doctrine before attacking it, and consider the alternatives before advocating repeal.

The commissioners were at pains to emphasize that they must—and do try to —be fair to both broadcasters and cable TV, or, as Commissioner Robert E. Lee put it, "we have to live with both sides." But the broadcasters gave their applause on that question to Chairman Wiley when he said FCC needs forfeiture authority in regulating cable just as it has it in regulating broadcasting.

The commissioners also went to some lengths to explain their position on refunding fees paid by CATV operators but not those paid by broadcasters. They said the former was required because the National Cable Television Association took the issue to the courts and won, but that paying broadcasters is not required because the broadcasters got no such court order.

In response to other questions, Chairman Wiley reiterated his view that automatic radio transmitters can lead in time to elimination of "a host" of technical requirements, and again expressed hope that "before my term is ended we can make this a reality." (His term expires June 30, 1977.) He also offered again, at least tentatively, his belief that power increases will be allowed stations whose communities have outgrown their signal coverage—if such increases do not create additional interference.

Just preceding the FCC panel the Rev Jesse Jackson, president of People United to Save Humanity (PUSH), won a long round of applause with an address protesting broadcasting's "dismal history of discrimination against and insensitivity to blacks and minorities." He said "none of this will change in a meaningful way without bloodshed and chaos bringing on serious suffering, dislocations for hundreds of thousands and death unless we determine here and now that it will change, and that we are setting up a timetable for this change and that this timetable will be in the near future, not in the dear future."

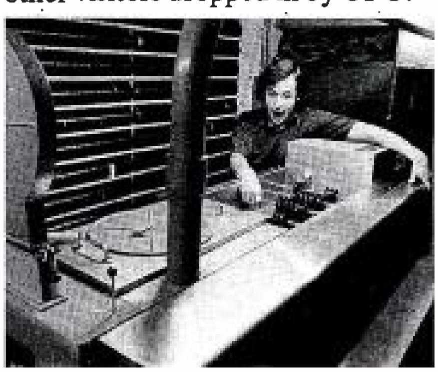
In the panel session Commissioner Hooks, the FCC's first black member was asked whether he thought blacks had

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

made progress in broadcasting. "A great deal of progress," he said—"considering where we came from." But while the industry has been moving at 110 miles per hour, he said, blacks have been moving at "about eight miles per hour."

FCC tells how lifting blackouts on TV lowers the boom on radio

Commission again advises Congress that 1973 law has had little effect on professional sports, but that radio continues to suffer

The FCC last week told Congress that the law banning television blackouts of professional sports has had minimal effect on the clubs ("Closed Circuit," April 7). But, as expected, the commission's findings confirmed the plight of radio broadcasters who suffered ratings slumps when their game coverage bucked TV competition. Further, the National Football League clubs said that rebates of about 7% had to be made on radio rights.

The impact on the sports teams was largely in the area of revenues realized from such operations as parking fees and concessions. The law was not expected to have any great effect on ticket sales since only those home games sold out three days in advance could be telecast.

Those conclusions were part of a 113-page report that Alan Pearce, plans and policy office economist, prepared for Congress. Submission is in accordance with the provisions of the antiblackout amendment, that require an annual evaluation of any "long term economic injury" to the professional sports business. Congress, in enacting the statute in September 1973, provided for the law to be repealed by Dec. 31, 1975, absent further legislation.

The FCC report analyzed professional football, baseball, basketball and hockey and broke down its findings by league and team.

Noting that different circumstances are involved in baseball, basketball and hockey, including the fact that blackout provisions had been lifted in these three sports before the law went into effect, and the limited number of games under TV-league contracts, no "significant impact" was reported there from the antiblackout rule.

The report pointed out, however, that although there was no supporting information on their revenues from concessions, souvenir sales and parking fees. both the National Basketball Association and the National Hockey League claimed that a decline in attendance for any given game translated to a direct decline in such collateral revenues. The FCC submitted that the collateral revenue problem may be significant in cases where the ownership of the arena is affiliated with team ownership.

Football presented a different story, since many of its games did come under the dictates of the anti-blackout rule.

The report cautioned that any numerical increase in "no-shows"—those people who bought a ticket but did not come to the game and thus consequently could affect collateral revenues—should be viewed in the context of other variables and not just ascribed to the fact that the game might be broadcast locally. The general downturn in the economy, gas shortages last winter, the NFL's preseason players' strike and the competitive threat from the new World Football League, should be considered, the report said.

Other circumstances raising no-show statistics were bad weather or a poor team standing, either by the home team or its opponent, the report added.

Conversely, fair weather or a high win-loss record by the home team brought out maximum attendance, regardless of whether or not the game was blacked-out locally, it was reported. Only in the last weeks of the regular season, when many play-off competitions were definitely resolved, did the number of no-shows during locally televised games significantly outnumber those who did not attend during blacked-out games.

In over-all terms the 1974 NFL season broke down as follows: 1,124,162 no-shows or 11% of the total paid attendance as compared with 1,002,990 no-shows (8.53%) for 1973. The total number of no-shows for the 1972 season, before the anti-blackout law went into effect, was 624,686 (6%)—although only 25 of the 26 teams counted no-shows that year.

A total of 86 games were televised last year (out of 182 regular season games) as compared with 109 televised games in the preceding season. Seven NFL clubs sold out before the season and therefore allowed all local games to be televised; nine clubs did not sell out any games before the three-day advance cutoff, and were able to blackout all home games.

Other highlights concerning the 1974 NFL season were:

- At 96 blacked-out games the average number of no-shows was 5,965, only 448 fewer than the no-shows for games that were televised.
- The smallest number of no-shows were reported by Minnesota, a Super Bowl contender (7,949), and Washington, which made the playoffs (3,333).
- Atlanta reported the highest number of no-shows, when its won-loss record further sagged from 9-5 in 1973 to 3-11 last year.

Another variable was stadium size—the larger the stadium, the more no-shows.

The anti-blackout rule's impact on radio was reflected by reports of 14 of the 24 NFL clubs that claimed they had already had to pay rebates to radio stations or were currently renegotiating contracts. Of an estimated $2.6 million paid annually by local radio stations to NFL clubs, the report said the 1974 rebate total accounted for approximately 7% of total radio-rights revenues.

The anti-blackout rule had no effect on the World Football League, since no games were sold out before the prescribed three-day period.

Also part of the FCC report was an overview of complaints received from the public with regard to televised sports. The report noted that none (out of the 39 complaints received) suggested the anti-blackout rule was unfair, and most reflected misunderstandings about how the rule works. A chief area of confusion was with regard to the "territorial extension" of the permissible blackout area, where residents of communities like Wichita Falls, Tex., (Dallas Cowboys) and Fort Myers, Fla. (Miami Dolphins) wanted to know why they had been blacked out. Most individuals believed that a 75-mile radius was the deciding factor, when in fact the law had purposely left that decision up to the individual league, the report noted.

ABC Radio treats its affiliates to all-time superlatives

ABC Radio set an "all-time all-time" high record in the first quarter of 1975 and all divisions had a hand in it, President Harold L. Neal Jr. told the annual meeting of ABC Radio Network affiliates April 6 at Las Vegas.

His upbeat report—on which he did not elaborate—was one of several. Edward McLaughlin, president of the network division, said its four radio network services had achieved audience gains and reached listening levels comparable tc "the highly touted research figures oi television." He said this year "promises to be our greatest year" since the foui services were launched in 1968.

The four services, he said, have growr

'Greatest Show' on radio. Fifty blind and visually impaired children had ringside seats for Ringling Brothers and Barnum and Bailey Circus in Washington, "visualizing" the acts through narration by (l to r at mikes) WMAL(AM) Washington's morning team, Frank Harden and Jackson Weaver. Columbia Lighthouse for the Blind, C&P Telephone Co. and The Volunteer Braille Association joined in the effort which required closed-circuit transmitting equipment and individual headsets for the children to enjoy three-and-one-half hours of play-by-play. Portions of the program were broadcast over WMAL-AM-FM.

Fernseh means television.

NBC has the picture. They've fielded the Fernseh KCN into their O&O news operations.

Which gives NBC the flexibility and portability to get to where the news is.

And television means some good news, and some bad news. All of which means being there.

So you've got to be flexible. You've got to be portable. And you've got to be ready to go.

The battery operated KCN (shown with the cameraman) is completely self-contained and can be used in conjunction with a portable VTR.

Fernseh handheld camera systems are lightweight and offer the speed and portability you need for electronic journalism, plus the video quality required for television production excellence.

The KCR-40 (shown front and center) is completely compatible with our standard KCU-40 and will operate from that system's electronics. You can roam 325 feet on a quarter-inch cable, 2600 on a half. With an additional 50 feet between the head and back pack.

Both KCR and KCN systems use the same camera head, which is the lightest in its class, weighing as little as a 16mm film camera.

Fernseh means television. Television good news.

We'd welcome the opportunity to demonstrate the superior capabilities of Fernseh television equipment. A call to your nearest office will bring any further information you require.

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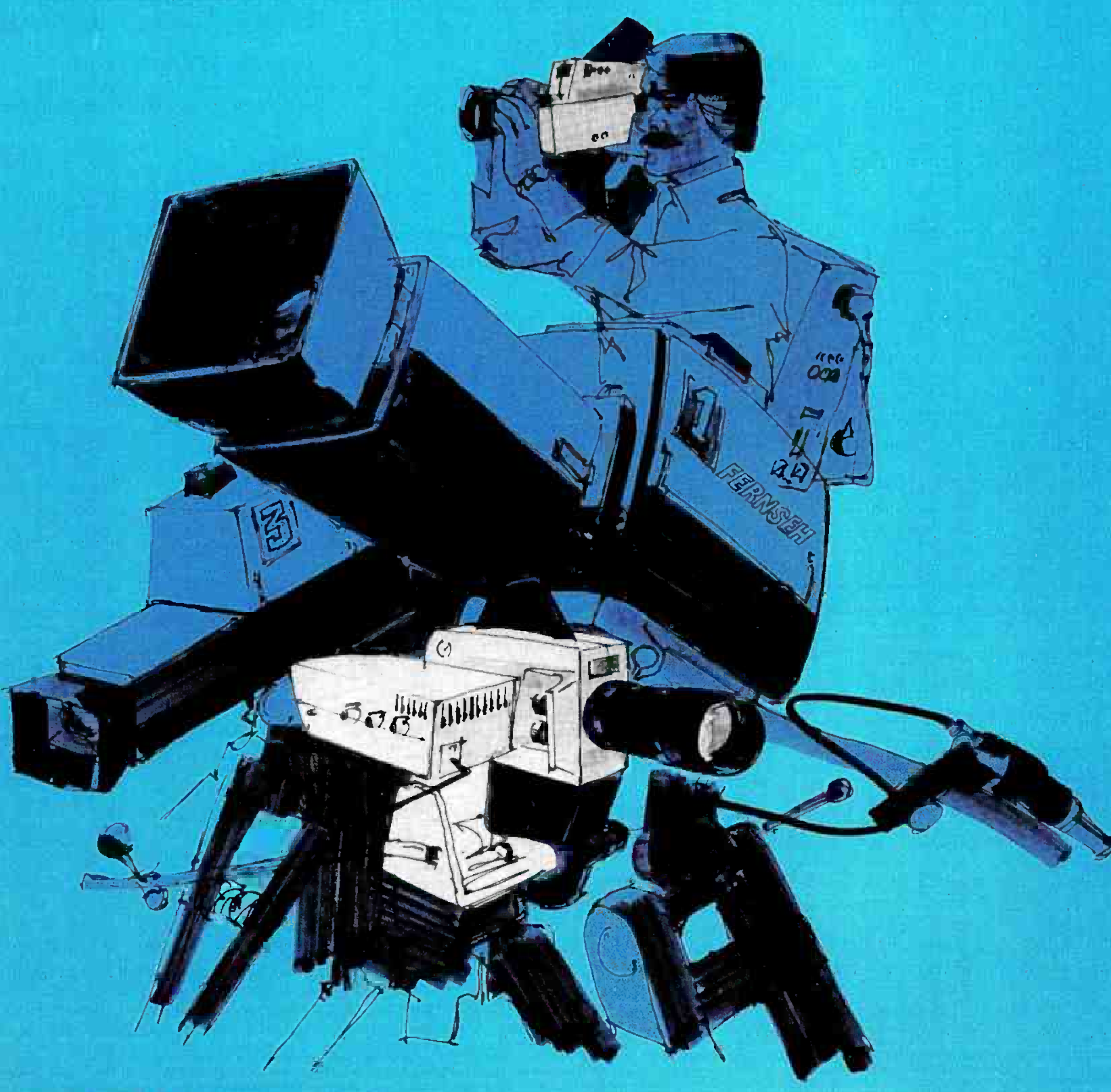

FERNSEH Robert Bosch Corporation

to a total of 1,473 affiliates: 362 stations affiliated with the ABC Contemporary network, 514 with ABC Information, 390 with ABC Entertainment and 207 with ABC FM.

Mr. McLaughlin also reported that the FM network, which he said had been operated at a deficit for seven years, has this year begun to pay compensation to affiliates in the top-25 markets and hopes to extend payments to other markets as network revenues increase.

Mr. McLaughlin also announced that ABC Radio's new "Hot Items" presentation, a collection of retail sales success stories designed to help sell retailers on the value of radio advertising, will be made available to the industry. Affiliates were advised that the price is $140 for a set of 140 slides, two tape cassettes and the script.

Mr. McLaughlin also introduced Geraldo Rivera, star of ABC-TV's late-night *Goodnight America* series, who was to make his debut the next day as the ABC FM network's first commentator. The *Geraldo Rivera Commentary* is carried daily, Monday through Friday.

Mr. McLaughlin sought to quiet any fears that network sales might encroach on station sales. "The networks even today account for only a small share of radio billing and a minuscule portion of the advertising dollar," he said. "We *can* have our cake and eat it too."

Stations also were urged by Mr. Neal to get behind—or stay behind—the Radio Advertising Bureau's "Adflation" campaign promoting radio's special values as an advertising medium in a time of economic recession. The campaign has been extended another 13 weeks, to July 11.

ABC News Correspondent Harry Reasoner was presented the ABC Radio Network's "Spirit of Independence Award," honoring his contributions to ABC Radio and independent journalism. In response, Mr. Reasoner thanked station and network managers for withstanding the pressures that he said he knew they, like the network news organizations, receive from critics of network news reporting. News people and broadcast managements, he said, must "stick together in mutual respect and mutual integrity."

CBS O&O's pull out of '$64,000 Question'

WTMJ-TV Milwaukee also defects from contract for Viacom's revival of big-money quiz

$64,000 Question—which made headlines during and after its run on CBS-TV in the 1950's—was making them again last week. The CBS Stations Division, which had planned to place a revived syndication version of the series on three of its stations in 1976, bowed out of the deal last week, saying that company policy adopted in wake of the quiz scandals prohibited the program's being carried on its facilities. A fourth station—WTMJ-TV Milwaukee—also backed out.

A station official said a sales presentation had incorrectly asserted the original show escaped accusations in the quiz scandals.

Henry Gillespie, senior vice president-marketing for Viacom Enterprises, the distribution organization for the new *$64,000 Question,* said his company is "in active negotiations" with representatives of ABC and NBC station groups for plays in their O&O markets. WPVI-TV Philadelphia, the Capital Cities station there, picked up the show when CBS's WCAU-TV pulled out because of its parent's policy. (The other CBS defections: WCBS-TV New York and KNXT[TV] Los Angeles.)

CBS policy puts a limit of $25,000 on prizes won by any given contestant. Viacom had attempted to work out a format in which three winners would split the $64,000, but Mr. Gillespie said that tactic was frowned on by the 21 other stations that have signed up for the show. The basic criticism was that audience identification would be too dispersed among three winners, and that the show's strong point—its focusing on one contestant attempting to reach successive plateaus until getting a chance at $64,000—would be nullified.

Mr. Gillespie noted that the sales presentation that had offended WTMJ-TV had been amended (BROADCASTING, April 7), even though Viacom continues to believe the original statement made in behalf of the program's reputation to be accurate.

Two CBS shows dropped

CBS-TV sources revealed that the network has canceled Paramount's *Mannix* (Sunday, 9:30-10:30 p.m., NYT) and Quinn Martin Productions' *Manhunter* (Wednesday, 10-11 p.m.).

Manhunter, a period gangster show, had posted solid 33 share averages through December of 1974, but after the first of the year audiences began noticeably defecting to NBC's *Petrocelli* (a Paramount-TV series about a defense attorney who handles mostly murder cases). *Manhunter* ended up dissipating an average of five share points from its lead-in, the popular private-eye show *Cannon.*

Mannix's biggest ratings were mostly scored against the first half of the news specials NBC programed when its rotating made-for-TV mystery movies ran only to 10 p.m., and against weak theatrical movies on ABC. However, *Mannix,* now wrapping up its eighth year on the network, was still averaging 36 shares throughout the first three months of 1975 and reports are coming out of Hollywood that Paramount is negotiating with ABC and NBC in the hope that one of them will find a spot for it on their 1975-76 schedules.

Grade makes the grade

Tribute to ATV board chairman set for Friday over objections by Hollywood segment of NATAS

Trustees of the National Academy of Television Arts and Sciences voted to accept a reported payment of $100,000 from Sir Lew Grade of Britain who is to be honored April 18 by the New York chapter of the academy.

The salute to Sir Lew, board chairman of Associated Television of Britain will be recorded by ABC-TV and the entertainment portion will be telecast in May. Sir Lew is reported to have made a contribution of $100,000 to the academy and is said to be receiving more than

Brass of '75. The new board of governors of the ABC-TV Network Affiliates Association is shown here with network officials following elections at a meeting during the NAB convention in Las Vegas. Tom Goodgame (seated, center), vice president and general manager of KTUL-TV Tulsa, Okla., was elected chairman. Others (seated l to r): Robert M. Bennett, WCVB-TV Boston, a newly elected member; George Lyons of WZZM-TV Grand Rapids, Mich., outgoing chairman; Mr. Goodgame; John Conomikes, WTAE-TV Pittsburgh, and William F. Turner, KCAU-TV Sioux City, Iowa; (standing), ABC-TV Network President James E. Duffy; Jay Gardner, KRDO-TV Colorado Springs; Dick Beesemyer, ABC-TV affiliate relations vice president; William A. Sawyers, KJEO-TV Fresno, Calif.; Walter Windsor, WFTV(TV) Orlando, Fla., and Lawrence Pollock, WKBW-TV Buffalo, N.Y. Absent when picture was made was Eugene Bohi, WGHP-TV High Point, N.C., a newly elected board member.

What do Xerox and Coke have in common?

A great name.
But that's only part of the answer.
In both cases, those great names are also great trademarks.
And great trademarks are as valuable to you as they are to the companies that own them.
That's because they ensure that when you ask for something, you get what you ask for.
The Xerox trademark identifies a range of products.
So it should always be followed by the name of the one to which it refers—"Xerox copier," "Xerox computer" or "Xerox textbook."
Whether you want a certain soft drink or a certain copier, you want to be sure that what you get is the real thing.

XEROX

$100,000 in rights fees from ABC-TV for supplying such entertainers as Julie Andrews, Tom Jones, Peter Sellers and John Lennon for the program.

The Hollywood segment of the academy had objected to the $100,000 contribution by Sir Lew to NATAS and had asked that the payment be made directly to the New York chapter, which arranged for the salute at a hotel in that city. By a voice vote at a meeting in San Francisco April 4-8, trustees of the academy voted to accept Sir Lew's stipend into the national treasury. When the Hollywood trustees attempted to offer a motion that would have specified the contribution was made to the New York chapter of the Academy, it was ruled out of order on parliamentary grounds.

The trustees also voted to expand the awards committee of the academy from nine to 12; to reinstitute its publication, *Television Quarterly*, scheduled to be issued later this spring, and to set up a Committee of the Future to chart plans for NATAS over the next five to 10 years.

Program Briefs

'Harry' coming back. Warner Bros. Television, Los Angeles, announces renewal order for next season of its *Harry O* series on ABC; program, starring David Janssen, began last September, and runs Thursdays 10-11 p.m.

Help for consumer. Frank Yudkin, Louisville, Ky., attorney and at one time consumer reporter for WHAS-TV there, has started *Consumer Close Up*, syndicated series of 90-second radio shows. Main areas covered in reports and interviews: How to spend and buy wisely, explanations of national consumer issues and explanation of laws. *701 West Walnut Street, suite 400, Louisville 40203; (502) 587-0771.*

More Martin. NBC-TV has signed new long-term agreement with Dean Martin for unspecified number of 60-minute specials and celebrity roasts during 1975-76 season. Greg Garrison will continue as producer-director.

Bunch for 'Bunch'. Paramount Television has sold its off-network sitcom, *The Brady Bunch* in 43 markets, including nine of top 10. KHTV(TV) Houston, KOA-TV Denver and KSTP-TV Minneapolis-St. Paul are three of latest buyers.

Well! MCA TV has sold 104 episodes of *The Jack Benny Show* to number of stations, including WNEW-TV New York, KBHK-TV San Francisco, WGNO-TV New Orleans and WKID-TV Fort Lauderdale, Fla.

Courting rights. Viacom Enterprises has acquired international distribution rights to April 26 John Newcombe-Jimmy Connors tennis match from Las Vegas.

It's true, seven years. Goodson-Todman Productions, New York, will begin production soon on seventh year of *To Tell The Truth*, five-times-weekly half-hour series now syndicated to more than 125 TV stations. Series is handled by Firestone Program Syndication, New York.

Media

Wasilewski: Let my broadcasters go

NAB president keynotes convention with catalogue of government restrictions that make radio and television feel they're being 'nibbled to death by ducks'

NAB President Vincent Wasilewski said last week that government seems to be carrying on a "determined and unremitting search for ways to get at broadcasting." In the Bicentennial year, he said, government should instead be looking for ways to loosen fetters, taking "a close look at the sum total of the restriction on freedom of speech it has placed on broadcasting."

He made these remarks in his annual state of the industry speech, delivered at the opening joint radio-television management assembly at the NAB convention.

Mr. Wasilewski saw trouble coming from all sides in Washington—from the FCC, the Federal Trade Commission, consumer laws, campaign reform laws, the fairness doctrine, and elsewhere. But the "most dangerous threat," he said. comes from the Justice Department's antitrust division. "In simple terms," he said, "the antitrust division is trying to break up the only communications organizations in this country that have a capability and the resources to examine government operations or to respond to the government on any kind of equal basis." Furthermore, the antitrust division is trying to get the FCC to move against these communications companies "without any evidence of abuses," he said.

For its part, the FCC, "in an honest but misguided effort," Mr. Wasilewski said, has announced "it is going to slay the dragon that abides" in several markets across the country. "And where is the FCC flushing these dangerous monopolists from hiding?—from Hope, Ark., from Owosso, Mich., from DuBois, Pa." One of those stations, he said, has been re-licensed 17 times. He wondered aloud, "Did the commission make 17 consecutive errors?"

Mr. Wasilewski surveyed the scene of what he termed government abuses of its authority over broadcasting and paused briefly at the issue of license renewal. For some, he said, the licensing process is regarded as a device for exercising control over the broadcasting station.

If control is the aim, he said, "the renewal process is a perfect tool. The power to grant or withhold a license is the power of life or death over a broadcasting station. . . This is an issue that must be dealt with by Congress. It will not go away."

And in passing, he touched on the fairness doctrine, which he said, "has always carried in it the seeds of government intrusion, and thus inhibited broadcasters from exploring vital issues."

Figuring in Mr. Wasilewski's list oi other government intrusions into the territory of First Amendment freedom foi broadcasters, was Congress's ban or broadcast cigarette advertising, "a cosmetic action that accomplished nothinı other than to discriminate against broadcasting," and the FTC's proposed guid for disclosing nutritional data in foo advertisements, designed by consumerists Mr. Wasilewski said, to make the "requirements so difficult that [radio an TV] advertising is impossible." He sav danger to broadcasters, too, in consume demands to do away with commercial on children's programs. "If that happens good children's programs will decline i quality and many will disappear from th air altogether."

Mr. Wasilewski labeled the last thre activities as consumer activities pushe by special interest groups that do no represent the public as whole. "Such pro posals and actions should be looked a very critically by Congress and the regu latory agencies and not merely adopte blindly because someone has put th politically pleasing label 'consumer' o them," he said.

Still another abuse of power, Mı Wasilewski said, is the heavy fees th FCC levies on broadcasters "for eve increasing restrictions and regulations. He drew a scattering of applause fro his audience when he remarked, "The (the FCC, with Congress's advice an consent) devised an improvement o Parkinson's Law—not only would th work expand to fill the available time o the FCC employes, but additional em ployes could then be hired to write ne regulations which would give rise to th need for more fees which would give ris

The numbers for Vegas. By NAB's registration tally at the convention, 5,215 broadcasters made the trip to Las Vegas last week, along with 3,748 exhibitors. The broadcaster figure is below the 5,500 NAB had projected to show, but higher than the 4,825 who registered at the Houston convention in 1974. The record for attendance, 6,035, was set in Washington two years ago. NAB threw in a new number for this year, never available before: In all, 11,921 people attended the convention. That census, taken by the Las Vegas convention bureau, includes wives, husbands, children and others.

In the meantime, looking ahead to next year's convention in Chicago March 21-24 NAB faces a snag which might force it to dispense with luncheon programs. A spokesman for the association said last week that Chicago's McCormick Place, which will serve as the convention center, does not have the space to feed 5,000 broadcasters. NAB, however, is loathe to do away with the formal gatherings. The spokesman said it is essential to get everybody together at least once a day. The staff is looking for alternative luncheon sites close by. Said the spokesman: "We're noodling it now."

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Wasllewski

to the need for additional employes—and soon—a truly quantum jump in creative and circular bureaucracy."

Mr. Wasilewski said he was not trying to say that government is engaged in a monolithic attempt to suppress broadcasting. "Rather, broadcasting is being assaulted by so many governmental bodies from so many different sides that we feel we're being nibbled to death by ducks."

He also took the opportunity to level a broadside at another irritant to the industry—pay cable television. He said "competition, by their [pay cable operators'] definition, involves building a wired network using as a base programs that have been paid for and distributed by broadcasters. . . That is a perverted definition of free competition."

In concluding, Mr. Wasilewski said there are some who regard broadcasters as arrogant in demanding First Amendment rights. "The truth is," he said, "that in arguing freedom of speech and freedom of the press, we are not really arguing for our own rights, we are arguing for the people's rights to know and hear, their right to have channels of communication, information and opinion unencumbered by government."

A low-profile Ford appearance at NAB convention

President sticks to national issues, scrubbing an earlier script that went into broadcast basics, but added attractions of Mrs. Ford and Henry Kissinger make it an event

President Ford flew into Las Vegas and the National Association of Broadcasters convention, en route from Palm Springs, Calif., to Washington last week, delivered a speech at a management luncheon on Monday, then flew out again, leaving hardly more than a ripple of excitement in his wake.

The presence in the presidential party of Betty Ford and, as a late-added starter, Secretary of State Henry Kissinger, added luster to the visit. But the speech, in which President Ford dealt again with his quarrels with Congress over economic policy, restated his warning to America's potential adversaries not to misjudge this country's will and "challenge us," and promised aid for "the helpless civilian victims" of the Vietnam war, did not start the juices flowing through many of the 3,500 in the Las Vegas Hilton.

The speech was reasonably well received—particularly one passage in which the President warned against the danger of the "growing government overregulation of many industries." The audience responded warmly, too, to the statement: "You know at first hand how government regulations can stifle economic growth and creativity.

"A complex society obviously requires some limited controls, but the proliferation of regulations has strangled far too many of our enterprises in recent years.

"We must re-examine our laws for their applicability and our precepts for their validity in light of changing times."

But that was the President's only venture into issues of specific interest to broadcasters, although he had been expected to discuss a number of such issues, and in some detail.

His speech writers had prepared an address dealing with self-regulation on the part of broadcasters (he would have been for it, and thus would have given a boost to the proposal to add the family viewing amendment to the NAB code), a five-year license period (he would have said he would recommend the necessary legislation), and the First Amendment (he would have said broadcasters were as entitled to its protection as the print media) ("Closed Circuit," April 7).

White House sources said that speech was scrapped on Sunday (April 6). They said the President decided that he would use the forum provided by the NAB for a discussion of those national and international issues which were of particular concern to him. So he directed his speechwriters to do a complete rewrite.

A hint of the self-regulation theme apparently survived in the paragraphs on "overregulation."

Despite the President's failure to generate much excitement, his celebrated likeableness was apparently functioning well. A number of broadcasters commented on "what a nice guy" the President is. And at least one member of the audience observed that President Ford had been wise to bypass any mention of self-regulation that would have included a reference to the family viewing issue. A presidential endorsement of an FCC-conceived proposal, dealing with a proposec NAB code amendment concerning programing, the analysis went, might have

Presidential presence. It wasn't what he said. It was the simple fact that he was there that jammed the ballroom of the Las Vegas Hilton hotel last Monday when the President came to town. Among those with him at the head table (l to r): FCC Chairman Richard E. Wiley; Secretary of State Henry Kissinger; Pat Wasilewski, wife of the NAB president; Andrew Ockershausen, chairman of NAB's joint board; Mrs. Ford; Mr. Wasilewski; Charles Dickoff, WEAQ(AM) Eau Claire, Wis., co-chairman of the 1975 NAB convention committee; the President; Harold Krelstein, Plough Broadcasting Co. chairman of the NAB radio board; Arthur Taylor, president, CBS Inc.; Rosel Hyde, communications attorney and former FCC chairman; Sol Taishoff, editor, *Broadcasting;* Clark Pollock, president Broadcast Education Association. The cordiality of the occasion outweighed the consequence (to broadcasting) of his remarks.

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Man of the year. George Storer Sr. (l), founder and chairman of the executive committee of Storer Broadcasting Co., was given the NAB's Distinguished Service Award at last week's convention. The presentation was made by Andrew Ockershausen (Evening Star stations), chairman of NAB joint board. Mr. Storer described it as the most cherished honor of his 48 years "in this business or, a better word, in this service." He was escorted to the ceremony by five former recipients of the award: Rosel Hyde, former FCC chairman; Clair McCollough, Steinman stations; Richard W. Chapin, Stuart stations; Ward Quaal, consultant, and Sol Taishoff, *Broadcasting*.

placed the President—and the NAB—in an awkward position.

The excitement quotient of President Ford's appearance may have suffered by its comparison with the last two presidential visits to NAB conventions. But those were both at a time of, and a part of, national trauma.

President Lyndon Johnson flew to Chicago on the morning of April 1, 1968, some 14 hours after he had stunned the world with his announcement that he would not seek re-election. He reminded the NAB delegates of the "enormous power" in their hands, and urged them to use it to clarify rather than confuse the great issues of the day (BROADCASTING, April 8, 1968). Last year, President Nixon visited the NAB convention in Houston, on March 19, 1974, at a time when his presidency was disintegrating (BROADCASTING, March 25, 1974). The bizarre, televised news conference, in which members of the NAB joint boards sat on the stage of Jesse Jones Hall with the reporters asking questions and applauded the President's answers, was a personal success for Mr. Nixon. It was also his last public session with the press.

The kind of excitement that surrounded those visits, of course, is something neither the NAB nor the country was looking for last week.

Turnabout. Another bastion of male exclusivity fell to changing times last Monday night when two women attended the 27th annual dinner given by Broadcast Music Inc. in Caesar's Palace, Las Vegas. The event, a gourmet feast at which principal guests are past and present members of the NAB radio and TV boards and the FCC, admitted the TV board's first woman member, Kathryn Broman of Springfield (Mass.) TV Broadcasting Corp., and the radio board's first, Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre De Grace, Md. In a further twist of precedent, Mrs. Wetter's husband, Edward, attended a cocktail reception hosted by Pat Wasilewski, wife of the NAB president, for a small group of wives whose husbands went to the BMI dinner.

A Wiley pledge for action on renewal reform

He tells NAB convention of his determination to come up with new policy, based on de-regulation, to simplify and ease the burden of re-applying for licenses; he also reveals plan for speeding up pace of dealing with petitions to deny

For FCC Chairman Richard E. Wiley, 1975 is to be the year of license-renewal policy. The issue, by definition of the regulated industry in which it operates, is of utmost importance to broadcasters. Now, development of nothing less than a "rational and coherent renewal policy" that will be fair to broadcasters, their critics and the general public is of utmost importance to Chairman Wiley.

Mr. Wiley laid out the program for his second year as chairman at a management luncheon at the NAB convention in Las Vegas last week. It emerged as a "flexible" plan aimed at assuring speedy renewals of stations that meet "reasonable levels of performance."

It emerged too as one in which stress will be laid on reducing the burdens license renewal imposes on broadcasters. In spelling that out, Chairman Wiley ad-libbed the information—"in case you haven't figured it out"—that he too (Pres

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Lens Surface (k)	Transmittance (%)			
	Uncoated $T=(0.95)^k$	Single Layer $T=(0.98)^k$	Triple Layer $T=(0.995)^k$	EBC $T=(0.998)^k$
2	90	96	99	99.6
4	81	92	98	99.2
6	73	88	97	98.8
10	59	81	95	98.0
20	35	66	90	96.0
30	21	55	86	94.1
40	13	45	81	92.3
50	8	36	78	90.4
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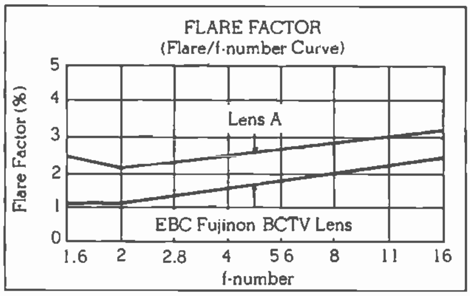

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Wiley

ident Ford was the other, see page 34) thinks "there is too much federal regulation."

And he evidently could not resist the temptation to boost "family viewing," the self-regulatory concept he had fathered as a means of making de-regulation possible. With the NAB television directors scheduled to vote on whether to adopt a family viewing amendment to the code following his speech (story on page 24), the chairman said: "I am trying responsibly to do something about [excessive government regulation]. Although I have taken heat here and on Capitol Hill, I believe meaningful self-regulation can make an important contribution to this process."

Much of what the chairman discussed —either as actions taken or that he would like the commission to take—was already public knowledge. But there was one new element—the establishment at the commission of a monthly "petition-to-deny" day, on which every new petition will be examined to determine if the commission can make a quick decision as to whether it requires a hearing, and thus resolve petitions in a matter of weeks or months rather than years, as at present.

He also noted that two critical issues remain to be resolved by the commission. One involves the proposed clarification of commission policy on citizen group-station agreements; the other, "the most complex question of all, the comparative challenge to an incumbent licensee."

However, Chairman Wiley made it clear, as he has before, that he feels the basis for the commission's judgment in determining whether a license should be renewed lies in what broadcasters told Congress last year, in testifying on license-renewal legislation: A broadcaster must run primarily on his record of service. "And it is self-evident that programing is the primary factor in that record," he told the NAB gathering.

Chairman Wiley discussed his developing policy in terms of what he understands to be the broadcaster's obligations, under the Communications Act, to serve the public interest, and the commission's mandate to make the system work—though without interfering in broadcasters' freedom of speech.

These provisions cause the commission to walk a "tightrope" between doing too much and doing too little in the way of regulation, he said. But that is not the only problem the act poses for the commission in regulating broadcasting in the chairman's view.

The act, he noted, fails to distinguish among different kinds and sizes of stations. And while it permits challenges to station licenses, he said, "a renewal policy which does not allow for some reasonable stability within the industry is simply not in the public interest."

What's more, there is the sheer volume of work 8,000 renewal applications every three years generate—even without the hundreds of petitions to deny that have been filed in recent years. Chairman Wiley noted that the commission is facing a backlog of some 250 petitions to deny, and despite the establishment of a task force to attack the backlog, "most petitions are still not decided for many years."

The chairman's preferred plan for dealing with these problems is a "flexible" one which "recognizes the licensee's responsibility to contribute to an informed electorate" but which will also permit the commission to reserve the bulk of its "limited resources" for those broadcasters "who may really need remedial attention."

The plan is one under which the staff would be delegated authority to renew licenses of stations—otherwise qualified and free of challenges—that meet "reasonable levels of performance . . . based not on artificial government standards but primarily on what most responsible broadcasters actually do." The application of a station that does not meet the standards would be reviewed by the commission itself.

The entire renewal process, he said, will be one easily completed, logically explained and easily understood. "And, for perhaps the first time," he said, "the broadcaster and the public alike will know how the commission is actually processing renewal applications."

The plan has been in partial operation for more than a year, with the staff authorized to pass on various matters under specific delegations of authority. However, the delegations are now under review. Chairman Wiley said that, in addition to programing, the delegations might encompass commercial policy and promise vs. performance.

"This program," he said, "will greatly enhance the manner in which uncontested renewal applications [which account for more than 95% of all renewals] are handled at the FCC." He also said the concept of "expedited decision-making—something which is at the heart of my entire commission program —must also be introduced into the comparative case."

The chairman was interrupted by applause six times. But one passage that was greeted in silence—to the surprise of some commission officials who had expected a warm reception—dealt with the proposal to exempt, on an experimental basis, radio stations in communities of under 10,000 population from

formal ascertainment and reporting requirements (BROADCASTING, April 7). Chairman Wiley called the proposal, designed to test the contention that small-market broadcasters know the people they serve simply by living within their communities, "the most innovative aspect" of the continuous ascertainment process the commission has adopted in principle.

He noted that the agreement on ascertainment and the issuance of a notice of rulemaking looking to the adoption of a short-form (four pages, 33 questions) license-renewal form for radio were actions the commission has already taken in the process of developing "an overall plan" of renewal procedures.

The rulemaking marks the first time the commission has proposed a renewal form for radio that is different from that for television. And Chairman Wiley said the separate form reflects his view that the information the commission needs from the two services is different in both substance and scope.

He also noted that the commission will make a special effort to simplify the radio renewal applicant's task in completing the form. It will be inserted in a pamphlet similar in format to the one used by the Internal Revenue Service. The pamphlet will contain a question-by-question preparation guide, a summary of pertinent filing and operating requirements, and copies of FCC publications important to AM and FM broadcasters.

The chairman also held out the hope that another commission action in two weeks would lead eventually to further easing of broadcasters' reporting requirements as well as reducing operational and engineering problems. He was referring to the notice of inquiry concerning the use by radio and television stations of automated transmitters. "I have long been convinced that such a technological advancement could be a viable proposition if the FCC exercised the leadership to bring it about."

Making life easier for broadcasters—that was one theme of the speech. But another, just as strong, was that the hard reality of broadcasters' obligations to operate as public trustees cannot, under the Communications Act, be ignored.

Stand-in. A posthumous award to the late Jack Benny by the National Association of Broadcasters was accepted by Don Wilson (l), announcer on Mr. Benny's radio and television shows for 35 years. Walter Bartlett (Avco Broadcasting), vice chairman of the NAB television board and co-chairman of the convention committee, made the presentation.

FCC hard-liners offer word to wise at NAB

Hardy and Ray indicate tough follow-up at commission on obscenity and indecency; action soon on hypoing; possible problem indicated for 'Candid Camera' producers

For the more than 300 broadcasters attending the workshop on "FCC enforcement" at the National Association of Broadcasters convention in Las Vegas last week, the major item of concern, as measured in terms of the time spent on it—was the commission's latest crackdown on obscenity and indecency.

The workshop developed nothing new in the way of information, but the two commission staffers on hand—General Counsel Ashton Hardy and Complaints and Compliance Chief William Ray—provided something in the way of insights; they indicated they are not only serious but hardnosed on the subject.

The broadcasters also learned that the commission, possibly in tandem with the Federal Trade Commission, will, within the next two months initiate action aimed at hypoing. They were also advised that commission rules requiring broadcasters to warn persons before they tape telephone interviews for broadcast may pose problems for the revived syndicated TV show, *Candid Camera*.

But it wasn't all the commission warning broadcasters. The commission staffers took some stiff questioning from a public interest lawyer on the "self-regulation" that the broadcast industry was undertaking at the commission's urging. Ellen Agress, of Citizens Communications Centre, called self-regulation a "sham."

Mr. Hardy, who said the commission has an obligation to enforce that provision of the criminal code barring the "utterance" of indecent, obscene or profane language, sought to reassure the broadcasters who largely filled the Gold Room of Las Vegas's convention center. "Common sense and common decency" will provide a good guide to staying out of trouble, he suggested.

But then he indicated there might be differences of opinion on what constitutes common sense and common decency. Would it have made any difference to the commission, he was asked, if WBAI(FM) New York had played the George Carlin comedy record, that led to the commission's ruling on indecency, at 2 a.m. instead of 2 p.m., when children were in the audience to hear it? "If it has no serious social value, and I think it did not," he said: "This record would be prohibited." WBAI had defended its airing of the record, on the seven words that could not be said on the air, on the ground it was part of a general discussion of language.

At another point Mr. Hardy took an absolutist position when asked what the commission's position would be if indecent language were used in an interview on the air. If it is aired at a time when children can hear it, he said, it is barred "per se."

However, Mr. Ray noted that the question of the ruling's applicability to news and public affairs programs is the subject of a petition for clarification that was filed by the Radio Television News Directors Association (BROADCASTING, March 31). So the commission's position, he said, will be coming out "officially." But in the meantime, he indicated his own difference of opinion with Mr. Hardy—in his view, there could not be an absolute bar. He noted that there have been cases of news film depicting men at war who in the heat of battle were heard to use words "not used in the drawing room. We let it go as part of the news," he said.

For his part, though, Mr. Ray made it clear he felt broadcasters were moving into dangerous territory with some programing. In answer to a question, he said there were some people who complained about sex and violence on the air who would never be satisfied by any government regulation or industry self-regulation. But then he said, "it's not just the far-out types who are complaining—all kinds of members of the public are complaining. As an old broadcaster"—he had been an executive with NBC News in Chicago before buying and operating a station of his own—KASI(AM) Ames, Iowa—"I'm conservative, and I'm just shocked personally by some of the stuff put on the air in recent years. It's beyond belief."

As for joint action with the FTC on hypoing—defined as running special promotions or programs at rating time to inflate audience measurements—Mr. Hardy said the target date is "six to eight weeks." The commission is moving toward the adoption of a rule banning the practice, and the staff months ago completed a draft of a notice of proposed rulemaking. However, the commission wants to move in step with the FTC, which has primary jurisdiction in the area—but which has not felt the issue was as pressing as a number of the other matters on its agenda. It was not clear what action the FTC would take, other than it would be in the form of a notice.

The commission's notice of proposed rulemaking, Mr. Ray said, will make it clear the "Don't say hello" (say the call letters of the station conducting contest) will be a target of the commission's hypoing rule. So will efforts on the part of broadcasters to mislead advertisers and audiences that their station is "number one" when, in fact, it is number one only during a part of the day. And radio will not monopolize all of the commission's attention in the rulemaking; Mr. Ray said television's use of movies figures in the staff's draft.

The possibility that *Candid Camera* may be getting a surprise of its own from the FCC grew out of a report from a broadcaster who said the commission staff had told him that, in taping interviews for broadcast, it was not enough to inform the persons involved of the taping before the broadcast. "How do you square that with *Candid Camera*?" he asked. The

Broadcaster in the middle. NAB attorney Brenda Fox moderated the "FCC Enforcement" workshop at the convention last week. She is flanked by FCC General Counsel Ashton Hardy (l) and Complaints and Compliance Chief William Ray.

show's producers obtain releases from those they film, but the program's premise would be defeated if the persons used were aware of the camera.

"We're going to have to face up to the situation presented by *Candid Camera*," Mr. Ray said. Mr. Hardy, however, felt the rule, as written, is not reasonable. The intent is to save individuals from embarrassment, he said. He felt a broadcaster should be permitted to tape an interview so long as he obtained permission to use it. The rule, he said, should be changed.

Ms. Agress, who as a member of Citizens has caused commercial broadcasters a fair amount of trouble, took off on the commission's use of self-regulation as a regulatory tool in the discussion on obscenity and indecency. Noting that the commission has amended its television license renewal form to obtain information on how well broadcasters are adhering to the commercial time standards in children's broadcasting that the NAB and the Association of Independent Television Stations have adopted, she asked, "Isn't it disingenuous to call that self-regulation?"

Both Mr. Ray and Mr. Hardy, in their responses, appeared to suggest the commission was resorting to unorthodox measures forced on it by conflicting legal, moral and political pressures. Mr. Ray, referring to the latest bit of self-regulation that NAB was to adopt at its convention—the family viewing amendment to the code—said there have been more complaints about children's programing and sex and violence than any other subject. "I'm not saying the commission could not misuse regulation by raised eyebrow," he said. "But the commission is trying to advance the public benefit within the technicalities of the law and with the cooperation of industry leaders."

Mr. Hardy saw the commission's approach as involving a cooperative effort on the part of government and industry to head off a development neither would welcome. "The industry is establishing standards, and the government says, 'We're willing to go along.' If self-regulation is not adequate, you'll get direct government involvement. It's better to have industry do what it feels appropriate."

But Ms. Agress was not moved. "What you have is not self-regulation. You are regulating," she said. "It's a sham to say you're not."

Free advice from the FCC

Broadcast Bureau Chief Shiben, at NAB workshop, stresses caution for stations in discharging licensee duties; attorney Heald points up importance of care in doing ascertainment surveys

For most of the hour-and-a-half workshop on tips for broadcasters in completing their license-renewal forms, the expert panelists—an FCC staffer, Richard Shiben, and a private communications attorney, Robert L. Heald—provided solid, professional advice which boiled down to: be careful. But toward the end of the session, at the NAB convention in Las Vegas last week, Mr. Shiben, chief of the commission's Renewal and Transfer Division, lashed out at what he suggested was the action of some groups in bringing complaints to stations late in the license period.

"There is a continuing obligation [on the part of the station] to ascertain community needs," he said. "And there is a continuing obligation [on the part of citizen groups] to talk to the station. I hate to see people sandbag people late in the license period, and I think that's what happens."

His comment had been prompted by a question from Ellen Agress, a lawyer for the Citizens Communications Center. She wanted to know when the commission's expected policy statement clarifying the agency's position on citizen group-station agreements would be issued. She noted the matter had been under consideration for about a year, although the commission did not begin focusing on a policy statement until late last fall.

The commission is expected to issue either a proposed statement or a notice of inquiry in a matter of weeks. And Mr. Shiben said he could not anticipate what the commission would say in the document. But he gave some indications:

As long as the commission encourages a dialogue between stations and citizen groups, it must assume agreements will be struck at renewal time. But if an agreement "binds a licensee inflexibly to a point of view held by a group it will have no force and effect."

"Some matters are extraneous to the commission's regulatory function," he added. "Some agreements call for deposits in minority-owned banks. That has nothing to do with license responsibility. We can't look at that. . . .

"The bottom line," he said, is licensee responsibility. A broadcaster can reach agreements on programing and employment, "but he must retain responsibility."

Twice during the run-down, he stressed the need for "continuous" dialogue between groups and stations, before he came down hard on the alleged "sandbag" effort.

For the rest, the workshop followed the more conventional path of helpful hints.

Mr. Shiben warned broadcasters to keep constant check on how their programing squares with the promises they made at their last renewal and, if there are substantial deviations, either to take remedial action or to inform the commission of the change and the reason for it. What constitutes "substantial" change? Mr. Shiben said there are cases indicating a deviation of up to 30% would not cause a broadcaster trouble; but he said broadcasters would be well advised to consider deviations of 5-10%, either on a category-by-category or on an over-all basis, a matter of concern to the commission.

As for problems in the area of equal employment opportunity, Mr. Shiben advised broadcasters who find themselves "understrength" in terms of minority-group or female employes to develop procedures for affirmatively searching out candidates from those groups. Broadcasters who rely on walk-in applicants, he said, will find themselves overloaded with white males.

For his part, Mr. Heald focused largely on broadcasters' obligation to ascertain community needs, as those obligations are now spelled out in commission rules, not as the commission is proposing to amend them. But much of his principal bit of advice would apply to any report a broadcaster files with the commission:

"Do it right. Remember, someone is looking over your shoulder."

He also said broadcasters should treat the commission's ascertainment primer as the "bible" of the ascertainment process, and reminded his audience to specify the area to be served.

Take pains in surveying community leaders, he suggested. Have a reason for picking the leaders to be interviewed, keep notes on the interview, and write thank-you letters so that the leaders, if asked (possibly by anyone wishing to oppose the renewal), will remember being contacted.

As for the public survey, make sure it is a random one, done by station employes under management supervision, he said, or by a qualified outside organization. (Mr. Shiben commented "that a group like the League Of Women Voters could be used if the station demonstrated it was qualified to do the job.)

One broadcaster asked the question many broadcasters have asked in connection with the elaborate procedures the commission requires them to undertake as a means of assuring the public interest is served. "We ascertain, and we do the programs" designed to deal with the problems and needs uncovered, he said. "But how do you get people to listen?"

He received no sympathy.

"Everyone knows you have a responsibility to devote time to informed-electorate programing, whether people are listening or not," Mr. Shiben said. "That's why the electronic spectrum is made available for broadcasting."

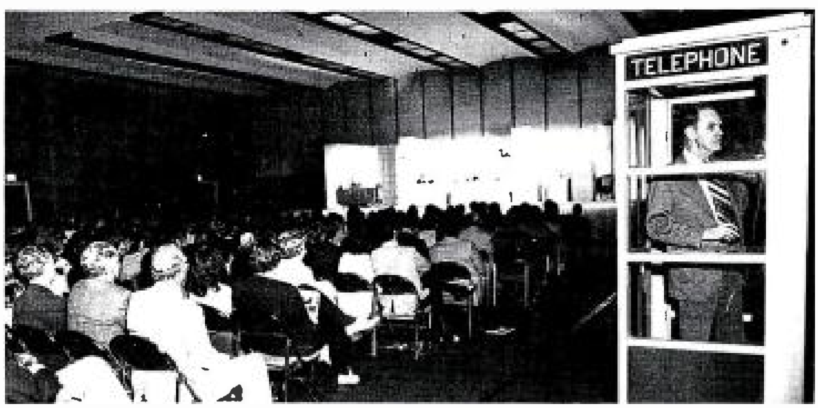
Furthermore, he said, "radio has a number of formats available—for example, a one- or two-minute vignette on drug abuse in a rock program." He also warned against "burying" public affairs programing in post-midnight hours.

Mr. Heald was tough also. "If broadcasters spent more time than they do on public affairs, they might find they don't have to lose all of their audience."

Acting out frustrations

Broadcasters laugh because they can't cry at one-act satire, 'The Renewal,' at NAB convention

The show wouldn't have run five minutes in any of the pleasure palaces on Las Vegas's strip, but "The Renewal" had



Your nickel. An NAB convention session that developed little news, but was worthy of note for its unique format was the Tuesday-morning one on "The future of radio." Several hundred broadcasters crowded the workshop, which featured radio "experts" answering questions in a radio talk-show format. Broadcasters, like the one pictured above, "phoned" in their questions from booths around the room to Radio Advertising Bureau President Miles David, NAB President Vincent Wasilewski, and *Billboard* editor Claude Hall. The session also featured disk jockey Lark Alise from KENO(AM) Las Vegas, who cut in RAB promotional spots into the program, and Jim Dunbar, morning newsman at KGO(AM) San Francisco, who moderated the "talk-show" guests. Mr. David noted the success of RAB's "adflation" campaign, saying it was "the most phenomenal experience" for RAB. He also said RAB's task force on rate-card standardization has presented its report to the board, which is now studying it, with results expected to be released by May.

them rolling in the aisles at the NAB convention last week. Which probably says as much about the delegates as about Las Vegas.

The theory seemed to be that, if you are going to stuff broadcasters with information they have heard before, you might as well ladle out a few laughs to make it all go down easier. And the more than 1,000 broadcasters who attended the small-market radio session on Monday to view the skit may well have learned something about commission renewal procedures.

The skit, by Charlie Jones, director of NAB's Radio Information Office (with help from the ad libs of his players), sought to make clear that applications should be prepared carefully to avoid delay in processing and that excess documentation should not be included.

But the fun of the skit, and its success, was in showing broadcasters as they see themselves—in their worst nightmares, that is. For if ever there was a poor-shnook broadcasting Everyman, it was the small-market broadcaster from Mankato, Minn., as played by Dick Painter, of KYSM(AM) Mankato. As a man who had come to Washington to check on the status of a renewal application that had been filed in 1968, he took the audience on a voyage through the corridors of the damned.

Tough and aggressive on entering the commission with his lawyer, played by John Summers, NAB's general counsel, Mr. Painter turns to mush when he confronts real live FCC staffers; he is forever seeking to ingratiate himself with Richard Shiben, chief of the Renewal and Transfer Division, and Wallace Johnson, chief of the Broadcast Bureau, with cigars and flattery.

When Mr. Shiben calls for Mr. Painter's application, his secretary (Valerie Waddlelove) wheels it in in a handtruck, so bulky has it become.

And then there are the problems posed by his application. "You didn't identify the fifth District alderman you contacted in your ascertainment survey," Mr. Shiben said. "Oh, that's my news director," replies Mr. Painter. "I hope he wasn't on the air during the election campaign," Mr. Shiben said, worrying about the equal-time problems. "Of course he was," Mr. Painter shot back. "How do you think he won?"

Equal employment opportunity was another area of difficulty. Did Mr. Painter affirmatively seek to obtain minority-group employes. Of course, he advertised in La Raza. Where does that circulate? Why, Albuquerque, N.M.

And so it went, through a series of problems involving the listing of community problems (according to Mr. Painter, the problems in Mankato were that his billings were not what they might be), the need to inform the commission of technical alterations and changes in programing plans.

Broadcasters' problems with the commission are not overlooked. Mr. Summers at one point complains about the definitional assistance the commission provides. "Calling a public affairs program a pro-

So Who Says People are Interested Only in Sex, Violence & Crime?

Sex, violence and crime. The major ingredients of most television entertainment.

But people today are becoming discontent with the same old thing. They know life has to be made up of more than dead-end streets.

For 25 years now, one TV show has offered a positive alternative. Faith for Today. Viewer response has increased all along. But recently something happened. We changed our format to Westbrook Hospital.

The response was immediate and overwhelming.

Westbrook Hospital is concerned with people. And the problems that are affecting their health, family and future. But concern is not enough. We offer solutions.

Viewer response indicates we're dealing with something significant. Something not found in many TV shows.

Faith for Today has always been relevant — you don't last 25 years in television without saying something. But with Westbook Hospital we seem to have found that often elusive combination of being in the right place at the right time.

We're determined to keep it that way.

If you haven't seen Westbrook Hospital, you haven't seen Faith for Today! Give us a collect call and we'll airmail a tape. Ask for Eric Graham in Syndication. Our number is (805) 498-6661.

Westbrook Hospital drama finds physicians and staff concerned with more than just physical health.

Faith for Today

gram about public affairs doesn't help much," he says.

But it all ends happily. Chairman Richard E. Wiley appears on stage to confront the astonished Mr. Painter, check over his application and declare it OK for approval. Pretty far out, of course, but not necessarily lacking in truth. There were some in the audience who believe the hard-driving Mr. Wiley probably fantasizes about solving problems that easily.

Panelists cite flaws in handling problems of equal opportunity

A National Association of Broadcasters convention workshop that featured four black men, one black woman and one white woman, found weak links in the broadcasting industry's affirmative action efforts to make room for minority members and women, and those weak links are the white middle managers and top executives.

But their diagnosis was that it is not all the whites' fault. For one thing the white middle managers have ungrounded fears, concluded Gil Griffin of CBS. He said they are afraid to hire blacks who are slightly below par for fear they will not be able to fire them. Blacks, like any employes, he said, should be fired if they are not doing the job.

Timatha Pierce of NBC, the one white on the panel, said many affirmative action plans fail because the whites who are in charge of implementing them have erroneous assumptions about blacks and women. For example, they hold that the minority employe is different from others and must be treated differently. This usually means blacks and women are not given challenging work, she said. "What you did wrong," she said, "was in denying him the right to fail."

Assumption number two, she said, is that minority employes do not want to be a part of the company operation, also wrong. She said assumptions such as these create disparate treatment of employes by management, "and disparate treatment has no place, no way, in any affirmative action plan."

Mal Johnson of Cox Broadcasting said employers should be asking themselves such questions as: Are you training the minority employee to do a realistic job, as opposed to a make-work job? Is he becoming an attribute to the station, and, more important, is he making money for you? "Because that's the name of the game," she said.

Ms. Johnson was also concerned about the scheduling of minority-oriented programs. She wondered why some stations schedule their minority programs early Sunday morning, for example, "when nobody's watching except your mother, because she loves you."

Too many managers, Ms. Johnson contended, staff their community affairs offices with blacks, "where it is assumed that they will take care of problems of all blacks." What blacks should do, she said, is insist on becoming involved in the total broadcast community.

The other three panelists, James Long of Storer Broadcasting, William Ford, of Capital Cities Broadcasting, and Cecil Forster of Westinghouse Broadcasting, joined with the others in calling for the active involvement of all employes, from supervisors on down, in working for affirmative action. As long as implementation is left to the affirmative action staff, it will never get off the ground, they said. Let it be clear, they said, that the company means business with the implementation of affirmative action.

Mr. Griffin said CBS currently has a program of sensitivity and awareness sessions involving both middle managers and minority employes in hopes that increased awereness of others' sensitivities will help raise performance standards.

A questioner in the audience touched a nerve in the panel when he used the word "quota" in conjunction with minority hiring. "Never use the word quota," Ms. Pierce returned. "What you are seeking are goals." But, said Mr. Forster, the two words mean the same.

Lionel Monagas, head of the FCC's industry equal employment opportunity unit, came forward from the audience and said the FCC, in its affirmative action guideline, will opt for goals or targets. Goals, he said, are more flexible. "Once you impose an absolute limit on the number of people you'll hire to fill a job, you have established a quota," he said. "And no one has imposed that but you."

One broadcaster in the audience wanted to know how to get affirmative action commitments from labor unions, particularly technical unions. He said some are dead set against affirmative action because it erodes job security. Mr. Monagas said the FCC has no authority to deal with the unions and could be of no help. But FCC Chairman Richard Wiley, also in the audience for part of the workshop, when asked if the FCC could not simply make its opinion known, replied that the union problem is something the FCC can discuss. He added, however, that "there is always a concern" about extending the FCC's regulatory authority into new realms.

The workshop was moderated by Patricia Grace of the NAB office of community affairs.

Minority workshop hears complaints on rating service bias

Rene Anselmo, Spanish International Network, one of five panelists on the minority workshop at the NAB convention in Las Vegas last week, castigated the TV rating services for what he claimed was discrimination against minorities. Nielsen, he said, has for years had a 10% cut off procedure that does not report on a station that has less than that percentage of the population watching it. In New York even if 100% of the Spanish-speaking population were to watch SIN's WXTV-(TV) Paterson, N.J., it still would not be registered in the Nielsen book, because, he said, even though it would amount to almost 500,000 people it would still not be 10% of the market. In voicing this complaint about the rating services he announced that SIN was working to get local Spanish-speaking groups to apply for facilities with a view to affiliating the Spanish-language TV stations into a national network. Danny Villanueva, VP and general manager of SIN's KMEX-TV Los Angeles, said that another goal of Latin-Americans now is to get a Spanish-speaking person on the FCC.

Suggestions for speeding minorities progress in the communications field came from Joseph Sitrick, Washington broker, who called for a lobbying effort to lift the restrictions that forbid the Small Business Administration from lending money to TV, radio, newspapers or magazines, thereby helping minority businesses in these areas and from Elliott E. Franks III, general manager of WOIC-(AM) Columbia, S.C., who urged blacks and minorities to build up a body of expertise they can take into managerial positions. He added that minorities have got to forget the "rhetoric" of good intentions and operate a station with definite business goals in mind. The session was moderated by Patricia Grace, director of NAB's Office of Community Affairs.

TV climbs another notch in public's eye

Latest Roper survey strengthens medium's standing as first for information and entertainment; now more than half the people rate it most believable for news, more college-educated watch for news rather than read the papers; 71% rate stations as 'excellent'

The public's opinion of television is inching higher and higher, establishing it more than ever as the number-one medium of news and entertainment.

The results of the latest Roper study for the Television Information Office, released at the NAB convention last week, show that people not only are watching TV more than ever but, in addition, rank its believability higher, like its commercials better and rate it their major source of news more often than at any time since the Roper-TIO studies were launched in 1959.

The study, conducted last November among 2,000 respondents, also found increased acceptance of commercials in children's programs, increased opposition to government control over programs and no dilution of majority preference for the existing balance between entertainment programing and news and public affairs.

Interest in pay-TV did decline—from one person in four (24%) to one in five (20%) after hypothetical rates were increased to reflect general inflationary influences (see table).

TIO Director Roy Danish noted that, with Watergate and most of its echoes past, TV was rated the most believable of media by more than half of the respondents for the first time, while newspapers' score dropped from 21% to 20% (see table).

Television's lead as the source of most news increased as the number voting for TV rose from 64% in 1972 to 65% in 1974, while newspapers' share declined from 50% to 47%. Radio held fast at 21% in both years and magazines slipped from 6% to 4%. In those calculations, multiple choices were accepted. Among those voting for only one medium, TV led newspapers by 36% to 19%, up from 1972's 33% for TV and 19% for newspapers.

For the first time, more college-educated respondents voted for TV (56%) than for newspapers (55%) as their main source of news.

Viewing time also had increased by 1974—not only among respondents generally, but also among the college-educated and those in the upper economic levels (see table).

Mr. Danish said viewers did seem "slightly more critical" of TV's handling of "things like sex relations, homosexuality and venereal disease" in 1974 than in 1972. Those who thought TV handles such subjects "responsibly and informatively" dropped from 57% to 55%, while

The relative credibility of media

"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"

Most believable:	*12/59* %	*11/61* %	*11/63* %	*11/64* %	*1/67* %	*11/68* %	*1/71* %	*11/72* %	*11/74* %
Television	29	39	36	41	41	44	49	48	51
Newspapers	32	24	24	23	24	21	20	21	20
Radio	12	12	12	8	7	8	10	8	8
Magazines	10	10	10	10	8	11	9	10	8
DK/NA	17	17	18	18	20	16	12	13	13

Trends in hours of viewing

"On an average day, about how many hours do you personally spend watching TV?"

	11/61	*11/63*	*11/64*	*1/67*	*11/68*	*1/71*	*11/72*	*11/74*
Median hours of viewing	2:17	2:34	2:38	2:41	2:47	2:50	2:50	3:02

Median hours of viewing by:	*11/61*	*11/64*	*1/67*	*11/68*	*1/71*	*11/72*	*11/74*
College-educated	1:48	2:04	2:10	2:17	2:19	2:12	2:23
Upper-economic levels	2:02	2:14	2:21	2:24	2:30	2:29	2:47

The question of government control

"There has been some talk recently about the government paying more attention to what kinds of programs are shown on television and being more critical of what should and should not be shown. Some people are in favor of this as a way of ensuring high quality television programing. Others are opposed to it on the grounds that it would result in television programs which the government, but not necessarily the public, would like. How about you—do you think: the government should exercise more control over what programs are on TV, or there is about the right amount of government control of TV programing now, or the government should have less control over what programs are on TV?"

	11/63 %	*11/64* %	*1/67* %	*1/71* %	*11/72* %	*11/74* %
The government should exercise more control over what programs are on TV	16	19	18	12	17	15
There is about the right amount of government control of TV programing now	43	41	40	48	38	36
The government should have less control over what programs are on TV	27	26	28	31	39	41
DK/NA	14	14	14	9	6	8

The question of pay television

"In some places both pay TV and free TV are available for homes. On pay TV you would get to see Broadway shows, the newest movies, championship fights, operas, and other special programs you rarely see now. Of course, you would have to pay to see them—but at less than box office prices. The cost would range from $1.00 to $2.50 each, depending on the programs, or to put it on a monthly basis, anywhere from $20 to $40 or $50 per month, depending upon how many you watched. Would you be interested in subscribing to an additional service like this, or wouldn't you be interested?"

	Lower cost figures		*Higher cost figures*	
	*11/63** %	*11/72** %	*11/72** %	*11/74* %
Interested	16	24	24	20
Not interested	79	72	72	75
DK/NA	5	4	4	5

* Lower cost figures, 1963 and 1972: from 50 cents to $1.25 each depending on the programs, or on a monthly basis, anywhere from $10 to $25 or $30 per month, depending on how many programs were watched. Higher cost figures, 1972: from 75 cents to $2 each, depending on the programs, or on a monthly basis, anywhere from $15 to $35 or $45 per month, depending on how many programs were watched.

those who thought the handling "sensational and offensive" increased from 19% to 21%. In between, those who gave TV a "half-and-half" rating rose from 12% to 16%, while the don't-knows dropped from 12% to 8%.

There was a slight decline (from 47% to 45%) in belief that TV devotes "about the right amount of time" to opinion programs. Most of the dissatisfaction is on the side of those who want more such programs: Their number increased from 36% to 39%, while those who feel there is too much opinion programing slipped from 9% to 8%.

As in the past, most respondents (58%) thought there is a proper balance between the right and the left in TV opinions; among critics, twice as many (13%) thought there is too much leftward opinion as thought there is too much to the right (7%).

Over-all, TV improved its lead over other institutions when rated in terms of performance. Those rating stations' performance as "excellent or good" rose from 60% in 1972 to 71% in 1974, while newspapers rose from 51% to 58%, schools remained unchanged at 50% and local government slipped a point to 35%.

Two other institutions, included in the study for the first time, placed second and third behind TV: churches, which were voted "excellent or good" in performance by 66%, and police, by 65%. TV stations also received fewer "fair or poor" ratings (25%) than at any time since the surveys started in 1959, while newspapers were scored "fair or poor" by 36%, schools by 30%, local government by 52%, police by 29% and churches by 20%.

There was a further increase in belief that the government should have less control than now over what programs are on TV, and another slight decline in sentiment for greater government control (see table). By even stronger odds, viewers opposed government control over news programs (81%, up from 79% in 1972, while those favoring government control over news declined from 14% to 12%).

TV's present balance between entertainment and news/public affairs was favored by 58%, while 22% said they would like more news and public affairs, 16% more entertainment. These findings, almost identical to those in 1972, reflected a somewhat higher degree of satisfaction than was apparent with current ratios between "light" and "serious" entertainment programs. On the light/serious question, those voting for the present balance remained at 39%, while those wanting more special-interest (serious) programing slipped from 34% to 32% and those wanting more light fare edged up from 24% to 25%.

There was a slight improvement in attitudes toward commercials, which by and large were given favorable scores by 58% (up from 56%) and unfavorable by 40% (down from 41%). In addition, the number who considered commercials "a fair price to pay" for TV rose from 81% to 84%, while those rating commercials as often or sometimes helpful advanced a point to 54%.

Acceptance of commercials in children's programs also increased, from 60% to 63%, while opposition declined, from 32% to 27%. Among parents, the shifts were even more dramatic. Among the critics there was also a one-point increase (to 54%) of those who would rather keep commercials than have the number of children's programs significantly reduced, and a three-point decline (to 35%) among those who would eliminate commercials anyway.

As in the past, the study found that while TV is the number-one source of news about candidates in statewide elections, newspapers are number one where local candidates and issues are concerned. A new question this year found that TV is first on a regional as well as statewide basis: Asked which medium gave them the best understanding of candidates for the House of Representatives, 40% voted for TV, 35% for newspapers, 6% for radio.

Sports. Howard Hughes's Summa Corp., licensee of KLAS-TV Las Vegas, was host at the Hughes Broadcasters Invitational Tournaments held April 6 at the Desert Inn country club, Las Vegas, in conjunction with the National Association of Broadcasters convention. Some 150 golfers and 60 tennis players turned out. In the picture, front row (l-r): Bruce Bryant, CBS-TV, New York, winner, low gross, golf; Bob Newhart, who presided at the awards presentations at the end of the day; Nadine Henley, senior VP, Summa Corp., and Ed Cheviot, KMOL-TV San Antonio, Tex., winner, low net, golf; second row (l-r): Mark Smith, KLAS-TV; Howard Anderson, Summa Corp., and Barry Young, KVON(AM) Napa, Calif., tennis winner.

It's the little things that count in money management

IBFM session at NAB stresses importance of plugging the small leaks in budgets as means of holding down costs

A workshop on raising cost consciousness drew a capacity crowd last Monday morning at the NAB convention. Broadcasters were given advice on everything from basic budgeting to monitoring telephone bills. The session was arranged by the Institute of Broadcasting Financial Management and moderated by Arno Mueller of Storer Broadcasting, IBFM president.

Attention to details is the key to cost control, said Joseph McCabe, KPLR-TV St. Louis, and he went through a long list of suggestions. First, he said, many stations pay excessive interest rates because their bankers lack knowledge of broadcasting and hence are wary of its risks. Mr. McCabe said broadcasters ought to educate a local bank to their business and establish a confidence that will be reflected in more favorable loans.

Telephone costs—apart from broadcast line charges—are higher than they should be at the average station, Mr. McCabe said. Professional auditing services will analyze telephone use for an average fee of $300 against half of the savings achieved in the first year's telephone bill, Mr. McCabe pointed out. "If you have more than two buttons on your own phone, you're on an ego trip," he said.

"Throw away the air mail stamps," said Mr. McCabe. Most first-class mail goes by air anyway. For building maintenance and cleaning services, "try tradeouts," said Mr. McCabe. On insurance, annual analysis and renegotiation should be the rule. "Shop your insurance," he said. "Also analyze deductibles. I believe a station should be protected against major damage, not a window broken by the wind."

When buying programs, "don't fall in love," said Mr. McCabe. If a hole develops in the schedule, "look on the shelf," he said. "Then look there again the next day."

Edward Herlihy, KTLA(TV) Los Angeles, spoke of cost control in the engineering department. Labor, of course, is the biggest increment of expense. "Make sure you're making maximum use of the management rights in your union contracts," Mr. Herlihy said. In renegotiating contracts, management's aim should be the elimination of penalty clauses. "Give a little on wages," he said, "to get a little on penalties."

The cost of video tape can now be negotiated with competing suppliers, Mr. Herlihy said. "I've seen tape come down from $175 an hour to $140 an hour in the past year, in spite of inflation."

In the acquisition of equipment, Mr. Herlihy said the chief engineer ought to be able to justify the price by savings in personnel. He should also keep track of operation after the equipment is installed to match performance against projections. The principle applies especially to automated gear such as video cartridge or cassette machines. KTLA had recently calculated a 2.8-year pay-out for two such machines, weighing the cost of the machines against the saving in staff time they will make possible. "After that the bottom line goes up," he said.

Lessons in budgeting came from Gene Anderson, of Forward Communications, Wausau, Wis. Mr. Anderson distributed a 29-page sample budget worksheet for month-by-month projections of revenues and expenses, both broken down to detail, for each department of a station.

Radio and TV, too, are woman's work, NAB panel testifies

There was little lofty rhetoric in a Monday-morning NAB workshop, "Manning a Station with Women." There was instead much hard-nosed talk that could be summed up in the words of the small-market radio-TV owner in the audience who said, "I'm classified as a male chauvinist in some quarters, but when it comes to making money, I'll hire anybody." And of his half-male, half-female sales staff, he said, the women are outselling the men.

Saleswomen were what the session was really about. That is where most men and now many women are getting their career starts in broadcasting.

Much of the workshop was devoted to a presentation by George Greene, general sales manager of KABC(AM) Los Angeles, concerning a survey he conducted in his market on women in broadcast sales. Talking to sales managers and saleswomen, he found that among the sales managers, 75% of those who had hired a woman in the past five years had hired only one; 50% of the managers see "no difference" between men and women in the sales function, 25% think women in sales are better than men and 25% think women are more temperamental than men; 60% hired a woman solely on the basis of her qualifications, and 100% reported no difference in pay levels between men and women on their sales staffs. Among the women, 90% reported starting their broadcast careers less than four years ago and 33% began less than a year ago; the majority came to broadcasting from related advertising and communications fields—media buying and planning (53%), publicity and sales promotion (41%); 53% cited financial rewards as reasons for choosing broadcasting as a profession, 41% cited the "challenge" of competing in a male-dominated field; the women generally agreed with the sales managers that they were paid equally to men, and 60% saw neither sales advantages nor disadvantages to being a woman in broadcast sales.

Mr. Green also presented tape-recorded snippets of interviews with the sales managers and the saleswomen. They served to point up what one sales manager said: "The bottom line is—can they sell?" The quotes also emphasized that sexual differences make little difference in sales: "There are excellent, mediocre and bad saleswomen, just as there are men," said one. "Capability wears trousers or a skirt," said another.

And one saleswoman quoted urged her male counterparts not to give her preferential treatment and not to be afraid of offending a woman salesperson: "We use those words too," she said. "You can bet your sweet ass we do."

Proposed NAB board revamping supported

But bylaws committee changes mind on rotating chairmanship; still unresolved is number of network seats

There is a "strong consensus" among members of the National Association of Broadcasters bylaws committee in favor of the broad outline the committee has mapped out for changing the NAB board structure, committee chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., reported after a breakfast session of the committee at the NAB convention last Monday. The committee voted no formal action, he said, but found agreement among themselves on several proposals which had in recent weeks drawn mixed reviews from past and present members of the NAB joint board.

For one thing, the members agreed to stick with their original recommendation that the immediate past chairman of the joint board should no longer have a vote on the joint board or executive committee (BROADCASTING, March 17). But, Mr. Thurston added, "everyone wants to make use of the past chairmen, somehow."

The bylaws committee also agreed to recommend reducing the membership of the NAB executive committee by the one seat now reserved for the past chairman. The committee changed its mind on its original proposal to rotate that seat every six months between an active member of the TV board and an active member of the radio board.

Left unsettled by the bylaws committee was the question of how many board seats should go to the networks. The committee had earlier voted to leave the TV board representation where it stands—at 15 members. Three of those are network nonelective seats. But the committee voted to reduce the radio board membership from its present 30 to 25. At present, five of the radio board seats are held by the networks.

Mr. Thurston also announced that a first draft of a manual designed to help the new board members make a rapid transition into their new posts has been prepared and hopefully the final draft will be ready for the next committee meeting May 13 in Washington.

Kaiser to quit Cleveland, leaving UA with only U

Kaiser Broadcasting announced last week that it is liquidating its ch. 61 WKBF-TV Cleveland, selling the station's assets to United Artists Corp. (licensee of ch. 43 WUAB-TV Cleveland), in a deal that could ultimately leave UA with a lower channel allocation and the only commercial U in the Cleveland market.

Under the agreement reached last week, Kaiser would sell the assets of WKBF-TV for cash—$350,000 if the transmitter is included, $200,000 if not—or in exchange for a 36% interest in WUAB-TV. While the first option would involve only the transfer of certain assets (the studio facilities are excluded), the second option would entail the transfer of all assets to WUAB-TV. Both stations are indepndents.

The license of WKBF-TV will be relinquished April 24, leaving WUAB-TV as the single commercial U serving Cleveland. UA furthermore stands to upgrade its present signal if the FCC approves a separate deal UA entered with Community Telecasters of Cleveland Inc. earlier (BROADCASTING, Feb. 3). In that deal, pending FCC action, UA would acquire the construction permit for ch. 19 WCTF(TV) Cleveland for $250,000 and turn in its ch. 43 assignment.

Don B. Curran, Kaiser president, said that WKBF-TV has operated at a loss since its inception in 1968. He said more than $10 million had been put into the facility.

The sale will leave Kaiser with six operating UHF stations: KBHK-TV San Francisco-Oakland; WFLD-TV Chicago; WKBD-TV Detroit; WKBS-TV Burlington, N.J.-Philadelphia; KBSC-TV Los Angeles-Corona and WLVI-TV Cambridge, Mass. The last two are owned outright by Kaiser; others are co-owned with Field Enterprises, which holds a 22.5% interest. Kaiser's sale of WCAS(AM) Cambridge, Mass., to Wickus Island Broadcasting Corp. (Mel Stone and Fred Miller) for $225,000 is awaiting FCC action (BROADCASTING, July 22, 1974).

United Artists is also the licensee of WWSH(FM) Philadelphia and WRIK-TV Ponce, Puerto Rico. Transamerica Corp., parent company, has interests in insurance, financing, manufacturing, real estate and travel services.

One before the other

U.S. Southern District Court of New York has signed an order setting aside for a limited period of time an antitrust suit brought against ABC and CBS by seven major motion picture companies so that the Justice Department may pursue similar litigation against ABC, CBS and NBC (BROADCASTING, April 17, 1972).

The order was signed on April 3 after ABC, CBS and the film production companies agreed the material issues were "largely duplicative" of those in the Justice Department litigation.

The court stressed its order was not to be considered a dismissal of the action and pointed out that any party may initiate further proceedings in accordance with the stipulations.

Changing Hands

Announced

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

▪ WOW-TV Omaha: Sold by Meredith Corp. to Chronicle Broadcasting Co. for $9,158,500 in transaction under negotiation for some time (BROADCASTING, Feb. 10). Seller, publicly traded corporation, will retain WOW(AM) and KEZO(FM) Omaha and its other properties, which include KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WNEM-TV Bay City-Flint-Saginaw, Mich.; KPHO-TV Phoenix; WGST-(AM) Atlanta; WHEN-AM-TV Syracuse, N.Y.; *Better Homes and Gardens*, *Successful Farming* and consumer book publishing and printing plants. Buyer (N. H. de Young family trust) owns KRON-FM-TV San Francisco and is subsidiary of Chronicle Publishing Co. which owns *San Francisco Chronicle*. WOW-TV is CBS affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,380 feet above average terrain.

▪ WAPL-AM-FM Appleton, Wis.: Sold by John J. Dixon to Goetz Broadcasting Corp. for $510,000. Seller has no other broadcast interests. Principal in buyer, Nathan Goetz, also owns WDLB(AM) Marshfield, WFAW-AM-FM Fort Atkinson and WRDB-AM-FM Reedsburg, all Wisconsin. WAPL is on 1570 khz with 1 kw daytime. WAPL-FM is on 105.7 mhz with 50 kw and antenna 215 feet above average terrain. Broker: Blackburn & Co.

▪ WKBF-TV Cleveland: To be liquidated by Kaiser Broadcasting in deal with United Artists Corp., owner of WUAB-(TV) Lorain, Ohio, Cleveland suburb (see opposite page).

Approved

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

▪ WSJV(TV) Elkhart, Ind.: Sold by Truth Publishing Co. to Quincy Newspapers Inc. for $3.2 million. Truth Publishing is owned by John F. Dille Jr. (53%) and Walter R. Beardsley (47%), and publishes daily *Elkhart Truth*. Principals also have similar interest in Truth Radio Corp., licensee of WTRC(AM) and WYEZ(FM) Elkhart. Mr. Dille Jr. and son, John Dille III, own Pathfinder Communications Corp., licensee of WCUZ(AM) Grand Rapids, Mich., and WMEE(AM)-WMEF-(FM) Fort Wayne, Ind. F. M. Lindsay Jr. is chairman and Thomas A. Oakley, president, of Quincy Newspapers, which publishes daily *Quincy* (Ill.) *Herald-Whig*, has 88% interest in WGEM-AM-TV Quincy and owns 100% of WGEM-FM. Ownership is in several family trusts; F. M. Lindsay family also has interests in Lindsay-Schaub Newspapers Inc., owner of several Midwestern dailies, WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky., and 20% interest in WCIA-(TV) Champaign and WMBD-AM-FM Peoria, both Illinois, and KFMB-AM-FM-TV San Diego. WSJV is ABC affiliate on channel 28 with 410 kw visual and 40.7 kw aural and antenna 1,086 feet above average terrain.

▪ KMCC(TV) (formerly KSEL-TV) Lubbock, Tex.: Control sold by Tolbert Foster, Alan Shivers and others (55% before, none after) to Bill and R. B. McAlister (45% before, 100% after) for McAlister's 41.6% interest in KVUE-TV Austin, Tex. Messrs. Foster and Shivers have controlling interest in KVUE-TV. Mr. McAlister sold KSEL-AM-FM Lubbock to Harris Enterprises Inc. (John P. and Sidney Harris families) for $942,500 (BROADCASTING, March 25). KMCC is ABC affiliate on ch. 28 with 788 kw visual; 153 kw aural and antenna 840 feet above average terrain.

▪ Other sales approved by the FCC last week include: WCCF-AM-FM Punta Gorda, Fla.; KGAK(AM)-KQNM(FM) Gallup, N.M.; WPUT(AM) Brewster, WHHO-AM-FM Hornell, both N.Y.; WRNB(AM) New Bern, N.C.: WGSA(AM) WIOV(FM) Ephrata, Pa.; WBUG(AM) Ridgeland, S.C., and WFHG-(AM) Bristol, Va. See page 73 for details.

Sale objections dropped

WOLF(AM) Syracuse, N.Y., has withdrawn its petition to the FCC that asked denial of the sale of WDDS-FM Syracuse by Amalgamated Music Enterprises Inc. to Signal Broadcasting Co. Inc. for $360,000 (BROADCASTING, Nov. 4, 1974).

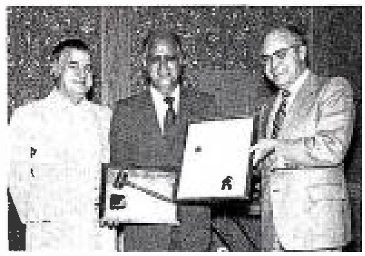
WOLF had raised antitrust questions since Signal is owned by Tower Broadcasting Corp., licensee of WNDR(AM) Syracuse, and by individual officers and employes of WNDR. WOLF had feared a format change at WDDS-FM from blended music to contemporary-popular which WOLF said might constitute unfair competition to its contemporary format. WNDR broadcasts a contemporary-popular format.

The petition was withdrawn after WOLF received a letter from Tower containing representations to the FCC and assurances to WOLF that the formats at WDDS-FM and WNDR would remain the same and that joint local and regional advertising rates would not be used.

Public television gets together on fund appeal

There's general support for bill before Macdonald panel, but some question program, hiring record

Those differences within the ranks of public broadcasting that have made for lively theater in the past were muted last week as the principal players presented a united front in behalf of the Public Broadcasting Financing Act before the House Subcommittee on Communications. Even those groups critical of pub-



In way of thanks. Terry H. Lee, executive vice president of Storer Broadcasting, was honored by the Association of Maximum Service Telecasters at its annual meeting prior to last week's NAB convention in Las Vegas for his service as AMST president. Presenting a citation to Mr. Lee was Arch L. Madsen (r), president of Bonneville Broadcasting, who succeeds Mr. Lee as president. Presenting Mr. Lee with the gavel he used during his term of office was Jack Harris (l), president of KPRC-TV Houston and past president of AMST.

lic broadcasting's performance on minority employment and programing joined in commending the long-range funding legislation to Chairman Torbert Macdonald (D-Mass.) and his colleagues.

The bill (H.R. 4563), introduced in the House last month by Harley O. Staggers (D-W. Va.) and Samuel L. Devine (R-Ohio), would authorize and appropriate funds for a five-year period beginning in fiscal 1976, based on the total nonfederal dollars raised by public broadcasting on a 2:5 ratio. The bill includes ceilings higher than those proposed by the administration (BROADCASTING, March 24 et seq.), amended by the Senate Commerce Committee to $88 million in fiscal year 1976 (from $70 million), increasing in steps to $160 million in fiscal year 1980 (from $100 million).

Lead-off witness last Tuesday was Robert S. Benjamin, chairman of the Corporation for Public Broadcasting, who told the subcommittee the proposed $70 million ceilings are incompatible with the 2:5 matching scheme. According to data for fiscal 1974—when the nonfederal income of public broadcasting entities was $223 million—under the 2:5 ratio the federal contribution should be $89.2 million in fiscal 1976. However, the $70 million ceiling prescribed in the bill is $19.2 million short of the incentive amount (actually a 1:3.18 ratio). The ceilings in the bill leave no room for incentive, Mr. Benjamin said.

Otherwise, he said, CPB is pleased that the proposed legislation stresses a commitment to local station autonomy, recognizes the need for diverse funding sources and provides predictability of funding, making sound planning possible.

Asked by Chairman Macdonald for specifics on progress toward minority hiring and programing, Mr. Benjamin said the current contributions toward employment and promotion of minority members and women "are not a reflection on our motives. We promise to keep trying": to which the chairman quipped, "Promises, promises, promises."

Henry Loomis, president of CPB, joined Mr. Benjamin's presentation with positive figures: 25% of the current budget, he said, or $1.7 million, is being spent on development of minority programing. And the fact that the bill proposes ceilings, not appropriations, means "we take the downside risk" unless nonfederal funds are raised.

Dr. Gloria Anderson, the sole woman and black CPB board member and chairman of CPB's National Task Force on Women in Pubic Broadcasting, endorsed H.R. 4563 for the insulation it provides, the incentive provided by the matching program and relief for what she said is currently inadequate funding. However, she voiced concern over "the direction of public broadcasting on minorities and women" and stressed the need to increase their decision-making involvement.

Ralph B. Rogers, chairman of the board of governors of the Public Broadcasting Service, similarly endorsed the bill with the exception of the ceilings, and referred to the public broadcasting industry's Long Range Financing Task Force report. The report, two years in the making, arrives at a one-to-two match ratio with ceilings on a five-year plan of $100,000,000 in fiscal 1975, up to $200,000,000 in fiscal 1979. "Frankly," Mr. Rogers said, "there should be no ceiling in the bill, just as no guarantee of a fixed sum is required by the bill." But this is unrealistic, he said, and urged that the ceilings be raised to the Senate Commerce Committee's proposals.

The Association of Public Radio Stations, represented by president Matthew B. Coffey, was characterized by Chairman Macdonald as the "poor relative" of public television—an accurate description, Mr. Coffey affirmed. While the radio component of the public broadcast system has always been neglected; he said, it is determined to be competitive and to convince the corporation of the need for "discretionary money." Public radio's success, he said, directly correlates with the amount of funding available.

NAB field force set as standby lobby on antisiphoning

A new NAB committee to combat pay cable "siphoning" attempts gathered for the first time at the NAB convention last week. It is an ad hoc committee—likened to a volunteer fire department by one NAB staffer—and its 17 members will serve when called upon by the NAB staff to rally antipay-cable sympathizers to counter any future "full scale" lobbying efforts by pay cable in Washington.

The committee members, selected by the NAB staff for their solid acquaintance with pay cable issues and their good contacts with other broadcasters and labor and public service groups, will serve territories that correspond to the 17 districts represented on the NAB radio board. Their terms of service are indefinite.

The ad hoc committee will supplement the work of the standing NAB antipay-cable committee, and in fact the six members of the standing committee sit with the committee as advisers. At the meeting last week the committee members got acquainted over breakfast and discussed their new roles. Nothing of substance was decided, an NAB staff member said afterward.

By district the committee members are: Dave Henderson of WJAR-TV Providence, R.I., district one; Charles A. Tower of Corinthian Broadcasting Corp., New York, district two; Dave Baltimore of WBRE-AM-FM-TV Wilkes Barre, Pa., district three; Wally Jorgenson of WBTV(TV) Charlotte, N.C., district four; Bob Olson of WTVT(TV) Tampa, Fla., district five; Jim Yager of WDSU-TV New Orleans, district six; Jim Caldwell of WAVE-TV Louisville, Ky., district seven; Elmer Snow of WTTV(TV) Bloomington, Ind., district eight; Robert Rice of WRAU-TV Peoria, Ill., district nine; Bob Donovan of KMEG-TV Sioux City, Iowa, district 10; Glenn Flint of KCMT(TV) Alexandria, Minn., district 11; Jim Leake of KTUL-TV Tulsa, Okla., district 12; Jack Harris of KPRC-TV Houston, district 13; Bob McMahon of KOAA-TV Pueblo, Colo., district 14; Al Constant of KRON-TV San Francisco; district 15; Burt LaDow of KTVK(TV) Phoenix, district 16; Dave Crockett of Fisher Blend Stations, Seattle, district 17.

In addition there are three network representatives on the ad hoc committee: Peter Kenney, NBC Washington vice president; Richard Jencks, CBS Washington vice president, and Eugene Cowen, ABC Washington vice president. Members of the antipay-cable standing committee sitting with the ad hoc committee, aside from Messrs. Jencks and Cowen, are Richard Stakes of the Washington Star station group, chairman; Allan Land of WHIZ-AM-FM-TV Zanesville, Ohio; James Ebel of KOLN-TV Lincoln, Neb., and Daniel Calibraro of WGN-TV Chicago. NAB Chairman Andrew Ockershausen and NAB President Vincent Wasilewski and a half-dozen other members of the NAB Washington staff will also be involved.

A conditional win for RKO

A petition by Bay Area community groups that sought to block the renewals of RKO General's KFRC-AM-FM San Francisco has been dismissed by the FCC. But in renewing the stations, the commission attached the condition that it could consider further action against the licensees after the resolution of a number of actions that pend against RKO and its parent, General Tire & Rubber Co., in other localities.

Community Coalition for Media Change, the Japanese American Citizens League, the Oakland Chinese Community Council and the Mission Media Art had filed a petition to deny KFRC-AM-FM's license renewal alleging faulty ascertainment of community needs, inadequate programing and employment discrimination. The petitioners also charged that RKO had dismissed Harvey Pleasant, an employe, because he complained of discriminatory employment practices.

NCTA gives top billing in New Orleans to copyright, FCC strictures, pay cable

Frustration and loss of patience by industry are said to be the backdrop for convention

Re-regulation of the cable industry is to be the dominant theme at the National Cable Television Association's annual convention that opened yesterday (April 13) in New Orleans. The issues that are part of that re-regulation, particularly signal carriage rules, leapfrogging and exclusivity provisions—the bread-and-butter issues for the industry—will be the focus of four separate panels that began with Sunday afternoon's "View from the Top" session with FCC Chairman Richard Wiley, John Eger, acting director of the Office of Telecommunications Policy and Jack Valenti, president of the Motion Pictures Association of America, as featured panelists.

Another question that cuts across the entire industry from the larger multiple system operators to the small independents, is whether the FCC will stick by its March 31, 1977, compliance date for cable systems to rebuild for 20-channel capacity and two-way communications capability. An NCTA spokesman suggested last week that many in the industry feel the deadline will be postponed, but for how long is still anyone's guess. And the 1977 compliance issue has raised related questions as to the true need for two-way capability and the necessity for a more realistic approach to channel-capacity standards than the "arbitrary" 20-channel cutoff, NCTA noted.

But if '77 project is billed as the "most serious" issue facing the cable industry this week, the pending copyright bill takes honors as most controversial. Small-system operators, who have steadfastly opposed any payment of copyright fees, can be expected to use the convention as a platform to restate their case, according to Robert Stengel, NCTA vice president for public affairs.

Although only one panel is devoted exclusively to the copyright issue, the controversy is expected to filter through much of the convention, Mr. Stengel said. The copyright panel Wednesday morning will include former FCC Chairman Frederick W. Ford, now a Washington attorney and representative of the Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law (a splinter group formed as a result of the copyright debate), who will offer the views of those opposed to copyright fees. Washington attorney Sol Schildhause will

A short course in cable, 1975

There are 3,240 operating cable systems in the U.S., serving some 6,980 communities. Another 2,718 systems are approved but not built. Pennsylvania has the most systems (300) and California the most subscribers (1.3 million). Operating systems currently reach about 10 million subscribers, perhaps over 30 million people—15% of the nation's TV households. The largest (Cox Cable's, in San Diego) has almost 100,000. Some have fewer than 100. Teleprompter is the largest multiple system operator (MSO), with more than 1,083,000 subscribers. Industry revenues last year totaled approximately $600 million. Most systems offer between eight and 12 channels. By 1977, all systems will be required to have at least 20-channel capacity; those constructed after March 1972 must do so now. Monthly subscriber fees average $5.50, although many firms are now seeking rate increases. Installation fees range from nothing to $100; the average is $15. Costs of laying cable range from $3,500 per mile in rural areas to $80,000 in the largest cities. The average system has between 100 and 200 miles of cable. Nearly 629 systems now originate programing in their own studios, the average for 13.5 hours weekly. Equipment costs range from $25,000 for a small black-and-white operation to $200,000 for a color studio. Over 300 systems accept advertising on their local origination channels, with rates from $5 to $200 per minute. The industry in 1973 derived approximately $3.5 million in revenues from advertising on origination channels. Pay cable is on approximately 78 systems and reaches 160,000 subscribers. Other media interests have ownership holdings in approximately three-quarters of all cable firms; over 35% of the systems have ties with broadcast interests, almost 25% with program producers and almost 15% with newspapers.

represent the middle ground, as one in favor of a "good copyright bill," but against any tribunal set-up which would have the power to set and then readjust fees—as called for in the present bill. And Edward Allen, of Western Communications and the NCTA executive committee, will present the association's view in support of the bill.

David H. Foster, retiring NCTA president, last month explained how NCTA came to support the bill in the first place (BROADCASTING, March 24) when he said the feeling in 1972 was that modest copyright fees would be absorbed by the cable operator. That's no longer the case in view of the economic situation, he added, and now when "that 2%" comes along it must be passed along to the customer.

NCTA hopes that by supporting copyright, a quid pro quo could be reached, wherein nonduplication and other "restrictive" rules concerning signal carriage would be eliminated. The current copyright bill was judged by NCTA as the "best that could be gotten" and to jeopardize the bill would only have led to objectionable sections being put back in. Mr. Foster said.

However not all members of the cable industry see copyright as "inevitable," according to NCTA Chairman Bruce E. Lovett. Some small-system operators, like those represented by Community Antenna Television Association — a newly formed NCTA splinter group—feel the bill should be opposed down the line, Mr. Lovett added. Those views as well as their spokesmen should be prominent at this week's convention.

Pay cable will get a lot of attention at the convention, but the concern will be more an "internal focus" than a political debate Mr. Stengel suggested. Except for Sunday afternoon's meeting where Jack Valenti is expected to mention the pay-cable rules and their impact on the film industry, the pay-cable panels are designed pretty much as "nuts-and-bolts" sessions, said Mr. Stengel. Multiple-system operators, as well as independents, are expected to show a great interest in the basics of how to start pay operations.

Panelists for the Monday pay cable discussion include Gerald Levin, Home Box Office, New York, who is to take up programing and satellite transmissions; Allen Greenstadt, of Los Angeles-based Optical Systems, who will discuss the new network that the company is planning, and Donald Berner, Twin City Trans-Video, Allentown, Pa., who is to address the basics in implementing a pay-cable system.

Discussion on the current depressed economy and the outlooks for the future will play a "pretty heavy" part in the convention, Mr. Stengel said. Many cable operators look to an upturn this summer and their optimistic predictions are expected to be part of the financial discussion at New Orleans.

Assessing the present mood at the convention, Mr. Stengel characterized the cable industry as suffering from "frustration and a loss of patience." The frustration is from economic ills that are exacting a heavy toll from the industry, and the loss of patience is due to the continued regulatory "restrictions" that are making the financial problems that much more difficult to bear, Mr. Stengel said.

Kahn says pay cable can go satellite

Cable-TV entrepreneur Irving B. Kahn, former chairman of Teleprompter Corp., told a meeting of the CATV Analysts Group in New York last Tuesday that the technology exists now for a pay-cable satellite network in the U.S., which could generate $108 million in annual revenues within the next three years.

Mr. Kahn arrived at the $108 million figure by suggesting that a "smart" entrepreneur could lure about three million of the current 10 million cable homes into a pay network, which would then be linked up by cable-company ownership of domestic satellite "earth stations at or near the headends." He then envisions a pay-TV entrepreneur's producing 12 to 24 "special-entertainment features" a year, which would be provided as a package to the pay-cable subscribers at $6 a month. Mr. Kahn figures still further that half of the three million homes wired for pay-cable would go for such a package ("an attainable goal according to today's movie-audience statistics," as he put it), which, multiplied by $6 a month for 12 months, comes out to $108 million.

To speed up pay-cable's immediate potential growth, he advanced the idea that cable-system owners reduce the monthly price of the basic service from $7 or $9 to $1 or $2 just "to get the wire into the home." Once that cable-TV foot is in the door, Mr. Kahn said, the owner would offer "new broadband communications so innovative, so informative, so entertaining, that the price per service will prove irresistible, and the total revenues per home will ultimately jump to at least two or three times the current basic rate."

Spot TV has its best year

Rundown on '74 expenditures shows 18 major clients drastically increased budgets, enabling top-100 advertisers to chalk up a new record of $1.6 billion

Investment in spot television by national and regional advertisers in 1974 reached a record $1.6 billion, an 11% increase over 1973.

Figures compiled for the Television Bureau of Advertising by the Broadcast Advertisers Reports show that 28 advertisers spent $10 million or more in spot TV last year. Procter & Gamble again was spot TV's kingpin investor with $88.7 million, followed by General Foods with $45.1 million and Lever Bros. with $36.1 million.

TVB said that 18 advertisers increased their spot TV budgets 50% or more in 1974. These included Quaker Oats, up 56% to $15.8 million; Kellogg, up 69% to $13 million; Ralston Purina, up 155% to $11.6 million; Del Monte, up 342% to $11 million and Carnation, up 124% to $10.5 million.

Joining spot television's top-100 advertisers for the first time were Brookville Marketing (direct mail records and tapes), $7.5 million; Adam VIII (direct mail record and tapes), $4.6 million; Ciba-Geiger (chemicals for consumer and agri-products), $4.3 million; Cities Services (petroleum), $3.5 million and Milton Bradley Co. (toys), $3.4 million.

Among the product categories with substantial increases in spot TV in 1974 were food and food products, up 16.7% to $343.9 million; pet foods and supplies, up 67% to $48.8 million; publishing and media, up 59% to $40.6 million; household furnishings, up 33% to $15.1 million and office equipment and stationery, up 37% to $8.8 million.

TVB noted that the 30-second commercial represented $1.2 billion, or 80% of all dollars allocated to spot TV. The 60-second commercial accounted for $278.5 million (18%) and the 10-second commercial, 2.3% of the total.

Rank	*Advertiser*	*Est. Expenditure*
1.	Procter & Gamble	$88,739,700
2.	General Foods	45,133,200
3.	Lever Grothers	36,082,800
4.	Colgate Palmolive	32,883,300
5.	American Home Products	32,542,400
6.	Bristol-Myers	21,710,700
7.	Coca-Cola	21,700,800
8.	General Motors	20,715,300
9.	General Mills	20,460,700
10.	Ford Motor	20,315,800
11.	American Tel. & Tel.	16,222,900
12.	Quaker Oats	15,808,900
13.	Pepsico Inc.	15,593,500
14.	William Wrigley Jr. Co.	14,653,300
15.	Dynamic House Inc.	13,717,200
16.	Kraftco Corp.	13,184,800
17.	Kellogg Co.	12,985,400
18.	Miles Laboratories	12,693,900
19.	Warner-Lambert Pharmaceutical	12,562,100
20.	Ralston Purina Co.	11,554,500
21.	International Tel. & Tel.	11,204,300
22.	Chrysler	10,986,700
23.	Del Monte Corp.	10,978,600
24.	Schering-Plough	10,909,500
25.	Triangle Publications	10,887,000
26.	Jos. Schlitz Brewing	10,813,900
27.	Carnation	10,460,600
28.	Nabisco	10,411,200
29.	Gillette	9,970,300
30.	Norton Simon	9,743,000
31.	Seven-Up	9,347,900
32.	Nestle Co.	9,080,100
33.	K-Tel International	9,001,000
34.	Heublein	8,750,900
35.	Mars	8,228,800
36.	Alberto Culver	8,156,000
37.	Sterling Drug	8,056,800
38.	Ronco Teleproducts	7,994,900
39.	C.P.C. International	7,783,700
40.	Nissan Motor Corp., USA	7,745,100
41.	General Electric	7,480,600
42.	Brookville Marketing	7,454,000
43.	Mattel	7,439,700
44.	American Dairy Association	7,235,700
45.	Philip Morris	6,970,000
46.	American Motors	6,927,500
47.	Beatrice Foods	6,916,700
48.	CBS Inc.	6,916,200
49.	Westinghouse Electric	6,819,800
50.	Borden	6,799,900
51.	H. J. Heinz Co.	6,731,700
52.	Noxell Corp.	6,610,400
53.	Standard Brands	6,536,300
54.	American Can	6,327,900
55.	American Cyanamid	6,282,500
56.	RCA Corp.	6,231,300
57.	H. & R. Block	6,087,000
58.	Trans World Airlines	6,083,900
59.	Toyota Motor Distributors	5,881,700
60.	Scott Paper	5,875,800
61.	The Clorox Co.	5,703,400
62.	Ideal Toy Corp.	5,675,300
63.	Campbell Soup	5,653,600
64.	Scott's Liquid Gold	5,645,400
65.	A. H. Robins Co.	5,633,800
66.	Hanes Corp.	5,619,800
67.	American Express Co.	5,590,700
68.	Consolidated Foods Corp.	5,016,400
69.	Mutual of Omaha Insurance	4,974,800
70.	Phillips Petroleum	4,961,700
71.	Chesebrough Ponds	4,939,400
72.	Greyhound	4,817,400
73.	Dr Pepper	4,803,700
74.	F. W. Woolworth	4,729,800
75.	Morton-Norwich Products	4,575,500
76.	Adam VIII Ltd.	4,573,300
77.	Volkswagenwerk, A.G.	4,407,900
78.	Ciba-Geigy	4,314,200
79.	Johnson & Johnson	4,264,400
80.	Block Drug Co.	4,083,300
81.	Pillsbury	4,077,300
82.	UAL Inc.	3,985,500
83.	Toyo Kogyo Co.	3,923,200
84.	Squibb	3,784,600
85.	Hoover Co.	3,682,100
86.	Liggett & Myers Tobacco	3,676,100
87.	Standard Oil Co. of Ind.	3,675,000
88.	S. C. Johnson & Son	3,648,100
89.	Hills Brothers Coffee	3,634,700
90.	Pan American World Airways	3,597,200
91.	Anheuser Busch	3,594,900
92.	Esmark Inc.	3,517,700
93.	Cities Services	3,517,000
94.	Sears, Roebuck	3,473,300
95.	Popeil Bros.	3,453,500
96.	Milton Bradley	3,438,100
97.	Pet Inc.	3,390,300
98.	Sun Oil	3,324,200
99.	E. & J. Gallo Winery	3,313,300
100.	Pabst Brewing	3,292,400

Pros and cons of eight-week sweeps argued at the NAB

Eliasberg denies networks want them to gain advantage over spot, says they will reduce hypoing; HR&P man says they'll do opposite

The dispute over proposals to lengthen local TV audience sweep measurements to eight weeks from the present four sent a ratings workshop into overtime at the NAB convention last Tuesday.

The debate presented a classic confrontation between network and spot TV. It was followed by an appeal from the floor by Jackie DaCosta of Ted Bates & Co., who urged broadcasters to abandon hypoing practices—a main reason advanced in support of eight-week sweeps —but stopped short of taking sides directly in the eight-weeks-versus-four-weeks dispute.

Taking sides in the debate were Jay Eliasberg of CBS/Broadcast Group, who argued that eight-week sweeps not only would reduce the effectiveness of hypoing but would also provide a much more representative picture of audience levels for entire quarters, and Stephen H. Raffel of Harrington, Righter & Parsons, who said spot TV is right to question any spot-TV blueprint devised by networks and that, in any case, eight-week sweeps would encourage hypoing more than discourage it.

Mr. Raffel contended eight-week sweeps would eliminate weekly ratings in all but the largest markets, which include those where the networks have owned stations, and that this would put most nonnetwork-owned stations at a competitive disadvantage by depriving them of sales tools available to O&O's and to network salesmen. In addition, he said, loss of weekly reports would conceal blockbuster movie titles and thus "instead of reducing hypoing would encourage it."

More than that, Mr. Raffel continued, "major markets already have essentially eight-week sweeps" because of four-week measurements scheduled back-to-back with the four-week sweep periods. "Essentially," he said, "we have eight-week surveys in 30% of the Nielsen and 55% of the [Arbitron] homes today accounting for 40%-70% of the national dollars."

Mr. Raffel suggested—and the audience through its applause seemed clearly on his side—that the time has come to forget about eight-week sweeps and move onto other topics, such as "why are national [meter-based] network ratings higher than the local diary rating for the same programs?" He contended that "either the network ratings are being overstated, or the spot audience is being understated."

Mr. Eliasberg insisted that "the loss of weekly ratings, if it occurred at all, would only occur in a few markets while the benefits of eight-week sweeps would be felt in all markets." More than that, he said, weekly ratings are not all that important—as demonstrated, he said, by the refusal of stations in some markets to pay $30 or so to get enough more diaries to produce weekly reports. And among stations that rated weekly ratings as "very important" in a recent Arbitron survey, he said, 66 of those votes came from stations that do not now receive weekly ratings.

But if weekly ratings are in fact considered important, Mr. Eliasberg said, the rating services could, if they would, retain them in most if not all markets by modifying their sample-size standards to conform with those for other data in their reports. Weekly data on that basis, he said, "would still be better than the numbers you are getting in about nine of the columns of data Arbitron produces and in four or five of the Nielsen columns."

Mr. Eliasberg scoffed at the suggestion that networks advocate eight-week sweeps as a ploy to gain competitive advantage over spot.

He also emphasized that broadcasters are risking action by the Federal Trade Commission or the FCC unless they put the brakes on hypoing. And he cited stations' sweep-weeks scheduling of "Elvis weeks" and even of special reports in local newscasts—such as reports on "Pornography in our town" and "VD: Are you sure you don't have it?"—in arguing that hypoing is largely a local problem and "we have to do something about it."

Ms. DaCosta also urged broadcasters to do something about it. She said she would prefer and would continue working toward year-round collection of data but that four-week sweeps would be all right if there were no hypoing. TV, she said, doesn't need to resort to hypoing.

The sweeps debate overshadowed a report by Paul Sonkin of ABC-TV on late-night audience-research methodology tests conducted by ABC and Statistical Research Inc. and on a projected diary test planned by Arbitron and ABC. Rene Anselmo of the Spanish International Network also offered a brief report on tests done in cooperation with Arbitron on measurement of ethnic audiences, a long-time center of contention between Mr. Anselmo and the ratings services.

The workshop, with NAB Research Vice President John Dimling as moderator, also heard a report on the objectives and activities of the Broadcast Rating Council by BRC Executive Director Hugh M. Beville. Mr. Beville estimated that the rating services paid $230.000 for BRC auditing last vear and that their total outlays, including associated internal costs, probably came to $300,000.

Know client credit, IBFM session urges

It's best method right now, it's said, for protection against bad bills for spots

A broadcaster's best defense against a client's defaulting on media bills is to conduct a thorough credit check and adopt a firm policy in extending credit, station financial officials were told at an NAB convention workshop on agency/advertiser liability last Wednesday.

The workshop dealt with two proposed contract clauses designed to define liability for payment of spot-TV bills. One, said to be acceptable to the American Association of Advertising Agencies, keeps sole liability upon the agency except in instances where, under certain circumstances, the advertiser has not paid the agency. The other, developed by Metromedia and endorsed by the membership of the Institute of Broadcasting Financial Management, was said to give the advertiser a stronger liability role though it remains secondary to the agency's.

The boards of IBFM and its subsidiary, the Broadcast Credit Association, which presented last week's workshop, are to meet later this month in an effort to develop an acceptable compromise provision on liability. They asked broadcasters at last Wednesday's meeting to communicate their preferences.

In the workshop session John Harrison of Ogilvy & Mather, New York, insisted that agencies must be solely liable, and that broadcasters must learn to grant or withhold credit just as other businessmen do. Frank Harvey of General Foods opposed the IBFM-approved provision and also suggested that a strong and effective credit rating association might be the answer: If an agency cannot pass muster, he said, require it to pay "cash with the order."

Ogilvy & Mather's Mr. Harrison also reported that his agency had paid over 85% of its February spot-TV bills before the end of March. Unresolved discrepancies, he said, are the only invoices O&M doesn't pay promptly—but he also said a check showed that 800 invoices, or approximately 20%, had been received after the close of the billing period involved.

Other participants in the session were Bill Mueller of KTVU(TV) Oakland-San Francisco, president of the Broadcast Credit Association, and Larry Loiello of Peters, Griffin, Woodward, vice president of BCA.

Small-market radio willing to take what it can get in budgets of armed forces

How $40 million Army budget to be allocated is up to Pentagon; with departure of Hebert chances deemed better for broadcasters

At an impromptu gathering during the NAB convention, members of the NAB small market radio committee agreed they would rather have the opportunity to pitch for the armed services' advertising dollars, even though many stations might not receive any, than to have no Army, Navy and Air Force advertising on radio at all.

This was decided during a conversation with Dick Tobin, N. W. Ayer supervisor of the Army advertising field force, who was present at the convention as an exhibitor. Ayer handles the entire military recruitment advertising account. Mr. Tobin offered no promise that broadcasters would get a share of the armed services' $40 million advertising budget. That decision, he said, will be made at the Pentagon, not by N. W. Ayer. In recent years, the military has not allotted any money for radio advertising due in large

BAR reports television-network sales as of March 30

ABC $181,318,900 (30.5%); CBS $212,638,100 (35.8%); NBC $200,359,700 (33.7%)

Day parts	Total minutes week ended Mar. 30	Total dollars week ended Mar. 30	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on-10 a.m.	121	$ 679,700	1,330	$ 7,865,900	$ 5,310,900
Monday-Friday 10 a.m.-6 p.m.	934	9,845,500	12,295	130,951,800	108,796,300
Saturday-Sunday Sign-on-6 p.m.	323	5,431,400	3,803	62,963,800	54,247,300
Monday-Saturday 6 p.m.-7:30 p.m.	103	2,854,700	1,263	32,303,700	27,431,000
Sunday 6 p.m.-7:30 p.m.	17	700,700	219	5,914,100	5,361,200
Monday-Sunday 7:30 p.m.-11 p.m.	395	25,603,400	5,062	317,291,600	293,460,900
Monday-Sunday 11 p.m.-Sign-off	183	2,909,600	2,213	37,025,800	28,725,900
Total	**2,076**	**$48,025,000**	**26,185**	**$594,316,700**	**$523,845,000**

Source: Broadcast Advertisers Reports

measure to opposition from Representative F. Edward Hebert (D-La.), until this year chairman of the House Armed Services Committee. Now that the leadership of that committee has passed to another member, Representative Melvin Price (D-Ill.), many observers, including Mr. Tobin, are predicting a change of policy in favor of radio advertising.

Mr. Tobin indicated that Ayer is preparing a market plan which includes radio, in the event clearance comes through from the Pentagon, although he said he could not say at this point how much of the $40 million he would recommend go to radio.

Mr. Tobin's reason for visiting with the small market radio committee was self-interested: he was trying to see what kind of a response Ayer's plan would receive from the broadcasters. He told them part of the plan is to allocate funds regionally to permit time buy, in local markets, not just in New York or other big cities. He said Ayer will want to find good time slots to purchase, often hard to come by in major markets where the Army would be competing against other major advertisers with big dollars to spend. It is inevitable, he said, that some stations will be excluded. The members of the committee indicated that was alright with them, anything to end the current discrimination against using radio altogether, one member said.

Following the discussion with Mr. Tobin, the small market committee decided to make its own overture on Capitol Hill to coax the issue along in Congress. It plans to invite all the members of the House Armed Services subcommittee with jurisdiction over authorization for recruitment advertising to a breakfast in Washington, along with representatives of the Army, N. W. Ayer and the U.S. Postal Service (the committee is working on securing a greater share of the post office's advertising budget for radio, too). The committee will meet again regardless on May 22 in Washington.

Cattlemen have beef about Food Day spots

The American National Cattlemen's Association has protested to FCC Chairman Richard Wiley about the content of several public-service spots by the Public Media Center in connection with Food Day, April 17.

The Food Day campaign is spearheaded by the Center for Science in the Public Interest, in Washington, and is designed to bring attention to problems of malnutrition, starvation, family farming and agribusiness. PMC has provided the public service announcements which have gone out to 749 radio stations and 143 television stations.

At issue, according to ANCA, is not the Food Day campaign per se, but certain spots that convey the "strong implication" that cattle are consuming food which could otherwise feed the world's hungry. One spot for television depicts a steer in an Italian restaurant, and the question is asked: Why do livestock eat people's grain?

ANCA, in its letter to Chairman Wiley, submitted that it would seek equal time, under the fairness doctrine, from those stations that grant public service status to what they termed "misleading and harmful spot announcements."

Katz PROBEs for ratings

Katz Agency, New York, has set up a separate department of research, marketing and systems specialists to operate Katz PROBE (Programed Research to Optimize Broadcast Effectiveness), which will offer computerized rating information to advertising agencies and to stations that Katz represents in order to facilitate the buying and selling of time.

Katz PROBE has been functioning in radio since 1973 and now will be extended to television. Four Katz staffers have been named to operate the unit. They are Donald F. McCarty, vice president and director of marketing; Gordon G. Zellner, account executive; Shelley A. Ignal, marketing services director and Diane D. Tottrup, computer services.

Radio stations and agencies have had access to PROBE on a no-charge basis. Katz plans to charge TV stations for a syndicated service, but agencies can avail themselves of PROBE data on a non-charge basis.

On the farms

For every dollar invested in farm programing a gross of $15 is returned in advertising, Bill Alford of WMT-AM-FM-TV Cedar Rapids, Iowa, told farm broadcasters at a Monday-morning NAB workshop last week. Mr. Alford also noted that 38 farm supply and equipment manufacturers are among the thousands of manufacturers that provide cooperative advertising funds to their dealers, and that the WMT sales force persuaded 18 of the 25 farm dealers in that area to invest co-op money in broadcasting, rather than put all of it into print. Other speakers at the meeting dealt with the Doane Report, a survey of farm broadcasting audiences and demographics released earlier this year. The Doane survey showed among other things that 96% of farmers making $15,000 or more annually listen regularly to radio broadcasts, and 75% watch TV regularly.

Business Briefs

Rep appointments. WORL(AM) Orlando, Fla., and KKSS(FM) St. Louis; GCI Sales Inc., New York ▪ WWOM(FM) Albany, N.Y.: Selcom Inc., New York.

Direct expansion. Blair Television is assigning sales personnel to deal specifically with agencies active in direct-response advertising. Working in this sector will be Marjorie Abrams, formerly buyer with BBDO New York; Jane Matlow, who was senior sales assistant at Blair Television, and Peter D. Carnes, buyer with Norman, Craig & Kummel, New York.

Politics and TV. Edward N. Ney, president of Young & Rubicam International, New York, has recommended that spot TV political advertising be prohibited on ground that 30-second and 60-second announcements can be misleading. He also proposed in talk before New York Chapter of National Academy of Television Arts and Sciences that TV debates for presidential candidates be reinstituted and that National Advertising Review Board establish section to check accuracy of political advertising, said Y&R would be willing to contribute $10,000 toward setting up such unit of NARB.

Sold out. Peter Paul Inc., Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, and Time-Life Records, New York, through Raniere, Soslow, Mohr & Associates, New York, have signed for complete sponsorship on barter basis of *The History of Rock*, series of 24 one-hour programs of music and interviews with leading figures in rock world. Programs are being carried on more than 70 stations of London Wavelength Programing Network, New York, U.S. distributor of contemporary music of BBC.

Owen on own. Jack Owen, vice president and general manager of Telespond Inc., Chicago, broadcast direct marketing agency, has formed Jack Owen Enterprises, Elk Grove, Ill., to specialize in telecommunications, including broadcast direct marketing. Telephone: (312) 439-4040.

Music

Broadcasters count music-licensing savings, hope for further cuts

The music license contracts currently in effect between TV stations and the two major music licensing organizations—Broadcast Music Inc. and the American Society of Composers, Authors and Publishers—have saved the stations more than $25 million in music fees since the agreements went into effect in 1968.

That report was offered by Leslie G. Arries Jr. of WBEN-TV Buffalo, N.Y., chairman of the All-Industry Television Station Music License Committee, at last Tuesday's (April 7) TV assembly of the NAB convention. He made it in conjunction with a request that stations continue to assist the committee in compiling music licensing data for use in future negotiations. These, he said, are expected to start in late 1976 or January 1977. The current contracts extend through 1977.

Mr. Arries said the $25 million saving was in commercial fees and did not take into account savings in sustaining fees. "To put these savings into perspective for you," he continued, "if your station had net receipts from sponsors (after deductions) of $2 million in 1973, your savings were approximately $12,000 in that year." He said the committee hopes to achieve further savings in the next contracts.

Mr. Arries also put stations on notice that they would be asked to contribute again to the committee's support, inasmuch as its expenses exceeded its income in the fiscal year ended in February and, in addition, it needs to build up reserves in preparation for the next negotiations.

Breaking In

I'm Not Lisa—*Jessi Colter (Capitol).* This top 10 item on country charts is, along with Freddy Fender's *Before the Next Teardrop Falls*, the most solid country crossover to pop in some months, and it picked up additional strong pop support with the addition of WQXI(AM) Atlanta last week, and the single is gaining airplay at WHAS(AM) Louisville, Ky.: WVLK(AM) Lexington, Ky.: WERC(AM) Birmingham, Ala.; and WRIE(AM) Erie, Pa.

Ease on Down the Road—*Consumer Rapport (Atlantic).* The latest in Atlantic's string of spring successes is this song from the Broadway musical *The Wiz*. Atlantic will also be releasing the complete soundtrack from that musical, but decided to rush-release a studio recording of what has become an instant disco hit in New York. The single was added in its first week by WABC(AM) New York.

Bad Luck—*Harold Melvin & the Blue-Notes (Philadelphia Intl.)* This Gable-Huff production has become a popular disco item in several cities, and is re-establishing the success Harold Melvin & the Blue Notes had over a year ago with *The Love I Lost*. The single has been added by WABC(AM) New York and KQV(AM) Pittsburgh.

Runaway—*Charles Kulis (Playboy).* Mr. Kulis's first pop chart action comes with this remake of a Del Shannon rock 'n' roll classic. It also marks the most substantial pop progress made by Playboy Records, which topped country charts with Mickey Gilley's *City Lights* earlier this year. *Runaway* has been building for almost two months, and breaks into the "Playlist" bolted at 61. Among the stations adding it recently are WIRL(AM) Peoria, Ill., and KNOW(AM) Austin, Tex.

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

- CUT THE CAKE, AWB (Atlantic).
- GROWIN', Loggins & Messina (Columbia).
- HANG ON SLOOPY, Rick Derringer (Epic).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M NOT LISA, Jessi Colter (Capitol).
- KASHMIR, Led Zeppelin (Swan Song).
- LIVE YOUR LIFE BEFORE YOU DIE, Pointer Sisters (Blue Thumb).
- MISTY, Ray Stevens (Barnaby).
- OLD DAYS, Chicago (Chicago).
- ONE BEAUTIFUL DAY, Ecstacy, Passion & Pain (Roulette).
- ONLY ONE WOMAN, Nigel Olsson (Rocket).
- PINBALL, Brian Protheroe (Chrysalis).
- RAINY DAY PEOPLE, Kris Kristofferson & Rita Coolidge (Monument).
- REAL MAN, Todd Rundgren (Bearsville).
- ROCK N' ROLL TILL I DIE, Diamond Rio (Big Tree).
- SANDY, Hollies (Epic).
- SHAKEY GROUND, Temptations (Gordy).
- SOMEONE TAKE MY HEART AWAY, Edgar Winter Group (Epic).
- SPIDER JIVING, Andy Fairweather Low (A&M).
- SWING YOUR DADDY, Jim Gilstrap (Roxbury).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- WOLF CREEK PASS, C. W. McCall (MGM.)
- YOU BROUGHT THE WOMAN OUT OF ME, Evie Sands (Haven).

Tracking the 'Playlist.' 1974's most heard female vocalist, Olivia Newton-John, is replaced in the top spot on the "Playlist" by last years' most heard male vocalist, Elton John. *Philadelphia Freedom* repeats what is by now a common pattern for Elton John, and his rendition of *Pinball Wizard* from the *Tommy* soundtrack provides him with a second charted song, entering the chart at 45 as an album cut. Minnie Riperton's *Lovin' You* regains the second position, with Ringo Starr's *The No-No Song* and Tony Orlando & Dawn's *He Don't Love You (Like I Love You)* the biggest gainers in the balance of the top 10. Barry White's *What Am I Gonna Do With You* continues to build from a strong major market base; and Leo Sayer's *Long Tall Glasses* and Ace's *How Long* make their first top 20 appearances. Queen's *Killer Queen* makes a major jump to a bolted 25, as does *Walking in Rhythm* by the Blackbyrds, bolted at 27. Paul Anka's latest effort, *I Don't Like to Sleep Alone*, is bolted at 30. Farther down the list, Roger Whittaker's *Last Farewell*, now near the top of MOR charts, gains strongly to a bolted 52. Major Harris's lush and mellow *Love Won't Let Me Wait* has broken from heavy Philadelphia play to a bolted 57. Marie Osmond's *Who's Sorry Now*, gaining in country and pop, moves to 66. Strongest among the chart's new additions is *Bad Luck (Part I)* by Harold Melvin & the Blue Notes, entering at 39. Gordon Lightfoot's *Rainy Day People* added a number of stations and enters bolted at 51. Charlie Kulis's remake of Del Shannon's *Runaway*, a building hit for weeks, breaks into the list at 61. Also edging into the chart are three follow-up singles, Linda Ronstadt's *When Will I Be Loved* (70), Grand Funk's *Bad Time* (73), and America's *Sister Golden Hair* (75).

The Broadcasting Playlist™ Apr14

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
5	1	**Philadelphia Freedom** (5:38) Elton John Band—MCA	1	1	1	1
3	2	**Lovin' You** (3:20) Minnie Ripperton—Epic	2	3	3	2
1	3	**Have You Never Been Mellow** (3:28) Olivia Newton-John—MCA	3	2	4	3
2	4	**Lady Marmalade** (3:57) Labelle—Epic	4	4	2	4
7	5	**The No-No Song** (2:30) Ringo Starr—Apple	5	8	5	6
4	6	**My Eyes Adored You** (3:28) Frankie Valli—Private Stock	6	6	6	5
11	7	**He Don't Love You (Like I Love You)** (3:26) Tony Orlando & Dawn—Arista	8	5	8	8
13	8	**You Are So Beautiful** (2:39) Joe Cocker—A&M	10	10	12	9
6	9	**Black Water** (3:53) Doobie Brothers—Warner Brothers	9	9	9	11
8	10	**Emma** (3:30) Hot Chocolate—Big Tree	11	7	11	10
10	11	**Chevy Van** (2:54) Sammy Johns—GRC	7	12	10	13
12	12	**Express** (3:25) B. T. Express—Roadshow	13	11	7	7
17	13	**What Am I Gonna Do with You** (3:24) Barry White—20th Century	14	14	13	12
15	14	**Hey Won't You Play Another Somebody Done Somebody Wrong Song** (3:23) B. J. Thomas—ABC/Dunhill	12	13	15	15
18	15	**Jackie Blue** (3:16) Ozark Mtn. Daredevils—A&M	19	15	14	14
22	16	**Long Tall Glasses** (3:05) Leo Sayer—Warner Bros.	15	16	17	17
16	17	**Shame, Shame, Shame** (4:10) Shirley (and Company)—Vibration	17	17	16	16
19	18	**Once You Get Started** (3:28) Rufus—ABC/Dunhill	20	21	18	18
9	19	**Poetry Man** (3:15) Phoebe Snow—Shelter	16	20	21	20
27	20	**How Long** (3:09) Ace—Anchor	22	19	19	19
23	21	**It's a Miracle** (3:16) Barry Manilow—Arista	18	22	22	25
26	22	**Only Yesterday** (3:45) Carpenters—A&M	25	18	20	23
21	23	**Don't Call Us, We'll Call You** (3:41) Sugarloaf—Claridge	21	24	24	28
24	24	**L-O-V-E Love** (3:22) Al Green—Hi	23	25	28	21
42	▲ 25	**Killer Queen** (3:00) Queen—Elektra	26	26	25	26
20	26	**Supernatural Thing** (3:20) Ben E. King—Atlantic	29	23	26	22
38	▲ 27	**Walking in Rhythm** (2:54) Blackbyrds—Fantasy	24	30	27	27
33	28	**Shining Star** (2:50) Earth, Wind & Fire—Columbia	31	35	23	24
25	29	**Fire** (3:12) Ohio Players—Mercury	27	28	29	29
40	▲ 30	**I Don't Like to Sleep Alone** (3:14) Paul Anka—United Artists	33	27	34	33
14	31	**Lady** (2:58) Styx—Wooden Nickel	35	33	30	30
31	32	**Sad Sweet Dreamer** (3:10) Sweet Sensation—Pye	32	29	35	36
28	33	**Best of My Love** (3:25) Eagles—Asylum	28	34	31	39
39	34	**Hijack** (5:32) Herbie Mann—Atlantic	30	45	33	32
29	35	**Pick Up the Pieces** (3:00) Average White Band—Atlantic	34	32	38	37
44	36	**Bertha Butt Boogie** (3:13) Jimmy Castor—Atlantic	43	38	32	31
46	37	**Before the Next Teardrop Falls** (2:32) Freddy Fender—ABC/Dunhill	36	31	42	44
35	38	**Stand By Me** (3:25) John Lennon—Apple	37	36	40	41
—	▲ 39	**Bad Luck** (3:10) Harold Melvin & the Bluenotes—Philadelphia Intl.	40	46	41	34
37	40	**I Am Love** (5:30) Jackson Five—Motown	42	40	36	42
32	41	**Mandy** (3:15) Barry Manilow—Arista	41	37	37	46
36	42	**Harry Truman** (3:00) Chicago—Columbia	38	39	44	45
45	43	**Thank God I'm a Country Boy** (2:47) John Denver—RCA	39	42	45	43
47	44	**Autobahn** (3:27) Kraftwerk—Vertigo	44	43	43	38
—	▲ 45	**Pinball Wizard** (3:48) Elton John—Polydor	47	51	39	40
48	46	**Shaving Cream** (2:44) Benny Bell—Vanguard	50	41	51	35
30	47	**Lonely People** (2:27) America—Warner Brothers	46	49	46	49
50	48	**Amie** (2:37) Pure Prairie League—RCA	45	48	47	50
43	49	**Butter Boy** (3:20) Fanny—Casablanca	55	50	50	48
34	50	**You're No Good** (3:35) Linda Ronstadt—Capitol	48	54	49	53
—	▲ 51	**Rainy Day People** (2:43) Gordon Lightfoot—Reprise	57	44	55	51
70	▲ 52	**Last Farewell** (3:43) Roger Whittaker—RCA	52	47	56	55
59	53	**Young Americans** (3:11) David Bowie—RCA	54	52	53	52
55	54	**Immigrant** (3:43) Neil Sedaka—Rocket	51	53	57	56
41	55	**Roll on Down the Highway** (3:56) Bachman-Turner Overdrive—Mercury	56	55	52	57
51	56	**Doctor's Orders** (2:56) Carol Douglas—Midland Intl.	49	73	48	*
68	▲ 57	**Love Won't Let Me Wait** (3:18) Major Harris—Atlantic	53	58	60	47
53	58	**Satin Soul** (3:25) Love Unlimited Orchestra—20th Century	60	56	54	54
49	59	**Please Mr. Postman** (2:48) Carpenters—A&M	61	60	58	59
61	60	**Don't Tell Me Goodnight** (3:03) Lobo—Big Tree	58	57	59	63
—	▲ 61	**Runaway** (2:48) Charlie Kulis—Playboy	59	59	61	61
52	62	**The South's Gonna Do It** (3:04) Charlie Daniels—Kama Sutra	62	61	64	69
65	63	**Wildfire** (4:47) Michael Murphy—Epic	66	64	63	60
—	▲ 64	**Only Women** (3:29) Alice Cooper—Atlantic	69	65	62	58
57	65	**Can't Get It Out of My Head** (3:06) Electric Light Orchestra—United Artists	64	66	69	70
73	66	**Who's Sorry Now** (2:08) Marie Osmond—MGM	63	63	73	78
66	67	**Magic** (3:30) Pilot—EMI	67	70	67	66
67	68	**Bloody Well Right** (3:00) Supertramp—A&M	72	67	68	62
71	69	**Beer Barrell Polka** (2:20) Bobby Vinton—ABC/Dunhill	65	62	78	80
—	70	**When Will I Be Loved** (2:52) Linda Ronstadt—Capitol	68	69	65	75
—	71	**Sweet Surrender** (2:50) John Denver—RCA	70	72	66	65
54	72	**Up in a Puff of Smoke** (3:20) Polly Brown—GTO	71	68	71	64
—	73	**Bad Time** (2:55) Grand Funk—Capitol	75	74	70	68
69	74	**Don't Let Go** (2:30) Commander Cody—Warner Bros.	*	*	75	72
—	75	**Sister Golden Hair** (3:16) America—Warner Bros.	74	71	*	*

Alphabetical list (with this week's over-all rank): Amie (48), Autobahn (44), Bad Luck (39), Bad Time (73), Beer Barrell Polka (69), Before the Next Teardrop Falls (37), Bertha Butt Boogie (36), Best of My Love (33), Black Water (9), Bloody Well Right (68), Butter Boy (49), Can't Get It Out of My Head (65), Chevy Van (11), Doctor's Orders (56), Don't Call Us, We'll Call You (23), Don't Tell Me Goodnight (60), Don't Let Go (74), Emma (10), Express (12), Fire (29), Harry Truman (42), Have You Never Been Mellow (3), He Don't Love You (Like I Love You) (7), Hey Won't You Play Another Somebody Done Somebody Wrong Song (14), Hijack (34), How Long (20), I Am Love (40), I Don't Like to Sleep Alone (30), Immigrant (54), It's a Miracle (21), Jackie Blue (15), Killer Queen (25), Lady Marmalade (4), Lady (31), Last Farewell (52), L-O-V-E Love (24), Lonely People (47), Long Tall Glasses (16), Love Won't Let Me Wait (57), Lovin' You (2), Magic (67), Mandy (41), My Eyes Adored You (6), Once You Get Started (18), Only Yesterday (22), Only Women (64), Philadelphia Freedom (1), Pick Up the Pieces (35), Pinball Wizard (45), Please Mr. Postman (59), Poetry Man (19), Rainy Day People (51), Roll on Down the Highway (55), Runaway (61), Sad Sweet Dreamer (32), Satin Soul (58), Shame, Shame, Shame (17), Shaving Cream (46), Shining Star (28), Sister Golden Hair (75), Stand By Me (38), Supernatural Thing (26), Sweet Surrender (71), Thank God I'm a Country Boy (43), The No-No Song (5), The South's Gonna Do It (62), Up in a Puff of Smoke (72), Walking in Rhythm (27), What Am I Gonna Do with You (13), When Will I Be Loved (70), Who's Sorry Now (66), Wildfire (63), You Are So Beautiful (8), Young Americans (53), You're No Good (50).

The era of ENG has arrived in TV journalism

It's fast becoming a sine qua non for any television news operation; SRO NAB session points up the advantages in time, ultimate savings and improvement in product

"If you're not already into electronic news gathering, get your toe in the water."

That was the word from Julius Barnathan, ABC vice president and operations-engineering expert, to fellow broadcasters at a workshop on that subject during last week's NAB convention. To judge by attendance at the session—delegates were standing three-deep at the back of the room, completely lined the side walls and were crouched or seated on the floor in front of the stage—his listeners needed little urging. In today's world of television journalism, ENG is becoming synonymous with NEWS.

Mr. Barnathan did not suggest that stations need make the major investments that ABC and other news organizations have made in developing this new journalistic application for the medium. Indeed, the hardware seemed almost a secondary consideration in his view of things. "It's the *human* engineering that is involved," he said. "Even if you start with small cameras, get in and do something."

It was apparent from the remarks of the morning—and from touring the adjacent exhibition halls (see story page 65)—that those electing to enter the field have an increasing number of options to choose among. That led Mr. Barnathan to remark about the "confusion factor" in the business now. It was clear, however, that he wasn't recommending waiting until eventual standards emerge.

Thomas M. Battista, vice president and general manager of CBS's KMOX-TV St. Louis, provided a by-video-tape tour of that station's all-electronic news operation via monitors stationed in the room. His station has served as pilot for the CBS O&O's in experimenting with ENG, and the demonstration tape was developed to save management time in conducting guided tours for the curious. Among the items of interest he mentioned in passing:

- KMOX-TV covered 20% more news stories in March 1975 than in March 1974.
- The number of technical people has been reduced from 56 to 50.
- There's a "reverse" cost saving with ENG. "If you put together a good system and come up with better news programs you'll make loads more money and won't have to worry about the cost," Mr. Battista asserted.

Ralph L. Hucaby, vice president and director of engineering for WLAC-TV Nashville, Tenn., was even more specific on costs savings (although, unlike KMOX-TV, that station hasn't entirely abandoned film coverage and processing). He reported experiencing a six-times reduction in costs after the changeover: That station's investment to date in ENG gear has been $300,000. Mr. Hucaby said it would be amortized in six years. WLAC-TV's present tape-to-film ratio: 70 to 30.

Mr. Hucaby's concluding testimonial to ENG was that the station had never instituted a new system with so few reels of two-inch tape. Added Julie much favorable comment from the audience. Among the station's operational policies has been to insert at least two live feeds in all newscasts, to help fix the "live action" image on the public.

Among the fragments of information about ENG developed during the panel session:

Mr. Barnathan:

- A distinction should be made between "mobile" and "portable" equipment. "Portable," he said, "means you can carry it." ENG at the present state of the art is mobile; most of the elements involved weigh at least 30 pounds.
- The first key to ENG is the ability to "go live." The second is "to save your ass late in the afternoon."
- ABC mounts its ENG units in suburban vans (oversized station wagons) rather than panel trucks so they can travel on all highways, including those restricted to commercial vehicles.
- The open sesame to new electronic news gathering techniques was the time base corrector. "This is the wheel that had to be invented," he said.

Mr. Hucaby:

- Because tape is reusable, and film isn't, cameramen tend to shoot more footage in ENG systems, resulting in better newscasts.
- The ability to microwave remote coverage back to the studio, even when the segment isn't going live, provides more time for editing, again resulting in better newscasts.
- WLAC-TV went into ENG with a policy that "There shall be no archiving" (storing of tape for future reference). "Then it dawned on us that license renewal is coming," he said, and the station had to start keeping files. Its present policy: to keep only what goes on the air, recycling all original footage. (KMOX-TV's Tom Battista said that station keeps all as-broadcast material for 60 days, then selects important pieces for a permanent "morgue" dubbed on 90-minute reels of two-inch tape. Added Julie Barnathan: Archiving can become "the greatest nightmare of all time." The problem, he says is that "it just lies around and no one will make a decision" to kill outdated segments.)

Mr. Battista:

- "If you come to St. Louis you'll notice little red spray marks on curbs all over town." They mark positions where KMOX-TV has done remotes. Should a mobile unit return to that same spot, all that need be done for correct microwave orientation is to align the rear wheel of the van with one of the red marks.
- "We were the first station to go all ENG. We won't be the last."

Questions about ENG dominate session on smaller-market news

Talk about electronic news gathering spilled over from the heavily attended Monday workshop into a Tuesday session of smaller-market (hundred-plus) TV stations. The subject of the session, "news and public affairs programing on a limited budget," was intended to cover a broad range of problems and techniques, but all that the audience wanted to learn from the panel of experts was if, how and when to switch from film to tape news gathering.

Two of the three panelists—Don Moeller, vice president and general manager of KYTV(TV) Springfield, Mo., and Dick Reed, operations vice president at Gilmore Broadcasting Corp., Kalamazoo, Mich.—have used ENG equipment in their operations. The third, John Shott, general manager of WHIS(TV) Champaign, Ill., said he had not yet taken the plunge, partially because the demonstration he had seen left him lukewarm.

Mr. Moeller was effusive in his praise for the Sony electronic camera his station uses. "It's the most amazing thing," he said of the camera and tape system. One can simply turn it on and let it run, he said, which is handy for covering speeches where no advance text has been made available.

Mr. Reed, whose stations currently have four Akai electronic cameras in use, observed that they can be used to make money as well as to cover news. He re-

Men of the hour. Among the most heavily attended, and attentively listened to, panels at last week's NAB convention was this one on electronic news gathering. Speaking: Julius Barnathan of ABC. Waiting their turns (l to r): Robert Mausler, NBC; A. H. Lind, RCA; Ralph L. Hucaby, WLAC-TV Nashville, and Thomas M. Battista, KMOX-TV St. Louis.

State of the art. There is, of course, no "standard" electronic news gathering (ENG) system. The profile of what might be regarded as a typical system has begun to emerge, however. As pieced together from the statements of panelists at last week's NAB workshop on ENG, it might comprise:

A miniature camera, often of foreign manufacture (Ikegami or Fernseh at the top of the line, Akai or Sony in more modest configurations), coupled with a portable tape recorder (almost always a helical-scan unit, and frequently Sony's three-quarter-inch cassette, IVC's one-inch reel-to-reel or Akai's one-quarter-inch model), operated by a three-person crew (two technicians and a reporter) out of a suburban van or panel truck equipped with a top-mounted microwave dish. Signals are beamed back to a prominent landmark at mid-city, atop which four "horns" have been placed to pick up signals from all points of the compass. At the studio, tapes are edited on A and B machines (the Sony VO-2850 is in common use, along with its command unit, the RN-400) to transfer selected segments from original to final form. (SMPTE time codes are applied to the tape before editing to assist in accomplishing this step.) Signals are passed through a time base corrector (CVS and Television Microtime are prominent pioneers in the field) to meet FCC standards for broadcast quality. Edited news segments may go directly to air at that point, or be transferred to two-inch tape "carts" for random insertion into newscasts. All tape elements are bypassed, of course, when the system "goes live."

Ballpark figures for major elements in such an ENG system: $40,000 for the larger cameras (Ikegami, Fernseh), $5,000 for the smaller ones (Akai, Sony); $3,000 for the portable tape units used in the field (Sony's VO-3800, for example, with 20-minute cassette and one-hour charge); $13,000 for studio editing units; $8-10,000 for a time base corrector; $20,000-plus for the microwave link. Altogether, with vehicle and associated "bells and whistles": in the neighborhood of $75,000-$100,000.

All these names and figures are subject to change as more and more manufacturers get into the ENG act (see story, page 62).

counted a time when Harrisonburg, Va., was blanketed by an unseasonable and sudden nine-inch snowfall. WSVA-TV, the Gilmore station there, found that advertisers who might capitalize on the situation were not able to, because the snow would have melted by the time a film commercial could be filmed. The station sent an Akai to a tire dealer and aired a commercial for snow tires two hours later. The dealer sold a lot of tires as a result, Mr. Reed said.

Both Mr. Moeller and Mr. Reed acknowledged that switching to ENG equipment "amounts to some dough going in." for a small-market operation, in Mr. Moeller's words, counting the investment in the camera and a time base corrector. But Mr. Reed figured that his four cameras will pay for themselves in comparable film savings within five years. But neither man thought it wise to stop using film altogether.

Neither Mr. Moeller nor Mr. Reed would endorse the Ikegami camera for use by a small station, even though it is "gorgeous," in Mr. Moeller's words. It bears a higher price tag.

The session was moderated by Paul Davis, news director of WCIA(TV) Champaign, Ill., and treasurer of the Radio Television News Directors Association.

Grandstand play. Versatility of new electronic news gathering gear was being demonstrated outside Las Vegas, too. WTCG(TV) Atlanta, feeding a regional network, was to cover last Monday night's Houston Astrodome opening game between the Houston Astros and the Atlanta Braves. KPRC-TV Houston had its ENG unit, with one Ikegami camera, at the site in anticipation of live cut-ins for its 10 p.m. news. Just before airtime, WTCG discovered that the independent TV crew hired for the event wasn't going to show up. KPRC-TV's crew stepped into the breach, and fed the entire game. Said KPRC-TV's Jack Harris: "It was the fastest remote in history."

Pick of public affairs. The National Academy of Television Arts and Sciences reviewed over 1,000 community service programs before settling on WABC-TV New York's *The Willowbrook Case: the People vs. the State of New York* as the best of its kind in 1974. Accepting Emmy statues for the station and for the executive producer of the show, Philip Nye, and producers Martin Berman and Peter Lance at last week's NAB convention was Geraldo Rivera, WABC-TV newsman and also a producer of the show. Mr. Rivera's acceptance speech was brief and to the point: "These are neat. Thanks."

Credits called for in checkbook journalism

National News Council wants announcement preceding Haldeman-type interviews, also chides NBC for slant on American Samoa story

A guideline for handling "checkbook journalism" and a reprimand to NBC-TV's American Samoa documentary came from an April 8 meeting of the National News Council that resulted in decisions on three cases which had been pending before the group (BROADCASTING, Feb. 10).

The council sided with CBS News's position on the complaint filed against that network's coverage of national defense by the Institute for American Strategy, and refused to rule on the IAS complaint without a waiver stating that the institute will not "pursue legal or administrative procedures" against CBS. The IAS has so far refused to sign such a waiver.

The council also found justified a complaint from John Haydon, former governor of American Samoa, on a documentary segment on that island included in NBC's *Weekend* series. A formal statement drafted by the council cites the testimony of anthropologist Dr. Margaret Mead and a former government official in American Samoa, M. G. Bales, as evidence that NBC's documentary "clearly exceeds" a limit to "the degree of distortion and misrepresentation that a producer can indulge in."

A resolution on disclosure of "checkbook journalism," keyed by the much-publicized CBS payment to H.R. Haldeman, did not take a position on the ethics of the practice by broadcast or print journalists, but called for announcements, either in print or in a crawl on televised interviews, to inform audiences when a given interview or story has been paid for. The council stopped short of asking for dollar disclosures in such cases, feeling that the fact of payment was sufficient announcement. The council took note in its resolution of CBS's having made such an announcement before each segment of the Haldeman interview.

Out of the gate. First announced station signer for NBC's new National News and Information Service (NNIS) is Lotus Communications' KHUX(AM) Glendale (Phoenix). Lotus President Howard Kalmenson is shown above (second from left) handing a signed contract to Jack Thayer (l), president of NBC Radio, at Las Vegas last week during the NAB convention. Onlookers are: Charles Renwick (r), NNIS vice president for license relations, and Alan Goodman, vice president and general manager of KHUX. The station announced NNIS signing, unlike others that according to NNIS officials insist on anonymity until nearer the June 18 start date to give them a competitive edge and time to make staff changes and deal with clients. NNIS said its staff of close to 20 at the convention was kept constantly busy and officials renewed the assertion that all-news NNIS will start with outlets in at least 75 of top-100 markets, reaching more than the minimum target of 700,000 persons per average quarter-hour. NNIS officials also revealed one revision in original plan: NNIS affiliates will be required to clear only four network commercial minutes per hour instead of initially planned six. Required four will still be in second and fourth quarter-hours.

Radio news: a want-to, not just a have-to

NAB workshop hears from three stations that make ratings with unique news treatments

Radio news is not just a public service, but a solid competitive tool—in any size market. To prove that point, the Radio Television News Directors Association, at an NAB convention workshop last Monday morning, brought together three radio news directors with news formats that they say are outdrawing all others in their markets.

What works for one small-market station, KOEL(AM) Oelwein, Iowa, is a steady diet of local stories. KOEL's news director, Dick Petrik, told the 70 broadcasters present that the "listeners' hunger for local news has always stayed the same," and that, consequently, good news shows are the easiest to sell. His station splits its 20-minute news shows into 10-minute halves to permit more advertisers to get into the act.

When Mr. Petrik talked of local news, he was not talking in terms of just his own town, which has a population of 8,000, but of the 140 towns scattered through the service area. Mr. Petrik said he and his staff of two reporters turn out 60 stories a day on the average. His secret is to keep everyone in the newsroom, and work by phone. A year's phone bill at KOEL will run around $18,000, he said, "but it's worth every penny."

Speaking as a large-market news director, Ted Landphair of WMAL(AM) Washington told the broadcasters his station gambled for and won a larger p.m. drive audience with "personality" news, a more conversational approach to presenting hard news. He helped create a program called *Two for the Road,* which features a reporter and a disk jockey working as a team. Each has his job, but the news reporter, like the DJ, has developed his own "personality." And WMAL's experience has been that the DJ has become "deeper."

One technique Mr. Landphair endorsed heartily was the reporter interview, not the reporter interviewing a public figure, but a station reporter being interviewed on the air about a particular story he has been following. But Mr. Landphair said the injection of the reporter's personality into the news has not injured the station's news credibility.

Mr. Landphair said one of WMAL's weak spots used to be a lack of communication among personnel performing differing tasks—among programers, newsmen. engineers. WMAL's cure was to have all departments report to one man filling the newly created post of "broadcast operations manager." And the *Two for the Road* show is done with the DJ, the news reporter, the engineer and the producer working as a "production unit."

KXL(AM) Portland, Ore., in a medium-sized market, had a special problem, according to its director of news and special projects, John Salisbury. As a daytimer, KXL was losing its audience to a nighttimer in the same market with a similar music format. At dusk KXL listeners were apparently switching from KXL to the competitor and then were not coming back the next day.

KXL responded with a one-hour, 45-minute morning news block that brought listeners back. So successful was the experiment, that the station has now expanded the block to three hours, with a two-man anchor team. Recently, it also added an economic reporter, who has drawn a quick and favorable response from the station's listeners, Mr. Salisbury said.

How to get the most out of news reporting with "common sense engineering" was the subject of a talk in the same session by George Roach, director of engineering for CFRA(AM) and CFMO-(FM) Ottawa. The first problem to overcome, Mr. Roach said, is to get the news and engineering staffs to understand what each is doing. Make the engineers understand that the news reporter is not there just to ruin every piece of equipment, he said.

One way to teach reporters an appreciation for equipment, Mr. Roach said, is to give each his own tape recorder and locker with lock. It has been proved again and again, he said, that when technical equipment is shared the maintenance costs "go sky high." Give the reporter his own equipment and he will take pride in it and take responsibility for its care.

UPI cites gains in '74, expanded service in '75

Computerized editing gets large share of credit for advances; broadcast clients now total 3,665

In its annual report United Press International found an increase in broadcast newswire and audio services that are tied to the expansion of a computerized electronic editing system. The report also said that further development of the system, which uses video terminals linked to New York computers, will make possible even greater expansion of regional and local coverage in 1975.

The cost of the system, called Unifax II, is largely responsible for a 1975 UPI operating budget projected at $64 million.

The annual report showed UPI's direct subscriber list included 3,665 television and radio outlets in 1974. The electronic editing system has expanded the broadcast newswire's coverage to 22 national broadcast reports, with 50 such reports expected daily by mid-year and with each report tailored to a specific state or geographic area.

UPI Audio gained 63 subscribers during 1974, for a total of 769 stations worldwide. Hourly newscasts were increased to 22 per day. UPI's special news service for cable TV systems added 79 subscribers and now serves 160 installations.

Developments in AM pace excitement at equipment show in Las Vegas

Solid-state transmitters and AM stereo demonstration are two highlights of well-attended exhibits; others include RCA's circular-polarized TV transmission, proliferation of portable minicams

There was one show that outdrew all the shows on the Strip in Las Vegas last week: the three exhibit halls of equipment and services at the NAB convention. It was not Johnny Cash, Roy Clark, Toti Fields or Bob Newhart that had broadcasters excited. It was solid-state AM transmitters, an AM stereo demonstration, a circularly-polarized TV transmission demonstration, light-weight minicams and hundreds of other standard items of equipment.

Broadcasters crowded the exhibit halls and booths to the glee of exhibitors who in the early hours of last week's NAB convention were afraid that they would suffer from the Houston syndrome of last year's NAB convention—a dearth of buying customers.

It was the solid-state AM transmitters (a 5-kw version was shown by Westinghouse Electric Corp.) as well as a demonstration of AM stereo by RCA that drew the interest of AM broadcasters. The two AM developments, said a number of standard broadcast broadcasters, holds promise of rejuvenating the technical side of AM broadcasting.

Aside from the AM development, however, two other technical innovations drew the attention of broadcasters. One was the use of circular polarization transmission for television stations, demonstrated by RCA, that promises to produce virtually ghost-free TV pictures in high-rise metropolitan areas. The other were the myriad lightweight minicameras at comparatively modest prices.

The solid-state AM transmitter innovations got most attention, however. There are almost 4,500 AM broadcasters.

At the NAB engineering conference, Brian A. Cox, of Harris Corp., told his colleagues that the FCC-approved 1kw Harris solid-state transmitter provided reliability, low-distortion, redundancy, low maintenance factors, accessibility and low cost. The Harris unit is priced at $8,995.

Westinghouse's Robert A. Fasulkey, also delivering a paper on the solid-state transmitter, noted that a number, some at the 200 kw level, were already operating, mainly for the military. Westinghouse has a prototype of its 5 kw solid-state transmitter in operation at its WIND Chicago. But—and this was happy news to AM broadcasters—the advent of solid-state technology brings closer the day of automatic transmitter operation. "Now the difficulties which have impeded the feasibility [of automatic control] have been overcome, allowing the first design for fully unattended automatic operation," he said.

Westinghouse has not yet decided whether to manufacture the transmitter itself or to license a manufacturer, or manufacturers, to do so. A decision on this will be made in 60 days, according to a Westinghouse marketing official. Westinghouse bowed out of the broadcast equipment field about 20 years ago.

RCA's big draw for AM broadcasters was its demonstration of AM stereo. AM stereo, it was pointed out, is now being tested over the air by WFBR(AM) Baltimore and by XETRA(AM) Tijuana, Mexico. AM stereo, explained by Emil Torick of CBS Laboratories, was actually invented in 1925, with widespread experimentation in 1958-60. But interest diminished in 1961 when the FCC approved FM stereo. Mr. Torick added: "With the current success of FM two-channel broadcasting and the potential of extending the service to three- and four-channel transmission, the AM broadcasting community has begun to show concern about the possibilities of expanding the scope of its own service." RCA emphasized the compatibility of its system with existing monophonic systems.

In television, a live demonstration of circular polarization by RCA, caught the rapt attention of broadcasters, because the technique promises to reduce multipath reflections (ghosting). Circular polarization of transmitted signals has also been tested on the air, via ABC's WLS-TV Chicago. The network has asked the FCC to institute rulemaking proceedings to permit this form of broadcasting television, a method that has been in use for FM broadcasting for years. (BROADCASTING, Feb. 24).

> *Harris transmitter salesman:*
> "In today's competitive AM market, he who sounds the loudest gets the business."

For the convention demonstration, RCA used a low-power UHF transmitter feeding into two antenna systems, one for standard transmissions and the other for circularly polarized transmissions. The signals were radiated directly to two receiving antennas, one a regular bow-tie reflector and the other designed to accept the circularly polarized signals. There was a noticeable reduction in ghosting when the transmission was circularly polarized.

UHF issues were also touched on during the engineering conference, particularly a mounting concern among UHF broadcasters for saving and conserving energy as well as reducing the high cost of power to those stations that must in some cases use up to six times the radiated power used by VHF stations. Al Martin of Kaiser Broadcasting, whose TV portfolio is all UHF, told his engineering confreres that the root of the inefficiency is the Klystron tube in UHF transmitters that presently operate with an efficiency of about 30%. If that tube's efficiency could be boosted to 37-43%, a saving of 15% could be achieved, and if the efficiency of the tube could be boosted to 43-50%, the saving could be 26%. And that, he said, would amount to 342,000 kwh saved by all UHF stations, or enough electric power to light 16,000 homes. And, Mr. Martin added, RCA and Varian Associates have come up recently with an encouraging concept—pulse-modulating the Klystron to achieve 50% efficiency.

Above and beyond these developments was the plethora of old, and new, minicameras for news-gathering and for other remote field uses.

Sony's electronic news-gathering system, perhaps best exemplified the field of low-cost, hand-held camera systems—many at very modest prices, others actually portable versions of studio cameras. The Sony package, the DXC-1600, is that company's formal entry into the broadcast camera-chain market. The Sony package consists of a camera and back-packed battery unit and is priced at $8,000.

At the other end of the line was RCA's new Newsmaker system, at $75,000. This complete package consists of the TK-76 camera that weighs less than 30 pounds and uses three 2/3 pickup tubes; a TR-1000 videocassette recorder, also weighing less than 30 pounds using a ¾-inch tape that has a playing time of 20 minutes; a radio frequency microwave system that is, according to RCA officials, the only one currently available in which both transmitting and receiving units can be operated by battery or by alternating current; a TRP-1000 video playback machine that has a built-in editor; a TRC-1000 digital time base corrector; and a two-way, portable radio system for audio communication between the remote crew and the news director.

Other portable cameras that were shown and that are more in the middle range of prices included Ikegami's new refined version of the HL-33; the HL-35 that includes a prism-beam split system, full spot sensitivity, that uses three ⅔-inch Plumbicons plus a battery pack-back, priced at $48,500.

Hitachi showed its SK-70 in the portable mode, with delivery promised in six months, that is priced at $34,000. This camera uses three ⅔-inch Saticon tubes said to have an amplitude response of 45% at 400 lines and 60% at 320 lines.

Also in the $40-50,000 range was Phillips' new LDK-11 package, consisting of 15-pound camera with lens and shoulder brace using three ⅔-inch Plumbicon tubes, priced at $43,500.

International Video Corp. showed its portable version of its IVC-7,000 studio camera that uses three one-inch Plumbicons, weighs 31 pounds and is priced at $48,500.

More at the low-priced end of the line included Akai's 150 series hand-held camera that uses single ⅔-inch vidicon for lumanence and a dissector tube for the chrome, that includes a ¼-inch open-reel video-tape recorder, priced at $7,995. And JVC Industries Inc. showed a hand-held portable TV camera that uses two ⅔-inch vidicons that includes a recorder and battery pack for $6,950.

From other overseas countries, Marconi showed production models of its Mark VIII portable model, shown for the first time in Houston last year, that consists of the camera plus back-pack battery unit and controls priced at $88,000. Fernseh displayed posters of its newly designed KCK portable camera for use with triax or multi-core cable, but had no price on it. It is promised for delivery during the first quarter of next year. And Thomson-CSF introduced, but also had none on the floor, its TTV-1515P, a portable model of its standard 1515 studio camera. The portable unit uses three one-inch lead oxide vidicon tubes and consists of camera and auxiliary rack, weighing combined 40 pounds.

Also shown was the CEI 290 Minuteman that weighs about 40 pounds, uses three one-inch Plumbicons and is priced at $50,000; Editel's EMC-1 system that uses three Plumbicons also and again weighs 40 pounds and is priced at $45,-200 with a 6:1 zoom lens, and Asaca's ACC-5000 that weighs 28 pounds, uses three ⅔-inch Chainicon tubes and is priced at a low $18,500 with a built-in lens, or $23,700 without a lens but designed to accept C-mount lenses.

Among other highlights of the exhibits at the NAB convention:

- Collins Radio Group of Rockwell International Corp. showed its new line of FM transmitters, ranging from 10-w educational units up to 40 kw model. Heart of the Collins FM transmitters is a new phase-four exciter permitting, Collins said, a guarantee of intermodulation distortion of only 0.5% in stereo and half that in mono.
- An ingenious packaging of field equipment for air transport to locations was shown by Garner Ted Armstrong Television in conjunction with the CEI exhibit. This is a videopod that can be flown to a remote site and then carried on a flatbed truck to provide regular mobile unit service. The prototype shown at the exhibit contained two video cameras, with up to 600 feet of cable each, two video recorders, audio, switcher-monitoring equipment and a complete intercom system. It also contained primary and back-up power generators and air conditioning and heat units. The pod, made by students at Ambassador College in Pasadena, Calif., can be loaded with up to 14,000 pounds of equipment. Cost, including equipment, was estimated at between $300,000 and $400,000.
- New to the U.S. was Barco U.S., showing studio picture monitors that are said to be high resolution, all using shadow mask tubes. Prices in the 15- and 20-inch tube sizes are considered competitive with U.S. monitor makers, but Barco quoted $3,975 for a 26-inch model that was said to be $400 cheaper than the comparable U.S.-made model.
- DataDisc Broadcast Engineering showed a broadcast quality slow-motion video recorder, the BDR-500, that is said to have high reliability, small size and low cost—$75,000.
- Two methods of increasing the fidelity of cartridge broadcasts were shown. First by the Ampro Corp. was the standard Dolby B noise reduction device that is priced at $2,500; the second is the DBM broadcast noise reduction system that uses a compressor-expander technique that is said also to clean cartridge and tape broadcast quality; DBX-142 sells for $750.
- New from Potomac Instruments is its SD-31 frequency synthesizer and coherent detector, designed for measuring radio antenna impedance; priced at $1,250.

KGBS now has reason to hope for full time

Application, along with like bid by KSWS, accepted for filing, with Storer getting FCC blessing on plan to help other station; commission says, however, it is not changing basic policy

Storer Broadcasting Co., which for years has been seeking FCC permission to operate its 50 kw daytime-only KGBS(AM) Los Angeles full time, has moved a long step closer to realizing that goal. The commission has been persuaded to accept Storer's application for filing.

The commission at the same time accepted for filing Berrendo Broadcasting Co.'s application for authority to increase the nighttime power of its KSWS(AM) Roswell, N.M., from 10 kw to 50 kw, using a different directional antenna system at night.

The acceptance for filing of the applications concerning the two stations, both of which operate on 1020 khz, was no coincidence. The applications are contingent on a grant of both proposals.

Ksws is the one unlimited-time Class II-A station permitted on the frequency on which KDKA(AM) Pittsburgh is the dominant station. Storer has committed itself to provide Berrendo with the technical and financial assistance it needs to increase KSWS's nightime power if both applications are granted. And the commission said "the redeeming virtue" of Storer's proposals is that it is tied to improvement in the KSWS operation which would enable it to extend nighttime groundwave service to a substantial unserved area—1,820 square miles—with a population of some 4,000.

However, the linkage was not the only reason the commission accepted both applications. An earlier submission of the joint proposal was rejected last year because of various policies and rules dealing with clear-channel protection and nighttime station assignment standards that worked against the Storer proposal.

One of the policies grew out of the FCC's 1961 decision breaking down 13 of the then 25 unduplicated clear channels. It contemplated that any additional assignments on the newly duplicated clears would be made through a rulemaking proceeding.

The commission also rejected the earlier proposal because of a rule prohibiting the authorization of a new nighttime AM station in an area with sufficient service, as well as because of the fact the requested service would preclude the establishment of a Class II-A station on 1020 khz in Oregon or Washington. Another commission objection was that the proposal would not protect adjacent channel station XEDX(AM) Ensenada, Baja Calif., Mexico, as required by a U.S. Mexican agreement.

Storer and Berrendo filed a petition for reconsideration which contained a revised Storer proposal. And the revisions along with the promise to help Berrendo improve its nighttime service, persuaded the commission to relent. (However, the proposal must be modified further to assure the protection for XEBR[AM] Macuspana, Tobasco, Mexico, that is provided for in the U.S.-Mexican agreement.)

The commission said the positive aspects regarding the KSWS application and the lack of negative factors regarding the KGBS one made the mutual proposals acceptable.

It said acceptance of the Storer application would not undermine the objectives of the rule banning new nighttime service in well-served areas because KGBS originally was a full-time station. Th station was reduced to limited-time status 1928 because of a frequency reallocation, and has operated on 1020 khz essentially as a daytime station since 1940.

The commission also said that the Storer application could not be accepted without violating the objectives of its 1961 decision to deal with the questions of adding full-time stations on the "duplicated" clears in a further rulemaking proceeding. Indeed, it stressed that it was not abandoning its intention to initiate such a proceeding. (One might be issued as early as the summer, according to one FCC staffer.)

Nor was the commission concerned about policy implications of its decision. It said it did not view its acceptance of the KGBS and KSWS proposals as constituting a precedent for the acceptance of Class II nighttime proposals in general or as signifying a retreat from its commitment to controlling "channel pollution."

The commission vote to accept the two applications was unanimous. But their acceptance does not necessarily mean the applications will eventually be granted. They are now subject to challenge, in the form either of mutually exclusive applications or petitions to deny.

AMST gears up for yet another drop-in battle

At annual meeting, Lindow recalls successful fights in '56 and '60 to stop addition of VHF channels, says it has to be done again; members elect new board, officers

Nineteen years ago the Association of Maximum Service Telecasters was established for the purpose of opposing the addition to the table of allocations of short-spaced VHF drop-ins. Such drop-ins, AMST said, constituted a threat to high-quality technical television service. Now, representatives of the 160 stations that constitute the association's membership are being exhorted to make their heaviest commitment yet, in terms of "time, effort, interest and fiscal support," to keep the table free of drop-ins.

The concern was generated by the FCC's initiation of an inquiry into the possibility of dropping substantial numbers of VHF channels into the top-100 markets (BROADCASTING, April 7).

AMST led the successful effort to turn the commission away from drop-ins in 1956 and again in 1960, Lester W. Lindow, AMST executive director, reminded the members, at their annual membership meeting held in connection with the National Association of Broadcasters convention in Las Vegas last week. And this time, he said, "every television station in this country and the large viewing public they serve are going to have to get behind a concerted and strong effort, or else the public and the broadcaster will be the victims of degraded VHF television service and adversely impacted UHF service."

AMST's initial effort in the fight against drop-ins will involve a drive to increase its membership—and therefore its revenues. A membership committee of Norman Bagwell of WKY-AM-TV Oklahoma City. "We need as broad a base as possible, and funds, for a long struggle," one AMST member said.

The inquiry results from a petition filed by the United Church of Christ. The church based its petition on a study done by the Office of Telecommunications Policy, which concluded that 62 channels could be dropped into the top-100 markets if the commission's separation standards were reduced somewhat; later, OTP revised its study and said the number of drop-ins possible was 83.

OTP contends that at least some of the additional channels could be added without causing serious technical problems to existing stations. Mr. Lindow said problems that would be caused by drop-ins are as great today as they were in the past and no more soluble now than when the commission considered and rejected them.

Mr. Lindow said the drop-ins would adversely affect not only the VHF service—it would emasculate that—"it would spell the end of a growing and developing UHF which—thanks to the all-channel bill and 90% receiver penetration—is becoming more viable each year, and which holds the only opportunity for television's expansion and growth in the future."

Mr. Lindow attributed the re-emergence of the drop-in controversy in part to the disappearance from the scene of many in government—at the FCC and on Capitol Hill—who had participated in the drop-in fights of the past, and to the appearance of a number of "players on the other side"—from OTP and executive-branch spectrum managers who want "the equivalent of 17 television channels for their agencies," to "so-called public interest groups," and "frequency-coveting" land-mobile radio operators.

To Mr. Lindow, the maximum service stations are fortunate in having their association in the face of the drop-in proposal. If AMST did not exist, he said, it would have to be invented.

Beyond discussing the drop-in matter, the AMST membership paid special tribute to Terry H. Lee, executive vice president of Storer Broadcasting, by adopting a resolution recognizing his service as a member of the AMST board of directors and as the association's president from 1972 to 1974. Also, members of the board, officers and other officials were elected. The results of the elections:

Board of directors: Norman P. Bagwell, WKY Television System, Oklahoma City; A. James Ebel, KOLN-TV Lincoln, Neb.: Jack Harris, KPRC-TV Houston: Ralph S. Jackson, Orion Broadcasting Co., Louisville, Ky.; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; C. Howard Lane, KOIN-TV Portland, Ore.; Mr. Lee: Mr. Lindow: Arch L. Madsen, Bonneville Communications Corp., Salt Lake City; August C. Meyer, WCIA Champaign, Ill.; James M. Moroney Jr., Belo Broadcasting Co., Dallas; John T. Murphy, Avco Broadcasting Corp., Cincinnati; Fred Paxton, WPSD-TV Paducah, Ky.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., New York; A. Louis Read, WDSU-TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati; Willard Schroeder, WOTV(TV) Grand Rapids, Mich.; Franklin C. Snyder, The Hearst Corp., Pittsburgh; Willard E. Walbridge, Capital Cities Communications, Houston; Mort C. Watters, Scripps-Howard Broadcasting Co., Cincinnati and Robert F. Wright, WTOK-TV Meridian, Miss.

Following the membership meeting, the newly elected board met and elected the following officers: Mr. Madsen, president; Mr. Snyder, first vice president; Mr. Wright, second vice president; Mr. Jackson, secretary-treasurer; Mr. Lindow, assistant secretary-treasurer.

The board also elected an executive committee consisting of Messrs. Madsen, Wright, Snyder, Harris, Lee, Petersmeyer, and Rogers.

President Madsen announced the appointment of an engineering committee that includes Clyde G. Haehnle, Avco Broadcasting Corp., Cincinnati, chairman; Albert H. Chismark, WHEN-TV Syracuse, N.Y.; Mr. Ebel; Joseph B. Epperson, Scripps-Howard Broadcasting Co., Cleveland; Ralph L. Hucaby, WLAC-TV Nashville; Carl G. Nopper, WMAR-TV Baltimore; Daniel H. Smith, Capital Cities Communications, Philadelphia; Leonard A. Spragg, Storer Broadcasting Co., Miami Beach.

Broadcast engineers' society to begin national certification

Decision is tied to advancing automation, increasing fear of employment difficulties

Certification of broadcast engineers, an idea conceived three years ago by the Society of Broadcast Engineers, will begin in January 1976.

The movement to certify broadcast engineers has the unspoken endorsement of the FCC as well as the NAB. There are few objections to the move, although one official opposition was registered in behalf of the Albuquerque, N.M., chapter.

Underlying the general enthusiasm was an obvious fear that engineers might not be so important with the introduction of automated transmitters. As one engineer commented: "There will be little need for a first-class-license holder if there is no work to do on transmitters." Others conscious of the unemployment situation commented that the certification program could be used as an employment center for engineers. And a third job-related aspect was voiced from the floor: "This is the only way we are going to get paid the same salaries management pays DJ's."

The SBE will begin accepting applications for certifications in January. Those now employed as broadcast engineers will be certified without having to take examinations. John Wilner, director of engineering, New Jersey Broadcast Authority and former chief engineer of WBAL-AM-TV Baltimore, is chairman of the certification committee, succeeding Ben Wolfe of Post-Newsweek stations. For new applicants, the examination will consist of from 50 to 150 questions, plus essay type answers required in the top classification. A grade of 60% qualifies for passage. There will be three classes: associate broadcast engineer, broadcast engineer and senior broadcast engineer, with years of experience (zero to five to 10) indicating the level of seniority. Those applying for the senior grade will also have to be approved by the certification committee, and can be endorsed for either or all station classifications—AM, FM, TV. After June 30, 1976, all certifications will require examinations. Filing fee for the application will be $10.

Meanwhile, in Salt Lake City

Another convention was going on last week—the National Translator Association was meeting; agenda subjects include proposal for new hook-ups with microwave

The probability of being able to feed translator stations via microwave was high on the list of topics addressed last week in Salt Lake City at the National Translator Association's annual convention.

But it was not the only focus of attention, as issues such as freeing up more advertising seconds to translator stations, the impact of the new environmental policy act and the requirements for FCC inspection of translators were also to be discussed.

Vincent Sardella, of the Office of Telecommunication Policy, was scheduled to address the convention Friday and relate the highlights of OTP's study on the development of "economical" systems for delivering television service to low-density rural areas.

The promise of microwave relays, he noted, grew out of research initiated in 1972, with an OTP-sponsored Denver Research Institute study on designs and cost estimates for upgrading service in rural areas. That research concluded that combination cable and translator systems had the highest potential for economically expanding TV service in sparsely populated areas.

Furthermore, Dr. Sardella noted that, according to the study, to upgrade rural households without TV service to a three-channel minimum would cost more per "benefited household" than an upgrade to five channels, since the latter would extend service to more homes.

All of which, Dr. Sardella said, served to underline the need for change in present FCC translator regulations, which confine translators to an amplifier modulated relay system and therefore foreclose the ability of translators to relay TV signals that are more distant.

Gordon Oppenheimer, of the FCC's Broadcast Bureau, was to field questions on these issues at the convention. Earlier in the week, before the gathering, he said the microwave issue was a "very legitimate question" and an FCC rulemaking on the issue was "long overdue."

Mr. Oppenheimer also noted the new requirements of the Environmental Policy Act, which would require translators to file environmental impact statements if their systems violated the commission's standards on height and location. So far, he noted, little has been done in the area because of the newness of the regulations, but, Mr. Oppenheimer noted, the convention would serve as a vehicle for alerting translator operators of these new duties.

Another new duty—this one on the shoulders of the FCC—was the commission's decision to conduct inspections of systems through its Field Operations Bureau. Up until now, Mr. Oppenheimer said, the commission has been very lenient. Nonetheless, abuses in regard to unauthorized power increases and locational changes have come to the commission's attention and Mr. Oppenheimer said, "more than past tolerance was required."

Judge Nat Allen, NTA president, was to address issue of allowing translators to extend UHF advertising from 20 to 30 seconds per hour. Added revenues are needed, he said, to allow for translator operations to become more a business venture than a public service endeavor.

Finance

Tribune Co. profits buoyed by radio-TV

Corporation takes new tack in annual report for 1974 and gives detailed information on each division's performance

In the first breakdown of its financial results, The Tribune Co., Chicago, reported last week that its 1974 pre-tax income from broadcasting activities rose 38% to $6.9 million while revenues from continuing operations in TV-radio increased 7% to $53,907,000.

Stanton R. Cook, president and chief executive officer of the company, which is privately held, said there were no immediate plans for the organization to go public. There has been speculation that the company might move in that direction following the expiration on April 1 of the McCormick-Patterson Trust, which exercised control of the corporation since 1932 through a trusteeship of about 55% of the company's stock ("Closed Circuit," April 7). The shares held by the trust were distributed on April 1 to the beneficial owners.

Total revenues of the Tribune Co., which includes newspaper and broadcast station ownership, increased to $689.1 million from $586.9 million in 1973, while net income jumped to $30.4 million, 24% over the 1973 figure of $24.5 million.

The company through subsidiaries operates WGN-AM-TV Chicago; KWGN-TV Denver and KDAL-AM-TV Duluth, Minn. The New York News Inc., which is a subsidiary of The Tribune Co., has a majority interest in companies that operate WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.

Financial Briefs

Buying back. Executive committee of Warner Communications Inc., New York, has authorized corporation to purchase up to one million shares of its common stock on open market. This is in addition to one million shares authorized in January 1975. Company has bought 713,000 shares, largely under January authorization. Stock has been trading on New York Stock Exchange in $13-per-share range.

Blair by divisions. John Blair & Co annual report shows 20% of 1974 revenues were from broadcast division ($16,810,000) and 80% from graphics division ($67,021,000). Broadcast profits were $514,000 (11% of total) and $3,966,000 (85%) for graphics. Results compare with 1973 broadcasting revenues of $13,800,000 (20%) and graphics revenues of $54,776,000 (79%), while earnings for broadcast in 1973 were $2,171,000 (33%) and graphics, $4,197,000 (64%). Blair said that percentages do not always add up to 100% because of miscellaneous revenues.

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. April 9	Closing Wed. April 2	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 5/8	18 1/2	+ 1 1/8	+ 6.08	28 3/8	12 3/8	7	17,129	336,156
CAPITAL CITIES	CCB	N	36	36 1/2	- 1/2	- 1.36	39 1/4	19 1/2	13	7,164	257,904
CBS	CBS	N	44 1/2	45	- 1/2	- 1.11	45 1/8	20 1/8	12	28,092	1,250,094
CONCERT NETWORK*++		O	1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N	19 1/2	19 1/2		.00	19 1/2	9 3/8	10	5,831	113,704
GROSS TELECASTING	GGG	A	10 1/2	10 1/2		.00	13 5/8	6 3/8	7	800	8,400
LIN	LINB	O	5 1/2	5 7/8	- 3/8	- 6.38	6 3/4	2	6	2,297	12,633
MOONEY*	MOON	O	2 3/8	2 5/8	- 1/4	- 9.52	3 5/8	1	6	385	914
RAHALL	RAHL	O	3 5/8	3 3/8	+ 1/4	+ 7.40	6	1 3/4	8	1,297	4,701
SCRIPPS-HOWARD	SCRP	O	17	17		.00	17 1/2	13 1/2	6	2,589	44,013
STARR	SBG	M	4 1/8	4 3/8	- 1/4	- 5.71	9	3 1/4	3	1,091	4,500
STORER	SBK	N	16 1/8	16 3/8	- 1/4	- 1.52	17 3/8	10 7/8	8	4,717	76,061
TAFT	TFB	N	21 5/8	21 1/2	+ 1/8	+ .58	23 3/8	10 3/4	7	4,011	86,737
WOODS COMM.*		O	1/2	1 1/4	- 3/4	- 60.00	1 1/4	1/4	4	292	146
									TOTAL	77,895	2,196,238
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	1 5/8	1 7/8	- 1/4	- 13.33	2 1/2	3/4	10	1,265	2,055
AVCO	AV	N	4 3/8	4 3/8		.00	8 7/8	2 1/8	12	11,481	50,229
BARTELL MEDIA	BMC	A	1 1/2	1 1/4	+ 1/4	+ 20.00	2 3/8	5/8	2	2,257	3,385
JOHN BLAIR	BJ	N	4 3/8	4 1/2	- 1/8	- 2.77	7 1/2	3 1/2	14	2,403	10,513
CAMPTOWN IND.*++		O	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	3 1/8	3 1/4	- 1/8	- 3.84	4 1/4	1 1/2	6	4,162	13,006
COMBINED COMM.	CCA	N	11 1/2	14	- 2 1/2	- 17.85	16 1/8	5 1/8	7	4,568	52,532
COWLES	CWL	N	6 3/4	6 3/4		.00	7 1/8	3 7/8	6	3,969	26,790
DUN & BRADSTREET	DNB	N	25 7/8	25 1/8	+ 3/4	+ 2.98	36	14 5/8	17	26,509	685,920
FAIRCHILD IND.	FEN	N	6 1/8	6 1/8		.00	6 3/4	3 3/4	5	4,550	27,868
FUQUA	FQA	N	5 1/4	5 3/8	- 1/8	- 2.32	10 3/4	3 1/8	5	7,273	38,183
GANNETT CO.	GCI	N	32 1/2	33	- 1/2	- 1.51	38 1/4	20 1/2	21	21,080	685,100
GENERAL TIRE	GY	N	13 1/2	13 3/4	- 1/4	- 1.81	18 1/4	10 1/4	4	21,953	296,365
GLOBETROTTER	GLBTA	O	3 1/4	3 3/8	- 1/8	- 3.70	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	12 3/8	12 1/4	+ 1/8	+ 1.02	14 1/4	6	8	4,340	53,707
JEFFERSON-PILOT	JP	N	32 7/8	31 3/8	+ 1 1/2	+ 4.78	38 1/4	20 1/2	14	24,188	795,180
KAISER INDUSTRIES*	KI	A	6 7/8	6 1/2	+ 3/8	+ 5.76	8 1/2	4 1/4	6	27,487	188,973
KANSAS STATE NET.*	KSN	O	3 5/8	3 5/8		.00	3 7/8	2 3/4	6	1,741	6,311
KINGSTIP	KTP	A	3 1/2	3 1/2		.00	6 3/4	1 1/2	9	1,154	4,039
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
LEE ENTERPRISES	LNT	A	15 7/8	16	- 1/8	- .78	16 1/2	10 3/4	9	3,352	53,213
LIBERTY	LC	N	10	9 7/8	+ 1/8	+ 1.26	15 5/8	7 1/8	5	6,598	65,980
MCGRAW-HILL	MHP	N	10 1/2	10 1/4	+ 1/4	+ 2.43	10 1/2	5 1/2	9	23,291	244,555
MEDIA GENERAL	MEG	A	25	25		.00	26 1/2	15 1/2	10	3,552	88,800
MEREDITH	MDP	N	10 1/4	10 1/4		.00	11 1/2	8	4	2,984	30,586
METROMEDIA	MET	N	9 3/8	8 7/8	+ 1/2	+ 5.63	10 5/8	4 1/2	9	6,539	61,303
MULTIMEDIA	MMED	O	12 3/4	12 3/4		.00	14 1/4	8 3/4	8	4,388	55,947
NEW YORK TIMES CO.	NYKA	A	11 1/8	11 3/8	- 1/4	- 2.19	13 3/4	6 7/8	7	10,231	113,819
OUTLET CO.	OTU	N	11 1/2	11 3/8	+ 1/8	+ 1.09	11 1/2	7	4	1,380	15,870
POST CORP.	POST	O	6 1/4	6 1/2	- 1/4	- 3.84	16 1/2	4 3/4	4	882	5,512
PSA	PSA	N	4 5/8	4 1/2	+ 1/8	+ 2.77	10	3 3/4	9	3,181	14,712
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	18 1/2	- 1/4	- 1.35	19 3/4	6 1/2	14	13,341	243,473
RUST CRAFT	RUS	A	6 1/4	6 1/2	- 1/4	- 3.84	10 1/4	5 1/8	5	2,341	14,631
SAN JUAN RACING	SJR	N	7 1/2	7 1/2		.00	13 3/8	5 1/2	6	2,509	18,817
SCHERING-PLOUGH	SGP	N	59 1/4	60 1/2	- 1 1/4	- 2.06	74 3/8	44 3/4	26	53,823	3,189,012
SONDERLING	SDB	A	5 7/8	5 7/8		.00	10	3 1/2	4	731	4,294
TECHNICAL OPERATIONS	TO	A	4 5/8	4 7/8	- 1/4	- 5.12	6 3/4	2 3/8	4	1,344	6,216
TIMES MIRROR CO.	TMC	N	17	17 3/4	- 3/4	- 4.22	17 3/4	9 1/4	10	31,385	533,545
WASHINGTON POST CO.	WPO	A	22 3/4	23 5/8	- 7/8	- 3.70	24 1/2	14 3/4	7	4,750	108,062
WOMETCO	WOM	N	10 1/2	10 3/4	- 1/4	- 2.32	10 3/4	6 1/4	7	5,947	62,443
									TOTAL	368,429	7,973,578
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/2	1 1/2		.00	2 1/8	1/2	5	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	9 1/2	10	- 1/2	- 5.00	19 1/4	5 1/2	18	3,295	31,302
ATHENA COMM.**		O	1/4	1/4		.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	3 3/4	4 1/8	- 3/8	- 9.09	24 1/8	2 1/2	7	7,933	29,748
CABLECOM-GENERAL	CCG	A	3 7/8	3 3/4	+ 1/8	+ 3.33	4 1/2	1 1/2	9	2,560	9,920
CABLE FUNDING*	CFUN	O	5 3/4	5 3/4		.00	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.++		O	1/4	1/4		.00	1 1/4	1/8	1	663	165
CITIZENS FIN.**	CPN	A	7/8	1 1/8	- 1/4	- 22.22	4 1/4	7/8		2,697	2,359
COMCAST*		O	2	2		.00	3	3/4	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1	23	4,761	8,926
COX CABLE	CXC	A	12	11 1/2	+ 1/2	+ 4.34	15 1/4	3 3/4	20	3,560	42,720
ENTRON*	ENT	O	3/4	3/4		.00	1	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 5/8	10 7/8	- 1/4	- 2.29	17 1/8	5/8	6	7,060	75,012
GENERAL TV*		O	1/4	1/4		.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	11 1/8	10 3/4	+ 3/8	+ 3.48	11 1/8	4	10	963	10,713
TELE-COMMUNICATION	TCOM	O	2 3/8	4 3/8	- 2	- 45.71	5 3/4	7/8	2	5,181	12,304
TELEPROMPTER	TP	N	5	4 3/8	+ 5/8	+ 14.28	8 1/4	1 3/8	2	16,013	80,065

	Stock symbol	Exch.	Closing Wed. April 9	Closing Wed. April 2	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
TIME INC.	TL	N	36 1/8	35	+ 1 1/8	+ 3.21	40 1/4	24 7/8	7	9,957	359,696
TOCOM*	TOCM	O	1 7/8	1 7/8		.00	4 7/8	1 3/4	4	634	1,188
UA-COLUMBIA CABLE	UACC	O	8	7 3/4	+ 1/4	+ 3.22	8 5/8	3 3/4	12	1,787	14,296
UNITED CABLE TV ++	UCTV	O	2 1/8	2 1/8		.00	4 5/8	1/4	6	1,879	3,992
VIACOM	VIA	N	5 7/8	5 3/4	+ 1/8	+ 2.17	7 1/2	2 5/8	8	3,850	22,618
VIKOA**	VIK	A	1 1/4	1 1/8	+ 1/8	+ 11.11	4	1/2	1	2,534	3,167
									TOTAL	85,757	722,715

Programing

	Stock symbol	Exch.	Closing Wed. April 9	Closing Wed. April 2	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
COLUMBIA PICTURES	CPS	N	7 7/8	7	+ 7/8	+ 12.50	7 7/8	1 5/8	30	6,748	53,140
DISNEY	DIS	N	49 1/2	47 1/2	+ 2	+ 4.21	54 1/2	18 3/4	30	29,755	1,472,872
FILMWAYS	FWY	A	5 1/8	5	+ 1/8	+ 2.50	6	2 1/8	7	1,812	9,286
FOUR STAR			1/4	3/8	− 1/8	− 33.33	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	34 1/4	30 1/8	+ 4 1/8	+ 13.69	34 1/4	18 3/8	5	14,470	495,597
MCA	MCA	N	54 1/4	49 7/8	+ 4 3/8	+ 8.77	54 1/4	19 1/4	9	8,465	459,226
MGM	MGM	N	15 5/8	15 1/2	+ 1/8	+ .80	32 1/2	9 1/4	3	4,870	76,093
TELE-TAPE****		O	1/4	1/4		.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	5	4 7/8	+ 1/8	+ 2.56	5	1 1/4	10	943	4,715
TRANSAMERICA++	TA	N	8 3/4	8 3/4		.00	10 3/8	5 1/2	14	65,006	568,802
20TH CENTURY-FOX	TF	N	11	9 7/8	+ 1 1/8	+ 11.39	11	4 1/2	11	7,532	82,852
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116
WARNER	WCI	N	12 5/8	12 7/8	− 1/4	− 1.94	18 1/2	6 7/8	5	16,317	206,002
WRATHER	WCO	A	3 1/4	3 3/8	− 1/8	− 3.70	8 1/8	1 1/4	41	2,229	7,244
									TOTAL	165,470	3,437,658

Service

	Stock symbol	Exch.	Closing Wed. April 9	Closing Wed. April 2	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
BBDO INC.		O	15	14 3/4	+ 1/4	+ 1.69	15 1/4	10	6	2,513	37,695
COMSAT	CQ	N	36	35	+ 1	+ 2.85	40 3/8	23 3/4	8	10,000	360,000
DOYLE DANE BERNBACH	DOYL	O	9 1/8	9 1/2	− 3/8	− 3.94	11 1/2	5 5/8	5	1,816	16,571
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 1/4	8 1/4		.00	11 1/4	5 3/8	5	2,042	16,846
GREY ADVERTISING	GREY	O	6 5/8	6 3/4	− 1/8	− 1.85	8 3/8	5 5/8	4	1,255	8,314
INTERPUBLIC GROUP	IPG	N	13 3/4	14 3/8	− 5/8	− 4.34	14 5/8	8 1/8	5	2,319	31,886
MARVIN JOSEPHSON*	MRVN	O	6 1/2	7 1/4	− 3/4	− 10.34	8 1/2	3 1/4	4	802	5,213
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/4	+ 1/8	+ 5.55	6 1/2	1		13,339	31,680
MOVIELAB	MOV	A	1	1		.00	1 5/8	1/2	6	1,407	1,407
MPO VIDEOTRONICS	MPO	A	2 3/4	2 1/2	+ 1/4	+ 10.00	2 3/4	1	4	539	1,482
NEEDHAM, HARPER	NDHMA	O	5 3/4	6	− 1/4	− 4.16	7 1/2	3 5/8	4	918	5,278
A. C. NIELSEN	NIELB	O	19 1/4	19 3/4	− 1/2	− 2.53	28	7 3/8	19	10,598	204,011
OGILVY & MATHER	OGIL	O	22 1/4	23 1/2	− 1 1/4	− 5.31	23 1/2	10	8	1,807	40,205
J. WALTER THOMPSON	JWT	N	6 1/8	6 1/4	− 1/8	− 2.00	12	4 1/4	18	2,624	16,072
UNIVERSAL COMM.***		O	1/4	1/4		.00	3/4	1/8		715	178
									TOTAL	54,591	777,075

Electronics/Manufacturing

	Stock symbol	Exch.	Closing Wed. April 9	Closing Wed. April 2	Net change in week	% change in week	1974 High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
AMPEX	APX	N	5	5		.00	5 3/8	2 1/4	5	10,885	54,425
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	11C
CETEC	CEC	A	1 1/2	1 1/2		.00	2 1/8	1	7	2,324	3,486
COHU, INC.	COH	A	2 1/4	2 3/8	− 1/8	− 5.26	3 7/8	1 1/4	9	1,619	3,642
CONRAC	CAX	N	16 5/8	16 5/8		.00	21	10	7	1,261	20,964
EASTMAN KODAK	EASKO	N	92 3/4	91 1/4	+ 1 1/2	+ 1.64	95 5/8	63	24	161,331	14,963,45C
GENERAL ELECTRIC	GE	N	46 3/4	45 5/8	+ 1 1/8	+ 2.46	65	30	14	182,120	8,514,110
HARRIS CORP.	HRS	N	17 3/4	19 1/4	− 1 1/2	− 7.79	33 1/2	13 1/8		6,175	109,60E
INTERNATIONAL VIDEO	IVCP	O	1 7/8	2	− 1/8	− 6.25	7 1/2	1 1/4	23	2,730	5,118
MAGNAVOX	MAG	N	6	6 1/8	− 1/8	− 2.04	9 7/8	3 3/4	7	17,799	106,794
3M	MMM	N	49 7/8	50 1/2	− 5/8	− 1.23	80 1/2	44 1/8	19	113,831	5,677,321
MOTOROLA	MOT	N	49	49 1/4	− 1/4	− .50	61 7/8	34 1/8	19	28,053	1,374,597
OAK INDUSTRIES	OEN	N	7 1/2	8 1/8	− 5/8	− 7.69	12 7/8	5 1/4	3	1,639	12,292
RCA	RCA	N	16	15 7/8	+ 1/8	+ .78	21 1/2	9 7/8	11	74,463	1,191,40E
ROCKWELL INTL.	ROK	N	19 1/2	19 1/2		.00	28 3/8	18 3/8	5	30,802	600,639
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,91E
SONY CORP.	SNE	N	10	9 7/8	+ 1/8	+ 1.26	29 7/8	4 3/4	20	172,500	1,725,00C
TEKTRONIX	TEK	N	30 1/4	29 3/4	+ 1/2	+ 1.68	47 3/4	18 1/2	12	8,651	261,69?
TELEMATION	TIMT	O	1	1		.00	2 3/4	1	6	1,050	1,05C
TELEPRO IND.***		O	8	8		.00	8	2 1/2	50	475	3,80C
VARIAN ASSOCIATES	VAR	N	9 3/8	8 7/8	+ 1/2	+ 5.63	13 1/4	6	9	6,838	64,106
WESTINGHOUSE	WX	N	13 3/4	14 1/4	− 1/2	− 3.50	26	8 1/2	44	87,770	1,206,837
ZENITH	ZE	N	17 1/4	17 5/8	− 3/8	− 2.12	31 5/8	10	14	18,797	324,24E
									TOTAL	935,452	36,231,611
									GRAND TOTAL	1,687,594	51,338,875

Standard & Poor's Industrial Average	93.0	82.4	+0.6

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (bid price shown)
P-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 1: months published by company
† No annual earnings figures are available.
** No P/E ratio is computed company registered net losses.

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
A. C. Nielsen	6 mo. 2/28	94,542,719	+ 17.3%	5,676,543	+ 6.7%	.54	80,599,874	5,317,284	.50
Avco Corp.	3 mo. 2/28	139,595,000	+ 3.5%	4,384,000	— 50.4%	.03	134,923,000	8,835,000	.41
Cablecom General	year 11/30	21,592,252	+ 29.3%	1,087,521	*	.42	19,829,584	(4,350,355)	(1.72)
CBS Inc.	year 12/31	1,751,341,000	+ 12.8%	108,557,000	+ 16.7%	3.80	1,555,200,000	92,963,000	3.27
Comcast Corp.	year 12/31	7,683,350	+ 22.3%	480,241	+ 10.8%	.28	6,281,893	433,400	.25
General Tire & Rubber	3 mo. 2/28	359,617,000	+ 4.8%	4,053,000	— 69.9%	.18	342,983,000	13,493,000	.62
Kansas State Network	6 mo. 2/28	5,582,669	+ 16.3%	666,608	+ 27.3%	.39	4,799,234	523,311	.31
Magnavox Co.	year 12/31	519,139,000	— 16.3%	(14,877,000)	*	(.84)	620,160,000	6,865,000	.39
Movielab Inc.	year 12/28	20,048,166	+ 20.1%	756,825	+ 56.6%	.54	16,724,567	483,233	.34
Needham Harper & Steers	year 12/31	31,102,000	— 4.8%	1,121,000	— 44.1%	1.22	32,676,000	2,004,000	2.18
Outlet Company	year 1/31	100,360,327	+ 9.2%	4,077,827	+ 20.9%	2.70	91,942,955	3,371,472	2.18
RSC Industries	year 12/31	13,944,000	+ 29.3%	1,030,000	— 0.6%	.30	10,785,000	1,037,000	.30

* Change too great to be meaningful.

Fates & Fortunes®

Media

Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; **William F. Turner,** KCAU-TV Sioux City, Iowa; **Robert Rice,** WRAU-TV Peoria, Ill.; **Thomas Bolger,** WMTV(TV) Madison, Wis.; **Doyce Elliott,** KOSA-TV Odessa, Tex., and **Bart Kellnhauser,** WSAU-AM-TV Wausau, Wis., elected division presidents of Forward Communications Corp., Wausau. All were formerly executive VP-general managers. Mr. Rice's election was reported earlier (BROADCASTING, April 7).

Steve Curry, director of broadcasting, WCBD-TV Charleston, S.C., named assistant general manager-operations. **Bill Roversi,** national sales manager, WCBD-TV, named assistant general manager-commercial. Both are newly created positions.

Alfred Jackson, manager, store training and management development, Grand Union food store chain, named administrator, management development, NBC, New York.

Michael S. Kievman, VP-programing, Cox Broadcasting Corp., Atlanta, elected president of Atlanta Broadcasting Executives Club. Also elected: **Lee Sheinman,** Bozell and Jacobs Advertising, VP; **Dan Haight,** Dora-Clayton Agency, secretary; **Al Strada,** Peters, Griffin and Woodward, treasurer.

Ron Levy, with WBLS(FM) New York, named administrator of community affairs, WNBC-AM-FM New York.

BEA brass. Newly elected officers of Broadcast Education Association are Rod Rightmire, Ohio University, Athens, Ohio, president: Wallace Dunlap, Westinghouse Broadcasting, Washington, VP; Bob Snyder, University of Wisconsin, Madison, secretary-treasurer, and Harold Niven, National Association of Broadcasters, executive secretary.

Bill Elliott, chief engineer and program director, WQHI(FM) Jeffersonville, Ind., named to additional post of operations manager.

G. Robert Johnson, general manager, WIQT(AM)-WQIX(FM) Horseheads, N.Y., resigns. No successor has been named.

Bonnie Cronin, program director, noncommercial WBUR(FM) Boston, named station manager.

Larry Whatley, assistant public affairs director, WTOL-TV Toledo, Ohio, named public affairs director.

Liz Saunders, promotion manager, WHDH-AM-FM Boston, named to same post, WMEX(AM) Boston.

Bev Barton, sales representative, WESH-TV Daytona Beach, Fla., named promotion manager.

Broadcast Advertising

William Teubruso, VP and group head in media at BBDO, New York, named director of media for Wells, Rich, Greene, New York.

William M. Lane, associate creative supervisor and **Sven Mohr,** creative group head of J. Walter Thompson Co., New York, elected VP's.

Dick Cullen, John Nichols and **Jack Tukey,** VP's and management directors, Leo Burnett U.S.A., Chicago, elected senior VP's.

Joseph S. Haller, national sales manager, WRTV(TV) Indianapolis, named general sales manager, WDBO(TV) Orlando, Fla.

James G. Blashill, manager of development, CBS Radio Spot Sales, New York, named sales manager, WWJ-AM-FM Detroit.

Garry W. Miller, regional manager, WSPD(AM) Toledo, Ohio, named local sales manager, WOHO(AM) Toledo.

Dorothy A. Pella, executive VP and media director of Dynamic/Telehouse, New York, named VP and manager of Television Direct Response Advertising of Grey Advertising, New York, new unit in agency's media department.

Arthur Johnson, manager, station clearance and co-op sales, NBC-TV, New York, appointed director, station clearance and co-op sales. **James O'Brien,**

AP board picks. Paul Miller, board chairman of Gannett Co., Rochester, N.Y. (Gannett Stations), was re-elected chairman of The Associated Press at its annual meeting in New Orleans last week.

D. Tennant Bryan, *Richmond* (Va.) *News Leader* and *Richmond Times-Dispatch*, was re-elected first vice chairman. Jack Tarver of *Atlanta Constitution* and *Journal* (Cox Broadcasting) was elected second vice chairman. Re-elected to the board's executive committee were Messrs. Miller, Bryan, Tarver and Richard C. Steele, *The Worcester* (Mass.) *Telegram* and *Sunday Telegram* (WTAG[AM] Worcester).

Newly elected to executive committee were David R. Bradley, *The St. Joseph* (Mo.) *News-Press* and *The Gazette;* J. Kelly Sisk, *The Greenville* (S.C.) *Piedmont* (WFBC-AM-TV Greenville) and J. M. McCelland Jr., of *The Longview* (Wash.) *Daily News.*

Among those elected to board in general membership category were Frank Batten, chairman of Landmark Communications, Norfolk, Va. (WFMY-TV Greensboro, N.C. and WTAR-AM-FM Norfolk, Va.) Mr. Miller; Stanton R. Cook, chairman and publisher of *The Chicago Tribune* and president of The Tribune Co. (WGN Continental Broadcasting Co.); Arthur Ochs Sulzberger, publisher of *The New York Times* (WQXR-AM-FM New York and WREC-TV Memphis) and Daniel H. Ridder, *The Long Beach* (Calif.) *Independent* and *Press-Telegram.*

manager, station services, NBC-TV sales, New York, appointed director, special services.

Frank W. Gallese, sales executive, WBKC(AM) Chardon, Ohio, named regional sales manager.

Robert R. Meury, copywriter for McCann-Erickson, New York, on Miller High Life and Miller Lite accounts, elected VP.

Charles F. McLaughlin, head of own automotive merchandising firm, elected to newly created position of VP and director of merchandising, Chevrolet account, Campbell-Ewald Co., Detroit.

Michael W. Arthur, VP-marketing, Aurora Productions Inc., New York (toy manufacturer), named VP-advertising, Mattel Toys, Hawthorne, Calif.

John S. Hadley, manager of advertising research, Sears, Roebuck & Co., Chicago, named research supervisor, Needham, Harper & Steers Advertising, Chicago. **Stephen C. Cosmas,** University of Illinois graduate, named corporate research assistant, NH&S, Chicago. **E. James Charlesworth,** formerly general manager, Washington, named field account director, NH&S, Chicago. **Thomas J. Lambert,** VP of advertising, Marriott Corp.'s food operations group, Washington, named general manager, NH&S, Washington.

John R. Wilson, divisional director, United Buying Service, Rollins Inc., Atlanta, named sales manager of Selcom Inc.'s new office in Atlanta at 3030 Peachtree Road, N.W., 30305.

Bill Varga, sales promotion manager, Avery-Knodel, New York, named marketing and promotion manager. **Tina Waltz,** promotion manager, The Christal Co., New York, named assistant marketing and promotion manager, Avery-Knodel, New York.

Robert P. Dempsey, sales manager, WPRI(TV) Providence, R.I., named director of marketing/production division, Susquehanna Broadcasting Co., York, Pa.

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

Ed R. Robbins, manager, HR/Stone, Dallas office, named manager, Buckley Radio Sales, Dallas.

Programing

Mitchell

John H. Mitchell, president of Columbia Pictures Television, elected to board of directors of Columbia Pictures Industries Inc., Burbank, Calif. He has been with Columbia for more than 20 years, principally in area of television.

Scott Craig, producer, NBC News and WMAQ-TV Chicago, named executive producer, programing, WBBM-TV Chicago. **Helen Moed,** producer, *CBS Morning News,* New York, joins WBBM-TV as co-producer of 6 p.m. news.

Edward Piette, executive producer, WJXT(TV) Jacksonville, Fla., named to same post, WFSB-TV Hartford, Conn. He is succeeded by **Kenneth Kaminski,** producer-director, WJXT. Both are Post-Newsweek stations.

Charlie Van Dyke, announcer, KHJ(AM) Los Angeles, named program director.

Burt Rosenburgh, sales executive, National Telefilm Associates, New York, named assistant sales manager, Gold Key Entertainment, division of Vidtronics Co., New York.

Martin D. Rockey, West Coast vice president-creative director, Clinton E. Frank Inc., San Francisco, has resigned to form The Production Group, broadcast production company, *737 Beach Street, San Francisco.*

Barry Smith, of Green Bay football Packers, joins WCTV(TV) Tallahassee, Fla., as sports consultant and announcer.

Patricia O'Hare, secretary to program director, WTTG(TV) Washington, named assistant production manager.

Margaret Emerson, assistant to general manager, noncommercial WGTE-TV Toledo, Ohio, named director of programing.

Broadcast Journalism

William F. Tucker, news director, KSTP-TV Minneapolis-St. Paul, named to same post, KTAR-TV Phoenix.

Dick Wagner, executive producer, WAVE-TV Louisville, Ky., named assistant news director, KSTP-TV St. Paul.

Michael Wheeler, executive editor, WEEI-AM-FM Boston, named managing editor.

Larry Bryant, news producer, WTTG(TV) Washington, named anchorman, WTTG's *Black News.* Deborah Mathis, general assignment reporter, WTTG, named weekend co-anchorwoman.

Cable

Michael J. O'Sullivan, VP-marketing, Silent Watchman Corp., Columbus, Ohio, recording equipment manufacturers, named director of operations for central region, Warner Cable Corp., New York, based in Columbus.

Equipment & Engineering

Ray Benedict, engineering supervisor WNDU-TV Notre Dame, Ind., named television engineering manager, WKBN-TV Youngstown, Ohio. **Ralph Sherman,** TV chief engineer, WKBN-TV, named assistant to director of engineering for project planning. **William F. Koch,** chief engineer, WKBN-AM-FM Youngstown, named radio engineering manager.

George T. Saddler, VP-marketing sales Magnetic Media Corp., New York named to newly created post, marketing manager, audio magnetic tape, Fuji Photo Film U.S.A., New York.

Frank W. Novak, advertising manager, consumer-electronics products, Panasonic, New York, appointed assistant general manager of Panasonic's communications division.

Jay Schneider, maintenance and transmitter engineer, noncommercial WNYU(FM) New York, named director of technical operations.

Hudson Collins, chief engineer, KLTV(TV) Tyler, Tex., named technical director of Buford Television Inc. properties (KTLV; KTRE-TV Lufkin, Tex.; KFSM-TV Fort Smith, Ark., and KXON-TV Mitchell S.D.). **Joseph L. Carey** promoted to technical director of KLTV.

Allied Fields

Thomas Keller, attorney in Office of Telecommunications Policy's general counsel's office, Washington, will become acting general counsel with departure of Henry Goldberg in May (BROADCASTING April 7).

Samuel R. McConoughey, supervisor electronics engineer for FCC's industrial and public safety rules division and Special Radio Services Bureau, named chief FCC's Common Carrier Bureau mobile services division, Washington.

Charles W. Besosa, VP-media research division, A. C. Nielsen Co., New York named assistant to product manager Nielsen Television Index. **J. Kelson Wel**

er, VP-media research division, named Eastern regional manager of sales and service, Nielsen Television Index.

Deaths

Mark A. Carey, 47, chief engineer, Truth Radio Corp., [WTRC(AM)-WYEZ(FM)] Elkhart, Ind., died March 29 of heart attack at Elkhart General hospital. He is survived by his wife, Elisabeth, one son and two daughters.

Herbert E. Stratton Jr., 56, transmitter supervisor of KFSN-TV Fresno, Calif., and formerly with KFRE-AM-TV Fresno, died April 1 at Visalia hospital. He is survived by his wife, Peggy.

Lorita (Robin) Dorr Buschmeyer, 48, former newswriter for National Education Association and *The Washington Post,* and earlier with WGR-TV Buffalo, N.Y., and KHJ(AM)-Don Lee Mutual Network, Hollywood, died April 1 of cancer at Northern Virginia Doctors hospital, Arlington. She is survived by son, Dane.

For the Record®

As compiled by BROADCASTING, March 31 through April 4 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.

New stations

TV start

■ WMEG-TV Biddeford, Me.—Authorized program operation on UHF ch. 26 (542-548 mhz); ERP 589 kw vis., 117 kw aur. HAAT 795 ft. Action March 14.

AM actions

■ Forsyth, Mont.—Gold-Won Radio Corp. Broadcast Bureau granted 1250 khz, 5 kw-D. P.O. address: 814 Knight St., Miles City, Mont. 59301. Estimated construction cost $73,213; first-year operating cost $50,000; revenue $120,000. Principals: Michael J. Dorris (26%), B. Dean Holmes (26%), et al. Mr. Dorris is engineer at KATL(AM) Miles City and Mr. Holmes is insurance agent in Miles City (BP-19740). Action March 28.

Following station was granted modification of CP for extension of time:

■ KANC Anchorage—To Sept. 30 (BMP-13949).

AM license

Broadcast Bureau granted following license covering new station:

■ *KRIN Waterloo, Iowa, State Educational Radio and Television Facility Board (BLET-373). Action March 28.

FM applications

■ Vero Beach, Fla.—Shargo Inc. seeks 105.5 mhz, 3 kw., HAAT 172 ft. P.O. address: Box 39, Vero Beach, Fla. 32906. Estimated construction cost $34,918; first-year operating cost $33,550; revenue $40,000. Format: adult music. Principal: Richard L. Crago (100%) has no other broadcast interests. Ann. March 31.

■ *Highland Heights, Ky.—Board of Regents of Northern Kentucky State College seeks 89.7 mhz, 1 kw., HAAT 265 ft. P.O. address: Nunn Drive, Highland Heights, Ky. 41076. Estimated construction cost $54,364; first-year operating cost $60,000. Principal: William Parsons, chairman, fine arts. Ann. April 2.

■ Little Falls, Minn.—Little Falls Radio seeks 92.1 mhz, 3 kw. P.O. address: 2203 10th Ave. S., St. Cloud, Minn. 56301. Estimated construction cost $36,517; first-year operating cost $39,842; revenue $80,000. Format: contemporary. Principals: Ralph S. Gregory (60%) owns appliance store and real estate investments. Rollie J. Carlson (20%) is department store advertising director and farm owner. James R. Coursolle (20%) has interest in KKIN-AM-KEZZ-FM Aitkin, Minn.; KQGR(AM), under construction in Grand Rapids, Minn. and is applicant for FM in Eveleth, Minn. Ann. April 3.

■ *Piscataway, N.J.—Board of Education. Piscataway township seeks 90.3 mhz, 10 w. (share time agreement with WVHD-FM Highland Park). P.O. address: Hoes Lane and Behmer Rd., Piscataway, N.J. 08854. Estimated construction cost $6,322; first-year operating cost $600. Principal: Ed. S. Alster, teaching advisor. Ann. March 31.

■ Rapid City, S.D.—James E. Taylor seeks 100.3 mhz, 100 kw., HAAT 450 ft. P.O. address: Box 1100 Rapid City, S.D. 57701. Estimated construction cost $65,260; first-year operating cost $22,987; revenue $75,000. Format: C&W. Principal: James E. Taylor (100%) also owns KIMM(AM) Rapid City. Ann. March 31.

■ Ballinger, Tex.—Central West Broadcasting Co. seeks 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: U.S. Hwy. 67, 1.2 miles southwest of city, Ballinger, Tex. 76821. Estimated construction cost $30,532; first-year operating cost $10,200; revenue $30,000. Format: Easy lstng. Principals: Dean Smith (64%) has 50% interest in real estate firm. Clayton Murr (36%) has interest in several manufacturing firms producing oil field products, cedar oil and concrete. He is also real estate land developer. Ann. March 31.

■ Orem, Utah—Morris J. Jones seeks 107.1 mhz, 3 kw., HAAT minus 603 ft. P.O. address: Box 458, Bountiful, Utah 84010. First-year operating cost $25,652; revenue $60,000. Format: adult contemporary. Principal: Morris J. Jones is regional manager for electronics corporation and owns rental property, real estate development and ranch. Ann. April 2.

FM actions

■ *Summit, Ill.—Community High School District #217. Broadcast Bureau granted 88.9 mhz, 18 w. P.O. address: 7329 W. 63rd St., Summit, Ill. 60501. Estimated construction cost $21,729; first-year operating cost $20,000. Principal: James G. Hunnicutt, president, board of education (BPED-1759). Action March 27.

■ Aberdeen, S.D.—Application by KSDN Inc. for CP for new FM on 94.1 dismissed.

FM starts

■ KOEA Doniphan, Mo.—Authorized program operation on 97.7 mhz, ERP 1 kw., HAAT 480 ft. Action March 20.

■ *WAMP-FM Toledo, Ohio—Authorized program operation on 88.3 mhz, TPO 10 w. Action March 21.

■ *WSYC-FM Shippensburg, Pa.—Autrorized program operation on 88.7 mhz, TPO 10 w. Action March 20.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WVEL Fayette, Ala., Jesse Willard Shirley (BLH-6577). Action March 26.

■ *WEXP Gadsden, Ala., Gadsden State Junior College (BLED-1362). Action March 31.

■ *KCJH Stockton, Calif., Western Apostolic Bible College of Stockton, Calif. (BLED-1365). Action March 26.

■ KBAR-FM Burley, Idaho, Mini-Cassia Broadcasting (BLH-6593). Action March 26.

■ KFXD-FM Nampa, Idaho, Idaho Broadcasting Co. (BLH-6546). Action March 26.

■ * WFVH Arlington Heights, Ill., Forest View High School (BLED-1358). Action March 26.

■ WWWX Columbus, Ind., Bartholomew County Broadcasting Co. (BLH-6578). Action March 26.

■ *KALU Langston, Okla., Langston University (BLED-1364). Action March 26.

■ *KCED Centralia, Wash., Centralia Community College (BLED-1357). Action March 26.

■ *WGBP-FM Green Bay, Wis., Premontre Board of Education (BLED-1361). Action March 26.

■ WKCF Shell Lake, Wis., Erwin Gladdenbeck (BLH-6586). Action March 26.

Ownership changes

Applications

■ WEKG(AM) Jackson, Ky. (810 khz, 1 kw-D)—Seeks transfer of control of Intermountain Broadcasting Co. from Jeff D. and Treva T. Howell (50% before; none after) to James M. Hay and A. Dale Bryant (none before; 50% after). Consideration: $118,908. Principals: Mr. and Mrs. Howell wish to relinquish control due to health reasons. James M. Hay is general manager of WEKG and owner of WGRK(AM) Greensburg, Ky. A. Dale Bryant is secretary-treasurer of WEKG and owns 50% of WSKV-FM Stanton, Ky. Ann. April 1.

■ *KBOO(FM) Portland, Ore. (90.7 mhz, 3.5 kw)—Seeks assignment of license from Jack Straw Memorial Foundation to the KBOO Foundation for assumption of liabilities. Seller: Jack Straw Memorial Foundation, also licensee of *KRAB(FM) Seattle, wishes to transfer station to local control. Buyer: KBOO Foundation is nonprofit corporation; John M. Ross, station manager. Ann. April 1.

■ WAPL-AM-FM Appleton, Wis. (AM: 1570 khz, 1 kw-D; FM: 105.7 mhz, 50 kw)—Seeks transfer of control of Dixon Inc. from John J. Dixon (100% before; none after) to Goetz Broadcasting Corp. (none before; 100% after). Consideration: $355,000. Principals: Mr. Dixon wishes to semi-retire. Goetz Broadcasting (Nathan and Robert Goetz and John H. Hackman) is licensee of WDLB-AM-FM Marshfield, WRDB-AM-FM Reedsburg and WFAW-AM-FM Fort Atkinson, all Wisconsin. John H. Hackman is general manager of WDLB-AM-FM and Goetz brothers own theaters and restaurants in Wisconsin. Ann. April 3.

Actions

■ KZOT(AM) Marianna, Ark. (1460 khz 500 w-D)—Broadcast Bureau granted transfer of control of Delta Broadcasting from Sylvester Huling and Dixie Lewis to Dixie Lewis (BTC-7700). Action March 27.

■ WINE-AM-FM Brookfield, Conn. (AM: 940 khz, 1 kw-D; FM: 95.1 mhz, 29 kw)—Broadcast granted relinquishment of positive control of Home News Publishing Co. by Hugh N. Boyd through transfer of stock to William M. Boyd, individually and as guardian to three minor children (BTC-7719). Action March 28.

■ WTLV(TV) (ch. 12) Jacksonville, Fla.—Broadcast Bureau granted transfer of control of Television 12 of Jacksonville Inc. from Wometco Enterprises Inc., Thomas McGehee, Frank S. McGehee, Frank E. Pellegrin, et al. (51% before; none after) to Harte-Hanks Newspapers Inc. Consideration: $11,041,217. Principal: Harte-Hanks stock is traded on New York Stock Exchange. Firm owns 46 newspapers and KENS-TV San Antonio, Tex. (BTC-7578). Action March 27.

■ WRGI(AM) Marco Island and WRGI-FM Naples, Fla. (AM: 1510 khz; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted relinquishment of positive control of Collier Broadcasting Co. by Robert B. and Benita Lubic through sale of stock to W. K. Ulerich (BTC-7705). Action March 27.

■ WCCF-AM-FM Punta Gorda, Fla. (AM: 1580 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Charlotte County Broadcasting Co. from John C., Mary E. and Ralph W. Lotz (100% before; none after) to Reinhard Broadcasting Co. (none before; 100% after) for $350,000. Principals: John C. Lotz family has interests in printing company in Punta Gorda. Reinhard principals are Robert Reinhard and his sister Mrs. John Stanley (58.8% together). Mr. Reinhard was formerly sales manager at WOMC-(FM) Detroit (BTC-7684). Action March 24.

■ WHIE(AM) Griffin, Ga. (1320 khz, 5 kw-D)—Broadcast Bureau granted transfer of negative control of Telerad Inc. from Jacquelyn Pollette Williams, executrix of estate of John T. Williams to Jacquelyn Williams Hodge (BTC-7627). Action March 27.

■ WNEA(AM) Newnan, Ga. (1300 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Eathel Holley (Radio Newnan) to Radio Newman Inc. (BAL-8363). Action March 31.

■ WSJV(TV) (ch. 28) Elkhart-South Bend, Ind.—Broadcast Bureau granted assignment of license from Truth Publishing Co. to WSJV Television Inc. for $3,200,000. Seller: Truth Publishing has 33.3% interest in Valley Cablevision Corp. John F. Dille Jr., chairman of board of Truth Publishing, is major stockholder in WTRC(AM)-WYEZ(FM) Elkhart, WMEE(AM)-WMEF(FM) Fort Wayne, both Indiana, and WCUZ(AM) Grand Rapids, Mich. Buyer: Quincy Newspapers Inc., Thomas A. Oakley, president. Quincy owns WGEM-FM Quincy, Ill., and has major interest in WGEM-AM-TV Quincy (BAPLCT-115). Action March 31.

■ WGBF(AM) Evansville, Ind. (1280 khz, 4 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Radio Station WGBF Inc. from Martin L. Leich, Martha L. Parkhurst, John F. Leich, et al. (100% before; none after) to Metro Radio Co., subsidiary of Bloomington Broadcasting Corp. (none before; 100% after). Consideration: $750,000. Metro principals: Vernon A. Nolte (33%) and Evergreen Communications Corp. (67%) publisher of Bloomington, Ill. newspaper. Evergreen is owned by Timothy R. Ives and wife, Adlai E. Stevenson family and Davis U. Merwin family estate (approximately ⅓ each). Metro owns WJBC(AM)-WBNQ-FM Bloomington and WROK(AM)-WZOV(FM) Rockford, Ill. (BTC-7654). Action March 26.

■ KFAL(AM)-KKCA(FM) Fulton, Mo. (AM: 900 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of KKCA Inc. by Kenneth E. Meyer, through purchase of stock from Thomas E. Barneby. Consideration: $161,000 (BTC-8680-81). Action March 27.

■ WBNC-AM-FM Conway, N.H. (AM: 1050 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted acquisition of negative control of North Country Radio by Lawrence H. Sherman through transfer of stock from Velma Sherman (BTC-7720). Action March 28.

■ KGAK(AM)-KQNM(FM) Gallup, N.M. (AM: 1330 khz, 5 kw; FM: 43.7 mhz, 30 kw)—Broadcast Bureau granted transfer of control of Gallup Broadcasting Co. from Jack B. Chapman and Theodore R. Bender (each 50% before) to Jack B. Chapman (80% after). Consideration: $115,567 (BTC-7663). Action March 27.

■ WPUT(AM) Brewster, N.Y. (1510 khz, 1 kw-D, DA)—Broadcast Bureau granted transfer of control of Putnam Broadcasting Corp. from Morris S. Novik, et al. (86% before; 24% after) to Richard Novik (14% before 76% after). Consideration: $124,857. Principal: Richard Novik is treasurer and general manager of WPUT and vice president of New York broadcast consulting firm (BTC-7685). March 24.

■ WHHO-AM-FM Horneil, N.Y. (AM: 1320 khz, 5 kw-D; FM: 105.3 mhz, 8.3 kw)—Broadcast Bureau granted transfer of control of Steuben Broadcasters from Southeastern Publications (83⅓% before; none after) to Jonas Termin (16⅔% before, 66⅔% after) and Donald C. Hartman (none before; 33⅓% after). Consideration: $2,500. Principals: Mr. Termin is general manager and Mr. Hartman is station manager of WHHO-AM-FM (BTC-7661). Action Action March 28.

■ WQSM(AM)-WENC(FM) Fayetteville, N.C. (AM: 940 khz, 50 w-D; FM: 98.1 mhz, 50 kw)—Broadcast Bureau granted acquisition of positive control of Cape Fear Broadcasting Co. by Victor W. Dawson through transfer of stock from Mary W. Dawson (BTC-7713). Action March 27.

■ WRNB(AM) New Bern, N.C. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license and transfer of control of Jefferay Broadcasting Corp. from William W. Jefferay (52% before; none after) to 1st Capital Radio (none before; 52% after). Consideration: $273,000. Principal: Theodore J. Gray Jr., 100% owner of 1st Capital, owns WCRE(AM) Cheraw, S.C., and WTTX(AM) Appromattox, Va., and is major stockholder of WKDE-AM-FM Altavista, Va. (BAL-8360). Action March 27.

■ KRBB-AM-FM Sallisaw, Okla. (AM: 1560 khz, 250 w-D; FM: 95.9 mhz, 3 kw)—Broadcast Bureau granted involuntary transfer of control of Big Basin Broadcasters from Wheeler Mayo to James W. Mayo and Richard W. Mayo Jr., co-executors of estate of Wheeler Mayo (BTC-7702). Action March 27.

■ WGSA(AM)-WIOV(FM) Ephrata, Pa. (AM: 1310 khz, 5 kw-D; FM: 105.1 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Garden Spot Broadcasters from Lester J. Grenewalt (50% before; none after) to Samual R. Youse (50% before; 100% after). Consideration: $375,000. Principals: Mr. Grenewalt wishes to transfer stock due to press of other business interests. Mr. Youse is general manager of WGSA and WIOV and has interest in apartment units in Lebanon, Pa. (BTC-7709). Action March 28.

■ WGNG(AM) Pawtucket, R.I. (550 khz, 1 kw-D, 500 w-N, DA-N)—Broadcast Bureau granted transfer of control of Roger Williams Broadcasting Co. from Dominick A. Hysko (52% before; 1% after) to Donald R. and Dennis W. Hysko (jointly 48% before; 99% after). Consideration: none (gift). Principals. Dominick Hysko is transferring control of WGNG to his sons as part of estate plan (BTC-7675). Action March 24.

■ WMUU-AM-FM Greenville, S.C. (AM: 1260 khz, 5 kw-FM: 94.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Bob Jones University to WMUU Inc. in exchange for stock (BAL-8353, BALH-2102). Action March 27.

■ WBUG(AM) Ridgeland, S.C.—(1430 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Dispatch Broadcasting Co. Inc. to Ridgeland Broadcasting Co. for $60,000. Seller: Joe Sunk Sr., president. Dispatch owns WGCD(AM) Chester, S.C. and WPYB(AM) Benson, N.C. Buyers: Dale R. Hawkinson (51%) and J. Olin Tice Jr. (49%). Mr. Hawkinson has interest in Rockford, Ill. business enterprises. Mr. Tice Jr. owns WCAY(AM) Cayce, S.C. and has interest in WWFL(AM) Clermont, Fla. (BAL-8282). Action March 28.

■ WBAC(AM) Cleveland, Tenn. (1340 khz, 1 kw-D)—Broadcast Bureau granted involuntary transfer of control of WBAC Inc. from James S. Ayers to Citizens and Southern National Bank, executor of estate of James S. Ayers (BTC-7703). Action March 27.

■ KMCC(TV) (ch. 28) Lubbock, Tex.—Broadcast Bureau granted transfer of control of McAlister Television Enterprises from Tolbert Foster, Allan Shivers, et al. (55% before, none after) to Bill B. and R. B. McAlister (45% before 100% after). Consideration: McAlisters' 41.6% interest in KVUE-TV Austin, Tex. Principals: Messrs. Foster, et al., have controlling interest in KVUE-TV. McAlisters also own KSEL-AM-FM Lubbock. Stock trade leaves both TV's under increased local control (BTC-7448). Action March 24.

■ KIKN(AM) Sinton, Tex. (1590 khz, 1 kw-D, 500 w-N—Broadcast Bureau granted assignment of license from Dynamic Broadcasting Corp. to Allen E. Schepper for $525,000. Sellers: R. Miller Hicks, Sam Winters, Neal Spelce, and C. Ronald Rogers (25% each). Buyer: Mr. Schepper is former executive of Capital Cities Communications (BADL-454). Action March 26.

■ WFHG(AM) Bristol, Va. (980 khz, 5 kw-D, 1 kw-N, DA-N); WKAZ(AM)-WQBE(FM) Charleston, W. Va. (AM: 950 khz, 5 kw-D, 1 kw-N, DA-N; FM: 97.5 mhz, 9 kw); WKYX(AM)-WKYQ(FM) Paducah, Ky. (AM: 570 khz, 1 kw-D, 500 w-N, DA-2; FM: 93.3 mhz, 31 kw)—Broadcast Bureau granted transfer of control of Bristol Broadcasting Co. from C. Edward Wright, W. K. Vance and First National Bank of Sullivan County, executor of estate of H. I. Goode (jointly 50% before; none after) to W. L. Nininger (50% before, 100% after, individually and as executor of estate of W. C. Nininger). Consideration: $288,400 (BTC-7645). Action March 25.

■ WZAP(AM) Bristol. Va. (690 khz, 10 kw-D)—Broadcast Bureau granted involuntary transfer of control of WBAC Inc. from James S. Ayers to Citizens and Southern National Bank, executors of estate of James S. Ayers (BTC-7704). Action March 27.

■ WDMP-AM-FM Dodgeville, Wis. (AM: 810 khz, 250 w-D; FM: 99.3 mhz, 1.1 kw)—Broadcast Bureau granted involuntary transfer of control of Dodge Point Broadcasting Co. from Wendell D. Hamlin to Louise E. Hamlin, personal representative of estate of Wendell D. Hamlin (BTC-7701). Action March 27.

■ KFIZ(AM) Fond du Lac, Wis. (1450 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KFIZ Broadcasting to PSB Inc. KFIZ Broadcasting is a wholly owned subsidiary of PSB Inc. (BAL-8357). Action March 27.

Facilities changes

TV actions

■ WATU-TV Augusta, Ga. — Broadcast Bureau granted CP to change studio location to Pine Log Rd., Beech Island, S.C. (BPCT-4810). Action March 28.

■ WSNS Chicago—Broadcast Bureau granted request for authority to operate by remote control from 430 West Grant Place, Chicago (BRCTV-93). Action March 28.

■ WRLP Greenfield, Mass. — Broadcast Bureau granted request to operate trans. by remote control from Provin Mountain, Agawam, Mass. (BRCTV-43). Action March. 28.

■ WABG-TV Greenwood, Miss. — Broadcast Bureau granted request for authority to operate trans. by remote control from 2001 Garrard Ave., Greenwood (BRCTV-230). Action March 28.

■ KTVN Reno—Broadcast Bureau granted authority to operate trans. by remote control from 4925 Energy Way, Reno (BRCTV-237). Action March 21.

■ WDBJ-TV Roanoke, Va. — Broadcast Bureau granted authority for remote control operation of trans. from 2001 Colonial Ave., S.W., Roanoke (BRCTV-236). Action March 21.

AM applications

■ KARV Russellville, Ark.—Seeks to change frequency to 610 khz; increase nighttime power to 500 w; change ant.-trans. location to 1.8 miles northwest of city, Russellville; install DA-2. Ann. April 4.

■ WRGI Marco Island, Fla.—Seeks mod. of CP to increase MEOV's. Ann. April 4.

■ WPED Crozet, Va.—Seeks CP to increase daytime power to 500 w. Ann. April 4.

AM actions

Presunrise service authority. Broadcast Bureau granted following stations on indicated date PSA for operation between 6:00 a.m. and sunrise times with power shown: KEYH Houston (Nov. 21); WJEB Gladwin, Mich. (Dec. 10); WKKR Pickens, S.C. (Dec. 11); WKYK Burnsville, N.C. (Dec. 11); WCOX Camden, Ala. (Dec. 31); WTKM Hartford, Wis. (Jan. 9); WGUY Bangor, Me. (Jan. 21); WRJW Picayune, Miss. (Jan. 27); KAWC Yuma, Ariz. (Feb. 3); KCCV Independence, Mo. (Feb. 11); WRCP Philadelphia (Feb. 20); WKYO Caro. Mich. (Feb. 27); KTOT Big Bear Lake, Calif. (March 13); WYOU Tampa, Fla. (March 17); KOWH Omaha (Jan. 7); KEDA San Antonio, Tex. (Jan. 10); KMAM Butler, Mo. (Jan. 20); WPED Crozet, Va. (Feb. 12) and WQYK Tampa, Fla. (Feb. 26).

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KAIR Tucson, Ariz. (BP-18,998) March 26 KXLW Clayton, Mo. (BP-17,401) and WFPF Hammond, La. (BP-19,724) March 20.

FM actions

■ WKLH Montgomery, Ala.—Broadcast Bureau granted CP to change trans. location to 3 mile south of Gunter Industrial Park in Green Cemetery on Perry Hill Rd., Montgomery; make changes in ant. system; ERP 25 kw; ant. height 760 ft. (BPH 9325). Action March 31.

■ KZAP Sacramento, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; antenna height 250 ft.; remote control permitted (BPH-9338). Action March 28.

■ WFMS Indianapolis—Broadcast Bureau granted mod. of CP to install new trans.; install new ant. change TPO; change ERP 45 kw, change ant. heigh 520 ft.; remote control from main studio at 2255 N Hawthorne Lane, Indianapolis (BMPH-14413). Action March 26.

■ KPAS El Paso—Broadcast Bureau granted mod of CP to change trans. location to Mt. Franklin El Paso; change ant.; make change in ant. system (decrease height); change TPO, and ant. height 98 ft.; ERP 100 kw; remote control from main studio at 2231 Montana St., El Paso (BMPH-14414). Action March 27.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dat shown: KLRO San Diego (BPH-7053) March 20 WAUR Aurora, Ill. (BPH-8720) March 21; WFTW FM Fort Walton Beach, Fla. (BPH-9276) Marc 24; WOVV Fort Pierce, Fla. (BPH-8094) Marc 24; WWJO St. Cloud, Minn. (Doc. 19708) Marc 20; WYFM Sharon, Pa. (BPH-8933) March 21 an *WGMC North Greece, N.Y. (BPED-1874) Marc 19.

In contest

Designated for hearing

■ Bennington, Vt., **FM proceeding:** Catamou Broadcasters, Equinox Wireless Co. and Benning ton Radio, competing for 94.3 (Doc. 20391-3)—Broadcast Bureau designated for hearing three ap plications. Issues to be determined include whethe Bennington Radio is financially qualified to con struct and operate as proposed, areas and popul tions that will receive primary service from eac proposal and availability of other primary servic to such areas and populations and which of th proposals will best serve public interest. Actio March 21.

Case assignments

Chief Administrative Law Judge Arthur A. Gla stone made following assignments on date show

■ Princess Anne and Pocomoke City, Md., **FM proceeding:** Maranatha Inc., Leisure Time Comm nications and Peter and John Radio Fellowshi competing for 102.5 mhz (Doc. 20388-90)—Desi nated ALJ Forest L. McClenning to serve as pr siding judge, scheduled prehearing conference f May 2 and hearing for June 16. Action March 3

■ Sardis and Batesville, Miss., **FM proceedin** Tallahatchie Broadcasting and Panola Broadcastin Co., competing for 95.9 mhz (Doc. 20378-9)—Designated ALJ Lenore G. Ehrig to serve as pr siding judge, scheduled prehearing conference f

Summary of broadcasting

FCC tabulations as of Feb. 28, 1975

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,408	3	25	4,436	45	4,481
Commercial FM	2,605	0	52	2,657	157	2,814
Educational FM	695	0	40	735	94	829
Total radio	7,708	3	117	7,828	296	8,124
Commercial TV	700	1	8	709	32	757
VHF	508	1	3	512	5	520
UHF	192	0	5	197	27	237
Educational TV	220	9	13	242	9	253
VHF	89	3	3	95	4	99
UHF	131	6	10	147	5	154
Total TV	920	10	21	951	41	1,010

** Special temporary authorization* *** Includes off-air licenses*

May 1 and hearing for June 16. Action March 31.

Procedural ruling

■ New York and Minneapolis, **PSA and AM proceeding:** City of New York Municipal Broadcasting System (WNYC) and Midwest Radio-Television (WCCO) (Docs. 11227, 17588, 19403)—ALJ Forest L. McClenning set procedural dates and scheduled hearing for April 28. Action March 27.

Review board decision

■ Dayton, Tenn., **FM proceeding:** Norman A. Thomas and Erwin O'Conner Broadcasting Co., competing for 104.9 mhz (Docs. 18547-8)—Review board granted application of Norman A. Thomas for construction permit. Board denied competing application of Erwin O'Conner. Action affirmed Initial Decision of ALJ Ernest Nash, which denied O'Conner application on financial grounds and granted Thomas application because he was financially qualified. Broadcast Bureau granted 104.9 mhz, 3 kw., HAAT minus 198 ft. P.O. address: Box 290, Dayton, Tenn. 37321. Estimated construction cost $4,690; first-year operating cost $4,260; revenue $4,800. Format: C&W gospel, classical. Principal: Norman A. Thomas is owner of WDNT-(AM) Dayton, WJSO(AM) Jonesboro, Tenn. and WENR(AM) Englewood, Tenn. Action March 17.

Fines

■ KCOP-TV Los Angeles — FCC has informed KCOP Television Inc. of its apparent liability for forfeiture of $2,000 for failure to log as commercial matter certain portions of broadcasts of "Championship Wrestling." Commission also issued letter of admonition for KCOP-TV's violation of FCC's policies regarding program-length commercials. Action March 26.

■ WDEF-FM Chattanooga—Broadcast Bureau notified Roy H. Park Broadcasting of Tennessee that it incurred apparent forfeiture liability of $500 for willful or repeated violation of rules by failing to comply with requirements for automatic maintenance of data for program logs. Action March 28.

Other actions

■ FCC granted request of George T. Hernreich for access to entire record of nonpublic FCC proceeding, including all transcripts and exhibits. Hernreich sought access to Doc. 18811 proceeding instituted by commission to determine whether any broadcast licensees or permittees had made payments to network personnel to obtain network affiliations or to effect favorable changes in affiliation contracts. Hernreich's request to inspect records related to consolidated proceeding involving his applications for license for CP for KFPW-TV Fort Smith, Ark., and for renewal of license for KAIT-TV Jonesboro, Ark. On exceptions to 1973 initial decision by administrative law judge that recommended denial of both applications, commission denied KAIT-TV renewal on basis of Hernreich's participation in dishonest scheme to increase KAIT-TV's network compensation rate. Action April 1.

■ *WKSB Kent, Conn.—License forfeited and call letter deleted for failure to renew. Ann. April 2.

■ WARD(AM) Pittston, Pa.—FCC denied application for review by WARM(AM) Scranton, Pa., and affirmed staff action granting request of WARD Broadcasting Corp. to change call sign of WPTS Pittston, Pa. to WARD. FCC said that WARM Broadcasting may assert, in some other forum, such rights as it may have under private law to particular sign or series of call letters. Action March 25.

■ WLIL-AM-FM Lenoir City, Tenn.—Broadcast Bureau denied request for dual-city station identification as Lenoir City-Loudon, Tenn. Action March 17.

■ West Virginia—FCC ruled that territorial exclusivity in nonnetwork programing contracts applies to Bluefield-Beckley, W. Va. TV market. Rules permit territorial exclusivity in nonnetwork programing contracts entered into by TV stations and program suppliers in market up to 35 miles from TV station's city of license. In hyphenated markets, exclusivity is permitted against other TV stations in market even though cities comprising market may be more than 35 miles apart. WOAY-TV Oak Hill, W. Va. requested waiver so his station might contract for and show "The Lawrence Welk Show" and "Hee Haw". WHIS-TV Bluefield has contract for territorial exclusivity for programs. FCC said competition promoted in bargaining for nonnetwork programing that exclusivity imposed was reasonable, and rule served public interest. Action March 18.

Allocations

Actions

FCC took following actions on **FM allocations:**

■ Valdosta, Ga.—FCC assigned ch. 240A to Valdosta and substituted ch. 288A for unoccupied ch. 240A at Perry, Fla. Case was initiated in rulemaking notice in response to petition filed by WVLD-(AM) Valdosta. Action March 25.

■ Cabool, Mo.—FCC assigned ch. 292A to Cabool as community's first local aural service. Action was in response to joint petition by Cabool Broadcasting Corp. and Kickapoo Prairie Broadcasting Co. seeking assignment of Class C channel to Cabool, to which Kickapoo filed counterproposal requesting assignment of Class A channel instead. Commission said adoption of Class A ch. 292A would make efficient utilization of FM spectrum possible, since preclusion would occur only on cochannel 292A to area in which all cities larger than Cabool already have local aural service. Action April 1.

■ Woodstock and Delhi, N.Y.—Broadcast Bureau proposed assignment of ch. 261A to Woodstock as first FM assignment. Alternatively, assignment of same channel to Delhi, N.Y. was proposed also as first FM assignment because of possible public interest considerations. Action was in response to request by Woodstock Communications. WGHQ-AM-FM Kingston, N.Y., opposed assignment to Woodstock and suggested assignment to Delhi as counter-proposal. Comments may be filed by May 16 and reply comments by June 4. Action March 18.

■ Altoona, Pa.—FCC amended table of assignments by assigning ch. 285A to Altoona. Broadcast Bureau instituted proceeding in response to petition by WKMC(AM) Roaring Spring, Pa., proposing assignment of ch. 285A to Hollidaysburg, Pa. as community's first local aural service. Bureau assigned ch. 285A to Altoona, noting Hollidaysburg was located 5 miles south of Altoona, and that if channel were assigned to Altoona, it could be licensed at Hollidaysburg. Action March 27.

■ Columbia, S.C. — Broadcast Bureau proposed amending the table of assignments by assigning ch. 276A to Columbia as that community's fifth FM station. Action was in response to petition by WOIC(AM) Columbia. WOIC alleged that additional assignment was necessary to provide community's black population with interference-free black-oriented programing. Action March 26.

■ St. George, S.C.—FCC amended table of assignments by substituting Class C ch. 298 for ch. 240A at St. George. WPRW(FM) requested change to enable it to provide nighttime service with greater coverage by switching from Class A to Class C assignment. Action March 25.

Rulemaking

Actions

■ FCC instituted inquiry in effort to develop rules to permit use of automatic transmission systems at AM, FM and TV broadcasting stations. In context of this proceeding automatic transmission system would consist of trans., ant. system, monitoring devices and control circuitry, designed and interconnected so that if critical parameters—power, frequency, modulation level and ant. performance—should deviate beyond prescribed tolerances, transmission automatically would be terminated. Tolerances would be those now prescribed in the rules or in station authorizations. Comments may be filed by July 11, 1975, and replies by August 11, 1975. Action April 1.

■ FCC instituted inquiry on proposed amendment of television table of assignments to add (drop-in) new VHF stations in top 100 markets and to ensure that new stations maximize diversity of ownership, control and programing. Drop-in television assignment may be defined as one which does not meet commission's rules respecting minimum mileage separation required between co-channel and adjacent channel stations or assignments and could result in interference to and from existing stations. Action was in response to petition by Office of Communications of United Church of Christ. Action April 1.

■ FCC revised, deleted and relaxed certain provisions or rules. Auxiliary and alternate main transmitters: Licensees who retain old trans. for aux. or alt. main purposes after installing new main trans. no longer need file application or pay filing fee for such use. Instead they must notify FCC and Engineer in Charge of district in which station is located within three days after former main trans. is ready for aux. or alt. main use. Defective antenna (phase) monitors: If conditions beyond control of licensee prevent restoration of monitor within allowed 60 days, informal request must be made with Engineer in Charge for such additional time as may be required for completion of repairs. Action March 25.

Translators

Applications

■ State of Alaska, North Kenai, Alaska—Seeks ch. 55 and ch. 58, rebroadcasting KENI Anchorage and KTVA Anchorage respectively (BPTT-2821-2). Ann. April 4.

■ State of Alaska, Sterling, interfacing with Clam Gulch, Alaska—Seeks ch. 61 and ch. 64, rebroadcasting KENI Anchorage and KTVA Anchorage respectively (BPTT-2823-4). Ann. April 4.

■ Kentucky State Board of Education, Falmouth, Ky.—Seeks ch. 56, rebroadcasting WKON Owenton, Ky. (BPTT-2818). Action April 2.

■ New Mexico Broadcasting Co., Deming, Arrey and Lower Caballo Dam area and Silver City, all New Mexico—Seeks ch. 57, ch. 64 and ch. 10 respectively, rebroadcasting KGGM-TV Albuquerque, N.M. (BPTT-2912-20), BPTTV-5262). Ann. April 2.

■ Summit county, Henefer-Echo, Utah—Seeks ch. 6, rebroadcasting KUED-TV Salt Lake City (BPTTV-5260). Ann. March 31.

Actions

■ K03AB Delta Junction, Clearwater and Fort Greeley, Alaska—Broadcast Bureau granted CP to change frequency of translator from ch. 3 to ch. 7; change trans. location; change type trans.; increase power; make changes in ant. system; change call letters to K07NJ (BPTTV-5201). Action March 31.

■ W65AD Cedartown, Ga. — Broadcast Bureau granted CP for translator on ch. 65, rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2774). Action March 25.

■ W48AB Columbus, Ga. — Broadcast Bureau granted CP for translator on ch. 48, rebroadcasting WJSP-TV Columbus, Ga. (BPTT-2769). Action March 25.

■ W27AA Draketown, Ga. — Broadcast Bureau granted CP for translator to operate on ch. 27, rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2749). Action March 20.

■ W51AB Flintstone, Dade and Walker counties, Ga.—Broadcast Bureau granted CP for translator to change frequency from ch. 83 to ch. 51 (BPTT-2776). Action March 20.

■ W35AA Lafayette, Ga.—Broadcast Bureau granted CP to change frequency from ch. 71 to ch. 35 (BPTT-2768). Action March 20.

■ K08IH Linn, Kan.—Broadcast Bureau granted CP for translator on ch. 8, rebroadcasting KTSB Topeka, Kan. (BPTTV-5238). Action March 26.

■ W55AE Manastique, Mich.—Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting WLUC-TV Marquette, Mich. (BPTT-2739). Action March 25.

■ K13NH Little Salmon River rural area, Idaho—Broadcast Bureau granted Canyon TV Association CP for translator on ch. 13, rebroadcasting KIVI

Nampa-Boise-Caldwell, Idaho (BPTTV-5057). Action March 20.

■ K05FQ Olive, Mont.—Broadcast Bureau granted CP for translator on ch. 5, rebroadcasting KTVQ-TV Billings, Mont. (BPTTV-4774). Action March 25.

■ K10JF and K12JQ Salt Creek Community, Mont. —Broadcast Bureau granted CPs for two translators on (1) ch. 10, rebroadcasting KFBB-TV Great Falls, Mont. and (2) ch. 12, rebroadcasting KRTV Great Falls, Mont. (BPTTV-5232-3). Action March 26.

■ W55AD Greenwood, N.Y. — Broadcast Bureau granted CP for translator on ch. 55, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2765). Action March 25.

■ W69AF Troupsburg, N.Y. — Broadcast Bureau granted CP for translator on ch. 69, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2767). Action March 25.

■ K13AX Philip, S.D.—Broadcast Bureau granted CP for translator to change frequency from ch. 13 to ch. 12, (BPTTV-5101). Action March 19.

■ K61AK Navajo Mt., Utah and Inscription House, Ariz.—Broadcast Bureau granted CP for a translator on Channel 61, rebroadcasting KOAI Flagstaff, Ariz. (BPTT-2785). Action March 28.

■ K07NI and K11MN Jeffrey City, Wyo.—Broadcast Bureau granted CPs for 2 translators on (1) ch. 7, rebroadcasting KWRB-TV Riverton, Wyo. and (2) ch. 11, rebroadcasting KDUH-TV Hay Springs, Neb. (BPTTV-5222-3). Action March 25.

■ K09MI Jeffrey City, Wyo.—Broadcast Bureau granted CP to change frequency of translator from ch. 8 to ch. 9, rebroadcasting KTWO-TV Casper, Wyo. (BPTTV-5224). Action March 25.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Central California Communications Corp., Box 1651, Salinas, Calif. 93901, for Salinas (CAC-4893), Monterey county (CAC-4894), Watsonville (CAC-4895), Freedom (CAC-4896), East Lake village (CAC-4897) and Capitola (CAC-4898), all California: Add KEMO-TV San Francisco.

■ Saratoga Cable Television, 10 Stepar Place, Huntington Station, New York 17746, for Saratoga, Calif. (CAC-4080): Delete KCRA-TV, KXTV Sacramento, KOVR Stockton, both California.

■ Greater New England Cablevision Co., 96 Bayard St., New Brunswick, N.J. 08901, for Ludlow Mass. (CAC-4906): Add WOR-TV New York.

■ Winnebago Cable TV Corp., for Winnebago, Minn. (CAC-4908): Add KSFY-TV Sioux Falls, S.D.; WKBT LaCrosse, Wis.

■ NewChannels Corp., 1030 James St., Syracuse, N.Y. 13203, for Malone, N.Y. (CAC-4892): Requests certification of existing operations.

■ NewChannels Corp. for Oneonta (CAC-4900), Oneonta (town of) (CAC-4901), Laurens (village of) (CAC-4902), Laurens (town of) (CAC-4903), Otego (village of) (CAC-4904) and Otego (CAC-4905), all New York: Add WSBK-TV Boston.

■ Ceracche Television Corp., 519 W. State St., Ithaca, N.Y. 14850, for Trumansburg, N.Y. (CAC-4891): WSYR-TV, WHEN-TV, WNYS-TV, WCNY-TV Syracuse; WBNG-TV, WICZ-TV, WSKG, WBJA-TV Binghamton; WNEW-TV, WOR-TV, WPIX New York. WENY-TV Elmira; WROC-TV, WOKR, WHEC-TV, WXXI Rochester, all New York; WNEP-TV and WVIA-TV Scranton, Pa.

■ Angus T.V. Cable Co., 925 Logan St., Toronto, Ohio 43964, for Richmond, Ohio (CAC-4727): Add WQEX Pittsburgh.

■ Russells Point Cablevision, for Russells Point (CAC-4889) and TV Cable of Lakeview, for Lakeview (CAC-4890), both Ohio: WLWC, WTVN-TV, WBNS-TV, WOSU-TV Columbus; WLWD, WHIO-TV Dayton; WLIO, WBGU-TV Lima; WOET-TV Kettering, all Ohio; WXIX-TV Newport, Ky.

■ Sammons Communications, for Newport, Tenn. (CAC-4907): Requests certification of existing operations.

■ Wacco Inc., Box 17, Wayne, W. Va. 25570, for East Lynn, W. Va. (CAC-4899): WSAZ-TV, WHTN-TV, WMUL-TV Huntington; WCHS-TV Charleston, both West Virginia; WKAS-TV Ashland, Ky.; WPBO-TV Portsmouth, Ohio; WKMR-TV Morehead, Ky.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Las Cruces TV Cable, Las Cruces, N.M. (CAC-4655); Woodlands CATV, Woodlands, Tex. (CAC-4656); Lafourche Communications, Napoleonville (CAC-4658) and unincorporated areas of Assumption Parish (CAC-4659), both Louisiana; Savannah TV Cable Co., Savannah (CAC-4691), Port Wentworth (CAC-4692), Garden City (CAC-4693), Thunderbolt (CAC-4694) and unincorporated areas surrounding Savannah (CAC-4695), all Georgia; Warner Cable of Warren, Warren borough (CAC-4700), Glade township (CAC-4701); Meade township (CAC-4702), Conewanga township (CAC-4703), Pine Grove township (CAC-4704) and Pleasant township (CAC-4705), all Pennsylvania; Railroad Cable TV, Railroad, Pa. (CAC-4706); New Freedom Cable TV, New Freedom borough, Pa. (CAC-4708); Stewartstown Cable TV, Stewartstown, Pa. (CAC-4709); Shrewsbury Cable TV, Shrewsbury, Pa. (CAC-4710); Liberty TV Cable, San Bernardino, Calif. (CAC-4748) and Helena, Ga. (CAC-4751); Teleprompter of Worcester, Auburn (CAC-4752) and Leicester (CAC-4753), both Massachusetts; Greeley Video, Greeley (CAC-1105) and Weld county (CAC-1106), both Colorado; Fort Collins Video, Fort Collins (CAC-1110) and unincorporated areas of Larimer county (CAC-1111) both Colorado; Full V.U. Television, unincorporated parts of Knox county, Ind. (CAC-2987); Telcor Cable TV, Hammondsville, Ohio (CAC-4135); T.V. Systems, Austintown township, Ohio (CAC-4388); Sammons Communications, Logansport, Ind. (CAC-4397); Teleprompter of Graham, Graham, Tex. (CAC-4728); Teleprompter of Florida, Clermont (CAC-4729), Groveland (CAC-4730), Minneola (CAC-4731), Mascotte (CAC-4732), South Lake county (CAC-4733), St. Cloud (CAC-4734), portions of Osceola county (CAC-4735), Ocoee (CAC-4736) and Winter Garden (CAC-4737), all Florida; Vista Cable, Brookston, Ind. (CAC-4768); American Cable T.V., Tempe, Ariz. (CAC-778); Warner Cable of Williamsburg, unincorporated areas of York county, Va. (CAC-3263); CS TV Network, Springer, N.M. (CAC-3584); New Garden Transvision Corp., New Garden township, Pa. (CAC-4258); Gulf Coast Television, Lee county islands, Fla. (CAC-4394); Tele-Media of Addil, village of Flushing, Ohio (CAC-4595); Orange County Cable Communications Co., Camp Pendleton, Calif. (CAC-4598); Manhattan Cable Television, Lower Manhattan, N.Y. (CAC-4613); York Cable Corp., Biddeford (CAC-4621) and Sanford (CAC-4622), both Maine; Salamanca Cable Television, Little Valley (CAC-4643) and (village of) Little Valley (CAC-4644), both New York; Trans Western Video, Hamburg, Ark. (CAC-1581); WACCO Inc., Wayne (CAC-2422) and Lavalette (CAC-2436), both West Virginia; South Bend-Seal Rock TV Corp., unincorporated areas of Lincoln county, Ore. (CAC-3191); Harrisburg Cablevision, Highspire (CAC-3287), East Pennsboro township (CAC-3289), Steelton (CAC-3290) and Swatara township (CAC-3291), all Pennsylvania; Blue Ridge Cable Television Co., Penn Forest township, Pa. (CAC-3539); Community Tele-Communications, Lander, Wyo. (CAC-4141) Pine Mountain Cable Corp., Pine Mountain, Calif (CAC-4228); Tilbury Cable Co., Plymouth township Pa. (CAC-4284); Oates TV Inc., Petersburg, W Va. (CAC-4356); TV Cable of Space City, Holloman Air Force Base, N.M. (CAC-4383); Chillicothe Cable-Vision, Chillicothe, Ohio (CAC-4473) Canandaigua Video Corp., Canandaigua, N.Y (CAC-4490); Texas Cablevision, Goodfellow Ai Force Base, Tex. (CAC-4546); Bauce Cable Associates, Shenandoah, Va. (CAC-4564); Rollins Cablevision, Wilmington, Del. (CAC-4568); Continenta Cablevision Corp., portions of Bath township (CAC 4625), portions of Moorfield township (CAC-4627 and Springfield township (CAC-4628), all Ohio Storer Cable Communications, Camilla, (CAC-4675 and Pelham (CAC-4676), both Georgia; Teleprompter of Worcester, Spencer (CAC-4754) an Worcester (CAC-4755), both Massachusetts; Midwest Video Corp., Bryan (CAC-4766) and Colleg Station (CAC-4767), both Texas; Cablecom-General Wellington, Tex. (CAC-4769); Liberty Cable TV McRae, Ga. (CAC-4770); Cablecom-General, Childress (CAC-4771) and Memphis (CAC-4772) bot Texas.

■ Tulare, Calif.—FCC denied applications of Se quoia Cablevision for certification to operate sys tems at Visalia, Tulare and portions of Tular county lying between two communities. Areas to b served are located in both Tulare and Hanford Calif., smaller TV markets. Applications were op posed by KERO-TV Bakersfield; KJEO(TV) Fresn and KMPH(TV) Tulare. Objecting parties sai operation of systems by Sequoia in any of com munities would violate commission's cross-owne ship prohibitions. FCC supported stations allegation (CAC-1648-50). Action March 25.

■ West Virginia—FCC denied applications for ce tificates of compliance for four systems operated b Idamay CATV Co. and ordered it to appear hearing before FCC administrative law judge t show cause why it should not be ordered to ceas and desist further operations without commissio approval. Systems are located at Idamay, Fou States. Boothsville and Adamsville. FCC said cabl operators in smaller TV markets had been pe mitted to retransmit local and distant signals 3 days after informing local area TV stations an FCC. Idamay CATV had begun operations witho notification at Idamay in 1967, and added Fou States in 1968, Boothsville in 1969 and Adamsvill in 1972 (CAC-1890-93). Action March 18.

Other actions

■ California—FCC denied motion by KMPH(T Tulare, Calif. for stay of action that upheld FCC refusal to prohibit systems at Madera and Clov from carrying certain independent TV signals. Con mission granted Fresno Cable TV Co. certificates compliance to operate systems at Clovis and M dera. At same time it rejected request by KMP to prohibit systems from carrying distant Sacr mento and Oakland independent signals, based c claim that such carriage would jeopardize existen of KMPH. FCC found KMPH's arguments a evidence had been fully and carefully considere previously and concluded that its motion for st failed to indicate that KMPH would prevail c appeal, that it would suffer injury if stay were n granted or that stay was in public interest.

■ Southbridge, Mass.—FCC denied petition Quinebaug Valley Cablevision, Southbridge, for r consideration of FCC action, denying it waiver signal carriage rules. Quinebaug's request was response to request for cable carriage by WHY TV Springfield. Quinebaug claimed that carriage WHYN-TV would require deletion of one of si nals now carried on its 12-channel capacity syster Commission found that since Southbridge was l cated well within specified zone, WHYN-TV w clearly entitled to carriage and Quinebaug failed meet substantial burden of proof necessary to justi waiver of signal carriage rules. Action April 1.

Rulemaking

■ FCC scheduled panel discussion for May 20 network program exclusivity in Mountain Tin Zone. Rules require systems in Mountain Time Zo to delete all duplicated network programing broa cast by lower priority station on same day on r quest of higher priority station. Action April 1.

■ FCC instituted rulemaking to consider modific tion of rule prohibiting cross-ownership intere between TV stations and cable systems within pr dicted Grade B contour of station. Commission pr posed to prohibit cable systems from carrying si nal of any TV station if that system owns, operat controls or has interest in any TV station who predicted Grade A contour overlaps service area system. Action also proposes to suspend date f divestiture of TV-cable cross-ownerships pendi modification of cross-ownership rule. At prese rule requires that divestiture of cross-ownerships existence on or before July 1, 1970, must be a complished by August 10, 1975. Comments are d by May 19, with reply comments due by May Action April 2.

■ FCC made major changes in cable TV netwo program exclusivity or nonduplication rules. Acti concludes initial stage of commission's first th oughgoing review of nonduplication rules since th promulgation in 1966. Action April 3.

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RADIO

Help Wanted Management

Small market Maryland station. Individual with first ticket who can handle programing and sales, and work closely with manager. Send wage demands, photo and resume. Box D-15, BROADCASTING.

Sales manager, major market. $15,000 plus percentage. Must be a leader as well as a strong agency person. Box D-30, BROADCASTING.

WDUN-FM, 100KW Bonneville station, building new staff and call letter identity starting with manager who can sell. Contact John Jacobs, Post Office Box 10, Gainesville, GA 30501.

General manager, metropolitan station. Knowledge of Mexican frontier desirable. This is a job to manage and to sell, not simply to manage. Call Ms. Erdman 301-652-5129.

Help Wanted Sales

Wanted: Salesperson for eastern North Carolina's leading AM/FM fulltime. We offer salary plus commission. Send resume to manager, Box C-211, BROADCASTING.

Account Executive, major St. Louis radio station has immediate opening for an Account Executive who has had several years' radio sales experience. Position offers good starting salary, plus commission, an attractive fringe benefit program and good advancement opportunities. Please send complete resume, including earnings history in confidence to Box D-71, BROADCASTING.

Salespeople are born not made! Can you sell? Like to sell? Successful Northeastern single. Previous selling experience helpful. Box D-93, BROADCASTING.

Live in the sun. 20% commission, draw, ½ million market #1, 17 years, list furnished, 4½ day work week. GM will help, but no hand holding. Age no problem, but must be self starter and producer. No responsibilities, just sell. KRIO Radio. 5000 watts, McAllen, TX 78501.

First local sales position to open in years at strong LA suburban AM station. If you're motivated and a self starter with creative ideas, your potential is $24,000+. Car and expenses. K-WOW, 213-331-0794. Dean Wickstrom, Jr.

Buffalo, New York. Top rated radio station wants experienced sales person. Salary commensurate with ability to sell. Call David Gerard, WBNY Radio, 716-856-3550.

Enjoy the beautiful Finger Lakes. Handle sales and some announcing. Immediate opening. WCGR, P.O. Box 155, Canandaigua, NY 14424.

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.

Sales manager, fulltime station. Must have previous experience. Draw and commission. Fine opportunity. Call Ms. Erdman 301-652-5129.

A great future can be yours on Cape Cod with a 50,000 watt stereo station. Contact Ken Patch at 617-548-3102.

Help Wanted Announcers

Morning Drive Personality for medium market Midwest Contemporary. Must know how to communicate with young adult audience and develop community involvement. Someone to stick around and grow with us, we're Number One everywhere but A.M. Drive, and we want that too! Resume. Box D-89, BROADCASTING.

Keenly interested in sales? All-around position in successful eastern single. Box D-94, BROADCASTING.

Morning Person. Still looking for that one special announcer for a really tremendous opportunity! Contemporary MOR, heavy production a must, likely he'll have several solid years of experience. This is one fantastic opportunity now and even better in the future. Send tape and related application materials to Jerry Larson, KDTH Radio, Dubuque, IA 52001.

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.

Help Wanted Announcers Continued

Morning drive D.J. wanted. Must have experience and be heavy on production. Should be close enough to have in-person audition. Good salary and benefits with stable growing company. Contact Gary James, P.D. WARE, Ware, MA.

Personality and/or Format Jocks for number one station in market. Tapes and resumes to J. C. Smith, WJPS, Box 3636, Evansville, IN 47735.

Top 40 DJ. Send air check, resume and recent photo to G. Lane, PD, WMID, Box 1137, Atlantic City, NJ.

Morning Communicator with first phone needed at 5 kw Contemporary. Some experience necessary. Salary $8,000 plus. Good opportunity for move up from small market. WPRW, 703-368-3108 before 2 p.m. No collect calls.

FM radio sales. Full time position open with major West Michigan 50,000 Watt Stereo FM. Position includes part-time weekend board shift. Contact Bill Winchell, General Manager, WQWQ, 616-722-1681.

We are still looking for a professional, versatile Radio Person for air shift and good production. Must be experienced and eager to perform. No beginners please. Mid-East medium market Cont./MOR Station. Send air check, resume, pix and salary requirements to: Program Manager, WSVA-AM-FM-TV, Harrisonburg, VA 22801. E.O.E. Do it now, job is open now.

Immediate opening. Experience essential. Salary open. Contact H. Borwick, WVOS, Liberty, NY. An equal opportunity employer.

Need heavyweight personalities for various stations including one in Denver. Also, looking for PD. Send tape and resume to: Ev Wren, 2375 So. Bannock St., Denver, CO 80223.

Help Wanted Technical

America's Northernmost radio station needs a chief engineer. We're Alaska's newest public AM station and our listeners, spread all over Northwest Alaska, depend on us for news, information, and lots of lively entertainment. If you would like to keep our 5 KW installation in good shape, pull a board shift and become a part of our young congenial staff, we'd like to hear from you. Write to: Alex Hills, KOTZ Radio, Box 78, Kotzebue, AK 99752.

Wanted experienced chief engineer with FM stereo, STL, AM, automation background for strictly full time engineering job starting salary $1,000 a month, and up. 3,000 feet above sea level. Dry climate, great for hay fever or asthma sufferers. 65 miles from mountains in green irrigated valley. Send resume to Dave Button, manager, KSVP, 317 West Quay Artesia, NM 88210.

Major 24-hr. AM-FM located in the beautiful Pacific Northwest needs experienced engineer. Transmitter and studio meintenance. Solid State knowledge required. Salary negotiable. Immediate opening. Send resume to Warren Maus, general manager, KTW/KZOK Radio, 1426 Fifth Ave., Seattle, WA 98101. Tel. 206-223-3900.

1st phone engineer for automated 3 kw FM. Part time studio and transmitter maintenance and operations. Resume to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405.

Chief Engineer wanted for what is currently 2 AM station chain that is about to expand. Good salary plus benefits. Must be available for in-person interview. Contact Mr. Vaughan or Mr. Roberts at WARE in Ware, MA.

Chief Engineer, Directional AM. Need immediately. Maintenance essential. Beautiful town, stable station, good pay. Resume to Box 10, Ithaca, NY.

Help Wanted News

50,000 Watt'er, Eastern Capital, desires news director. Only experienced apply. Confidential. Resume to Box D-9, BROADCASTING.

Newsperson needed immediately for CBS Affiliate in Pennsylvania's third largest metropolitan market. Must gather, write and air local news. An Equal Opportunity Employer. Send resume to Box D-38, BROADCASTING.

Fulltime News Director for two person Iowa local news department. Must have sports, AG., and Midwest knowledge. Salary open. Personal interview required. Box D-67, BROADCASTING.

Help Wanted News Continued

Experienced Newscaster wanted for award-winning station in top 40 Northeastern market. Send resume immediately. Box D-77, BROADCASTING.

KEIN Radio in Great Falls, Montana, needs a strong News Director. Enjoy Big Sky Country with lots of hunting and fishing as a bonus. Good company benefits and good starting salary. Call Wayne at 406-761-1310 and see if it's the news job for you. An Equal Opportunity Employer.

English news editor required for Christian radio station. Editor prepares, writes and broadcasts news material daily to Africa chiefly from agency wires. Applicant needs three years with professional news media, preferably radio trained, college degree, good radio voice, typing, willing to work with multiracial staff. Two-three year contract. Excellent fringe benefits. Written application to: Personnel Office, Radio Voice of the Gospel, P.O. Box 654, Addis Ababa, Ethiopia.

Help Wanted Programing, Production, Others

Great Opportunity, growing group. P.D. 5 kw/3 kw Simulcast. Contemporary. Outstanding airwork, great production, effective leadership and responsibility needed. Tape, resume to J. Rising, WCFR, Box 800, Springfield, VT 05156.

Florida coastal station has opening for copywriter. Must be excellent typist, creative and person who gives attention to details. Send tape, resume and starting salary to Hudson Millar, WIRA Fort Pierce. Equal Opportunity Employer.

Situations Wanted Management

Ambitious, aggressive, hardworking account executive, top ten market, desires sales manager's position with progressive company. Box D-39, BROADCASTING.

Salesmanager, mature, experienced. Prefer Eastern half United States. Box D-65, BROADCASTING.

Professional Broadcaster with nine years management experience in all aspects of radio broadcasting looking for opportunity and challenge. Business and professional references and resume upon request. Box D-83, BROADCASTING.

General Manager, age 39, with proven track record in management from small to large markets. Strong sales ability. Top references. Box D-95, BROADCASTING.

Honest, hard working general manager with 9 years broadcasting experience and references. Available immediately. Call 919-752-5263.

William Shaw, an experienced professional is looking for an opportunity to build your profits. Finest references, good industry record. Telephone 414-233-5087 and let's talk.

Experienced GM, sales background, wants permanent position. Interested in ownership. Know FCC rules. 502-733-4432.

Situations Wanted Sales

Aggressive, successful, young Account Executive desires challenging Central Florida sales position, leading into management. Experience and college. Box D-80, BROADCASTING.

Newspaper Account Executive desires to return to broadcasting. 1 year commercial, 4 years non-commercial experience. University graduate, excellent PBP. Sales or sales/sports position desired. Box D-92 BROADCASTING.

Heavyweight! Highly ranked salesman seeks new challenge in native Northwest. Box 55003, Houston TX 77055.

Experienced Salesman. Available now. Announcing and Program Director experience also. Dick Holiday 442 Melanie Lane, Ripon, WI 54971. 1-414-748-7261.

First phone. Wants sales, will do all, 2 years experience. 502-683-0747.

Situations Wanted Announcers

Upper Midwest: Jock with 10 years experience (including PD/MD) seeking rocker or contemp MOR in competitive market. Heavy production and ratings Box C-227, BROADCASTING.

5 years experience. 1st phone jazz jock needs gig Creative production, consider 'round midnight. Relocate. Salary open. Box D-11, BROADCASTING.

Situations Wanted Announcers Continued

First phone, 4 years experience, eager to relocate, play-by-play, news. Box D-12, BROADCASTING.

2½ years experience. MOR, EZ and CW. Prefer Penna. or surrounding states. Box D-14, BROADCASTING.

First phone air performer with copy and production experience seeks challenge in southeast medium market at station with contemporary format. Currently employed. Tape and resume. Box D-18, BROADCASTING.

Top 40 jock, 7 years in the business, medium market experience, 3rd class endorsed. Box D-22, BROADCASTING.

Strictly easy-going professional voice ready to entertain your morning audience. Radio, TV and commercial experience since 1962. Married, stable. Box D-37, BROADCASTING.

Want contemp. top 40 D.J. job. 1st phone. Anncr., 1½ yrs. exp. M.O.R., good voice, tight board, excellent attitude. 5 kw-DA exp. Go anywhere within reason. Not a screamer. From Maine. Box D-43, BROADCASTING.

Creative news/production-oriented announcer available now. Experienced as major-market production/music director, and small-market news director. Created an award-winning series. Looking for station where two-way communication exists between management and staff. Family of four. First phone. 414-437-4520. Box D-46, BROADCASTING.

Presently employed telephone-talk host available, large market dollars only, will converse on any subject, warm and friendly to opinionated arrogance, you set the pace and shift, first-phone duties optional, excellent references, all inquiries answered, will take best offer, am in no hurry, state station, shift, dollars first letter. Box D-50, BROADCASTING.

Sportscaster. Young sports director ready to move up. All sports play-by-play, reporting. Dedicated. Can handle air shift. BS in broadcasting. Box D-64, BROADCASTING.

Hello—1 year experience, 3rd endorsed. Looking for Top 40 Soft Rock. N.E. preferred. Write me, I'll tell you more. Box D-97, BROADCASTING.

Talented female broadcaster, 23, seeks first opportunity. Professionally trained, good music/news, excellent secretarial skills. Tight board. Have car and 3rd phone. Box D-99, BROADCASTING.

Successful, experienced, personality. Top-40 jock. Heavy production and ratings. Excellent references and knowledge of music. Basically I'm looking for a challenge. All markets and geographic locales considered. Box D-101, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Progressive rock or top 40 DJ is looking. Presently employed, 2 years experience. Tape and resume available, ready now. Robert Wolf, 303 Davis Street, Prestonsbury, KY, 41653. 606-886-8340.

Top personality disc jockey desires to join top 40 or contemporary MOR station. Couple of months experience, 3rd. S. H. Green, 720 S. Normandie, #319, Los Angeles, CA.

Quality staffer, leaving NYC suburban MOR. Ready for added responsibilities. Dependable, non-frantic performer. Sharp production. Will relocate. Best references. Tape, resume. Steve Darwin, 133-07 231 St., Laurelton, NY 11413. 212-723-5686.

Bright, capable young man seeking first D.J. position in commercial radio. 3 years experience in Contemp/MOR and progressive formats. 3rd endorsed. If your station is anywhere in northeast, I'll send tape, resume, reference on request. Philip Sahadi, 137-87th Street, Brooklyn, NY 11209, or call collect 212-238-3849. Thanks.

Air personality, contemporary-MOR. First phone, great production, 5 years experience, married. 503-648-5580.

In need of a Together D.J.? Contact me, Billy Bland, the Soul Man. Preferably Rhythm and Blues Format. 213-733-5164, 779-5265. 2205½ Catalina Street, Los Angeles, CA 90007.

Sportscaster, 4 years basketball PBP for Metro N.Y. FM. Can do others. Third endorsed. Will grad. college May with BBA. Seek small market. 914-698-6826 nights. Bill Sova, 329 Palmer Terrace, Mamaroneck, NY 10543.

Experienced Country and MOR. Available now. Sales and Program Director experience also. Dick Holiday, 342 Melanie Lane, Ripon, WI 54971. 1-414-748-7261.

Situations Wanted Announcers Continued

3 yrs. **experience** in MOR/Top 40 medium and major market. Seeking security in same. Personality strong. Will relocate. Call Johnny at 216-729-9731.

Upstate New York or similar area: Seven years experience, first phone, big on production. Desire small or medium size station that takes real pride in its sound. 914-292-6328.

Highly recommended announcer with limited experience. Excellent voice, good record flow, minor production. 3rd ticket/broadcast. Will relocate. Roy Munse, 3757 W. 78th Place, Chicago, IL. 312-767-1662.

Somewhere there is an adult MOR/Contemporary Radio Station that would like to: double its 12+ audience, triple its men 18+, and get almost 100% increase in women 18+. Of course I started with small numbers in a Major Market Afternoon Drive Slot and it took me a year. Edd Thompson, 816-756-2463 or Person to Person 816-741-0594.

Three years experience, first phone. Desire Northeast. Any format. Phone 315-942-2155.

Sportscaster. Current SD. Smooth. Top 100 markets or collegiate PBP. Jeff Kennedy, 815-838-1639.

Morning Drive/Sport Director/PBP Small Market talent polished to move. 1-815-433-0581.

8 year pro, pleasing personality, excellent voice, seeking mid-day or all night slot in major or medium market. Trivia and nostalgia my "Shtick." Paul Feinman, 815-877-3798.

Responsible, personable man wants announcing position to continue your station's excellent image. Mature voice. 37 year old former salesman. One year college broadcast courses plus on the air experience. Looking for MOR, C&W or easy listening format. Tight board. 3rd endorsed. Air check available. Jim Lovejoy, E. 7407 Cataldo #15, Spokane, WA. 509-926-1077.

Help! Top 40 Jock out of work. Boss does not recognize talent. Morning and afternoon drive. First. Tight board. Let Boogie! P. J. Marx, 726 Chestnut St., Philadelphia, PA 19106.

Specs Howard Broadcast graduate w/3rd endorsed, seeking position as air personality. Good production, creative, willing to relocate. Robert Hollowell, 313-928-5918, 15266 Cleveland, Allen Park, MI.

4 years major market experience parttime at one of the nation's leading country stations, but now need that first fulltime career job. May graduate with Broadcast degree. Will relocate. Let's talk at 214-692-8725.

1st Phone, DJ-Eng., imaginative prod., dedicated, free form, rock, blues, jazz, oldies, college sales. Rufo, 2450 N. Harbor, #12, Fullerton, CA 92632. 714-992-4285.

3rd Phone with experience, looking for announcing, production at C&W or rock in Southwest. 602-205-1361. Graham, 4629 N .10th St., Phoenix, AZ 85014.

Sports and Announcing, 1-year experience play-by-play including hockey. Willing to learn sales. 3rd endorsed, married, prefer Upper Midwest. 218-326-4542 or 612-357-6111.

Situations Wanted Technical

Assistant Chief or staff engineering position with a good radio organization sought by First Ticket of twenty years' standing. Thoroughly experienced, capable, reliable, mid-age, family. Box D-51, BROADCASTING.

Available late August. Responsible Engineer, B.S. 1st., work into chief. Strong meticulate audio, strong preventative maintenance philosophy. Box D-88, BROADCASTING.

30 years experience chief engineer construction maintenance operation. Irwin Harr, Box 122, Baltimore, MD 21203.

Situations Wanted News

Skilled Broadcast Newswoman, gather, write and report. Major market experience. Box C-282, BROADCASTING.

Sportscaster/salesman, six years experience college basketball, pro football, high school pbp. RAB salesman, good track record, college grad., business admin., will relocate. Box D-47, BROADCASTING.

Thoroughly experienced in all areas of news and public affairs. Organized administrator looking for career opportunity. Mature (33 years old), stable (7 years present job). Now in northeast but will consider offers from professional news departments everywhere. Box D-52, BROADCASTING.

Situations Wanted News Continued

Talk Host. Top ratings and demographics, news oriented, award winning. Major markets. Radio or TV. Box D-57, BROADCASTING.

Family man, looking for play-by-play position. 8½ years in radio and TV includes football, basketball, hockey and news and jock work. Currently earning five figure salary at midwest radio station. Box D-60, BROADCASTING.

Washington Correspondent O&O. Record: Number One Radio-TV anchor with 65% share in top 5 market; Editorialist, News Director. Move anywhere. Box D-72, BROADCASTING.

Experienced, enthusiastic, hard-working news/sports director at midwest station desires to move up in news/sports/PBP. Also is daily talk show host. College grad. Good references/resume/air check available. Desires better working conditions—available for move now. Box D-73, BROADCASTING.

Newsman, experienced reporter/writer with major NYC all-news station. 12 years experience, general news, NY and NJ. Specialty, investigative news. Interested reporting or writing-editing work, NYC or vicinity. Box D-75, BROADCASTING.

News Pro., 6 years experience. Looking for a position on Major-Medium Market News Staff. Currently N.D. Preferably Illinois, Indiana, Ohio. Box D-76, BROADCASTING.

News Only. Ready to start now. College radio but no commercial experience. Used to long hours, low pay. Average delivery will improve with experience. BA broadcast journalism, 3rd endorsed. Tape, resume, references. Box D-87, BROADCASTING.

Anchorman, Street Reporter, 24, 3 yrs. exper. Covered city, county gov., school brds., politics. MA in Communications. Box D-103, BROADCASTING.

News Reporter seeks studio and field work in radio news. Young college grad., tape, resume available. Mark Wenig, 18 Vita Road, Totowa, NJ 07512. 201-256-4577.

#1 Rated Sports Director/Newsperson seeking permanent relocation in small-medium market. Five years experience; PBP, news anchor, reporter, announcing. Money is no problem. 312-864-9764.

Do you need an aggressive newsman? Midwest Medium Market ND seeks reporting job on multiple person staff. Five years experience. University grad. 402-463-6063.

Top-Notch Professional: Nine years experience, awards, dependable, stable, married. 1-312-693-7692.

News, sports director at small market station seeks position in larger market with play-by-play a necessity. TV work also desired. Prefer west coast, southwest, south. Will Watson, 751 E. 17th St., Burley, ID 83318, for TRP.

I'll have your audience sitting up and listening! Experienced news/sports reporter available. Write or call now. Rod Morrison, 23 Harriet Avenue, Belmont, MA 617-484-2069.

Sports Director with music and news, looking for right move anywhere. PBP, commentary. Medium-large please. 717-733-0531.

Situations Wanted Programing, Production, Others

Program Director wants to relocate. 14 years on-air experience. Top 40, progressive and news. Director all major market. Box D-31, BROADCASTING.

Experienced programmer seeks career advancement opportunity. Box D-44, BROADCASTING.

Seek position as program director and/or music programmer at professional, beautiful or good music station. Over 5 yrs. experience. Box D-53, BROADCASTING.

First Phone DJ, 13 years experience, looking for challenge as PD in small to medium midwest market. Box D-86, BROADCASTING.

Award winning production voice available now. Will consider production/air combo. Prefer top 20 markets. Box D-96, BROADCASTING.

Voice is flat. Seeking another radio position. Former PD with ideas. Floundering stations welcomed. Excellent references. First phone. Box D-104, BROADCASTING.

Recent college grad seeking first fulltime position in media. Some experience both television and radio. 3rd ticket. Interested in all aspects of broadcasting. Will relocate. Naomi Patek, 4424 Thrushfield, Flint, MI 48507. 313-232-5344.

Situations Wanted Programing, Production, Others Continued

Rock Program Director, first ticket, 9 years experience, 2½ in major market. Expert production, can motivate staff. Pat Martin, 309-742-8390.

Imaginative, responsible grad seeks first break as PD in comfortable market. 7 years experience reflects talent in all phases of programing! University transcript, resume and references galore! Let's talk! Rich, 317-547-9112.

TELEVISION

Help Wanted Management

Traffic Manager. Unusual opportunity for qualified traffic manager. Computer operation; Florida market; top quality station. Salary open. Equal opportunity employer. Send resume to Box D-81, BROADCASTING.

Promotion Manager with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harrower, WTAJ-TV, Altoona, PA. 814-944-2031.

Help Wanted Sales

Experienced TV Time Sales Executive to be big fish in small pond. BAA Inc., 135 Main, Danbury, CT 06810. 203-792-1171.

Help Wanted Technical

Maintenance engineer, best technical qualifications, needed by VHF, Texas resort city. Box D-40, BROADCASTING.

Excellent opportunity for qualified assistant chief engineer, southwest VHF. Box D-41, BROADCASTING.

Chief Engineer for Los Angeles educational institution. The person we seek has solid maintenance experience in color video studios and would enjoy a low-pressure non-broadcast production environment. Send resume and salary history to Box D-61, BROADCASTING.

Chief Engineer for major VHF in growing Southeastern group. Heavy local live and commercial production operation. Chance for number two person to move up. EE degree and practical experience required. An equal opportunity employer. If you're interested in excellent living and working conditions, send your resume and salary requirements to Box D-85, BROADCASTING.

First Phone Engineer strong on maintenance and operation of top quality color production equipment, expanding major market VHF station, PBS affiliate. Salary range $966 to $1,148 per month with liberal fringe benefits. Call Director of Engineering, KCTS-TV, 206-543-2000 for information or send resume to Mr. Luis Juarez, Staff Employment, University of Washington, 1415 Northeast 45, Seattle, WA 98195.

First phone engineer needed for studio operations and maintenance in small western market. Contact Jim Boslough C.E., KPVI 208-232-0654. Box 4909, Pocatello, ID 83201.

Major Market UHF needs qualified maintenance engineer. Must be experienced in VTR's, color cameras, audio, UHF transmitter, microwave. Write: Bill Brister, Chief Engineer, WGNO-TV, ITM Bldg., New Orleans, LA 70130.

Two first phone engineers needed. One for studio operations and one for maintenance (Xmtr and studio). Good benefits, chance to break into TV and/or chance to move up. Call 317-463-3516, Robert Hardie or write WLFI-TV, Box 18, Lafayette, IN 47902.

Chief engineer. Ready to advance from assistant chief or just ready to make a move? Midwest network affiliate looking for right combination of administrative and technical skills. Salary commensurate with ability. Call Mike Walker 312-693-6171; or write Don Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago 60631.

July 1, 1975 opening. TV Engineer. Salary $15,000+. Eastern university desires person to assume operation, maintenance, and supervision responsibilities for TV facilities which include studio and CCTV operation. First-class license and experience in commercial and university TV work desirable. Send all applications by May 15 to William J. Judd, Director, Educational Communications, SUNY, Binghamton, NY 13901.

Electronics Technician, experienced in TV/RF cable distribution systems. Plan, coordinate installations and maintain for schools. Send resume to: Dennis Maddox, BOCES, Box 1450, Binghamton, NY 13902 or call 607-729-9301.

Help Wanted News

Expanding News Operations looking for a solid street reporter who can also anchor and produce a newscast. Send tapes and resumes to: News Center Five, WKRG Television, 162 St. Louis Street, Mobile, AL 36601. WKRG is an equal opportunity employer.

WPTV, West Palm Beach, needs a combination Reporter-Photographer with the emphasis on reporting. Send resume to Assignment Editor, WPTV, P.O. 510, Palm Beach, FL 33480. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Public affairs director for PBS station in top-20 market to initiate, produce, supervise studio, film, remote news-oriented programing, good grounding in journalism and television producing. Resume and explanatory letter to Box D-16, BROADCASTING.

Situations Wanted Management

Promotion Manager. On-air talent in medium market ready for move to major market as Promotion Manager or Assistant. Box C-266, BROADCASTING.

Business Manager, degreed accountant. 5 years experience in general accounting and supervision. Experience with major market independent (UHF) and small market affiliates (VHF). EDP background. Seeking opportunity with station, group, film supplier or agency. Reply Box C-296, BROADCASTING.

Experienced Promotion Manager available immediately. 13 years background in audience and sales promotion, film and tape production. Will re-locate. References on request. Box D-105, BROADCASTING.

Situations Wanted Sales

Dynamic recent broadcast graduate. Self starter. Knows where it's at. Wants sales position that will lead to management. Box D-21, BROADCASTING.

Situations Wanted Announcers

First phone, trainee, some audio, recording, switching experience. Soon to be married. Richard Stefan, 14 Arbor Drive, South Norwalk, CT 203-866-9125. Immediate jobs only, please.

Situations Wanted Technical

Studio Operator, first phone, six years experience, VTR, switching, camera. Consider all. Box D-91, BROADCASTING.

Six years experience in TV production, including writing, directing, electronic editing, on-air talent—Care of E. R. Gallagher, 2084 Jersey Ave., Westfield, NJ 07090.

D.E. 2 Station Group, 25 yrs. exp., stations and network. Sahara Hotel-NAB. Ray Swenson, 3020 San Ramon Dr., Meridian, ID 83642. 208-376-1702.

Situations Wanted News

Experienced female reporter; heavy feature, consumer experience, seeking hard news/anchor. Licensed pilot. Box C-307, BROADCASTING.

Anchor/Producer/Writer looking for growth with medium market aggressive department. Employed, degree. Box C-308, BROADCASTING.

Walter Cronkite never met me; here's your chance. Newsman seven years experience, five in Top 10 market. Broadcast journalism B.A. Tight, imaginative writing. Station in northeast preferred. Box D-24, BROADCASTING.

Self-starting TV reporter. Six years in radio-TV include investigative, anchor, talk show, shooting and editing experience. Energetic, competitive, natural on air. Box D-32, BROADCASTING.

30-Year-Old Broadcast Journalist, in grad. school past 18 months, desires position as street reporter for top 50 market news operation. Previous major market experience as reporter/week-end anchorman. Excel. ref. Box D-54, BROADCASTING.

Weathercaster, No razzle-dazzle. Sound, friendly delivery. Looking for company with basic meteorology equipment. Box D-63, BROADCASTING.

Attorney, 33, large California District Attorney's Office wants to break out into Investigative News Reporting. Diverse academic, professional background; voice, speech, appearance, abilities outstanding. Box D-74, BROADCASTING.

Black Broadcaster, 28. Major market experience, reporter, anchorman, cameraman, film editor, processor. Immediate availability. Objective, aggressive, professional operation only. Box D-78, BROADCASTING.

Situations Wanted News Continued

Top 50 market anchorman, ready to move up. 30, family, degree, award winner. Box D-82, BROADCASTING.

There are few play-by-play announcers exciting and competent in all sports. Have also created, marketed and hosted sports games and specials. Wish to advance from sports director of a small station to a larger sports-minded station. Northeast area preferred. Box D-84, BROADCASTING.

TV reporter/documentary producer wants major market. Box D-98, BROADCASTING.

Ex-journalist seeks reporting/newswriting spot on TV news team. Good news sense; solid reporting credentials. Andrew Armstrong, 34 Susquehanna Avenue Cooperstown, NY 13326.

Situations Wanted Programing, Production, Others

Promotion Director and First Phone Switcher/director Dependable experienced professional. Let's promote your station! Box C-8, BROADCASTING.

Producer/Director, major market PTV. Experience includes documentary, sports, remote and news. Heavy video tape editing background. Box D-58, BROADCASTING.

Available immediately. Female Associate Director Production Ass't./Gopher. Bachelors. Children/News, Documentary experience. Take anything anywhere All departments. Box D-66, BROADCASTING.

Directing. Camera, staging, lighting, film; broadcast television experience. Program management, sales production; cable television experience. Seeking double in brass production position. Small television market. Commercial, PTV. Box D-79, BROADCASTING

Hard working, energetic PD looking for any type work anywhere! Great with all phases of Production including VTRs. BS, PTV, and commercial exp. E Kaiser, 2140 Golf Ct., Glenview, IL 60025.

Experienced Director/Production Manager with excellent references, looking. 1-414-354-0789; 1-414-251 5382 mornings.

20 Years. Sports, news director, talk shows. PBP a major sports. Jim Dolan, 54 Shadduck Road, Middlebury, CT. 203-729-0705.

TV Production Trainee. Remember the person who gave you your first break? I need that foot-in-the door break. BA Communications. Will work my ta off. 201-944-6361.

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.

BUY—SELL—TRADE

B&H JAN T.V. Projector Model 614 $1250.00, Excellent Condition. B&H 614 CEM Mag/Optical 16mm Projector, less than 400 hours, list $1895.00, now $995.00. RCA TP 67 Film Chain Projector, $2395.00 B&H Mag/Opt 302 16mm SOF Projector, perfect $495.00. Cameras, rewinds, splicers, reels, supplies and a thousand other Cine Bargains. Free Catalog International Cinema Eq. Co., 2991 North Fulton Drive NE, Atlanta, GA 30305. 404-262-3020.

WANTED TO BUY EQUIPMENT

TV 35mm GPL/Simplex TV projector. Must be in good operating condition. Reply to Box D-68, BROADCASTING.

Wanted—Used Midband CATV converters, prefer Presentations "Plus 13's," but let me know what you have. Send price, description, to CMC, 15 Columbus Circle, NYC 10023.

Need Three TD-9 or PN-88 Pedestals and two N 557310 Cam Heads for TK-42's. Contact B. Derb Kent State University, Kent, OH 44242. 216-672-218

FOR SALE EQUIPMENT

Gates FMS-36 3000 Watt Transmitter, 93.5 Stereo Generator and SCA, new $12,228.00. Antenna, vertical and horizontal, new $4029.50. CBS Audimax and Volomax Stereo, new $2780.00. Total new $19037.50 —Best Offer! Box D-59, BROADCASTING.

Gates CB-100 16-inch turntable with 303 microtrak arm. Two Altec 639-A mikes. Gates MO-2890 frequency monitor. KOZE, Box 936, Lewiston, ID 83501.

RCA TR-3 Hi band tape machine, color etc, linelock, good condition, $16,000. WEMT TV, Bangor, ME.

Used RCA Model TT5 TV Transmitter. Fully operational. Has been in service until just recently. $5000.00. Gerald Robinson, Station WISN, Milwaukee, WI 53233. 414-342-3000.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmiter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Hitachi HV1100, three tube Vidicon w/zoom lens. Ten hours use, $6,135.00. Video Inc., 2601 McLeod, Las Vegas; NV 702-457-1315.

AMPEX VR-7800C-16 one-inch helical video tape recorder complete with all options including color, processing amplifier, and electronic editor. Mint condition and priced to sell quickly. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.

RCA TR-50 Highband Color Recorder. Call 215-543-7600.

AMPEX AVR-1 video tape recorder complete with most options except editor. 14" Ball Brothers color monitor included plus additional spare head assembly. Priced for quick sale. Write: Applied Video Electronics, Inc., Post Office Box 25, Brunswick, OH 44212.

Jampro FM Antenna. JSCT-6 shunt fed system. Power gain of 3.2. Circular polarization. 40 kw. Excellent condition. Available now. Have all manuals and instructions. New $5,150.00. Asking $2,200.00. Tuned to 99.3 MC. Claude Hill, 918-341-5240. Claremore, OK.

Rare Opportunity to own an RCA TP 66 16mm Film Chain Projector. Excellent condition. Little use, not used commercially. This is the finest RCA Machine available today currently in production. Current price new $16,000, only one unit available in perfect shape $9,995.00. Will take trades. Contact Steven H. Krams, International Cinema Eq. Co., 404-262-3020, 2991 North Fulton Drive NE, Atlanta, GA 30305.

Wilkinson TSC-4 Stereo Console, Wilkinson Stereo AGC Amplifier, Wilkinson Stereo Limiter and s. turntable preamps. Joseph Bahr, WVIS-FM, Frederiksted, St. Croix.

One stop for all your professional audio requirements. Bottom line oriented. F. T. C. Brewer Company, Box 8057, Pensacola, FL 32505.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Sick of "Reader's Digest" humor? Now biggest event since Annette Funicello went 8mm. New, topical comedy, 12 monthly issues $10.00. Sample $1.00. Order now and receive sample free. All funny enough for a Carson monologue. Dave Spector, WIBA Suite 2800, 75 E. Wacker, Chicago 60601.

MISCELLANEOUS

Tremendous savings on 3M-400 tape, evaluated, free of damage or excessive dropouts, guaranteed. Write for free sample and details. Box C-118, BROADCASTING.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Biographies and Record Information on hundreds of recording stars. Daily almanac plus other programing aids. Free issue: Rock bio's unlimited. Box 978, Beloit, WI 53511.

Miscellaneous Continued

"Let's Go To Church" (R)—60 to 90 second non-denominational sermonettes. Easy to sell. It's almost free. Demo-information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

Wanted: Radio Stations accepting P.O. or P.I. For low-priced, high-appeal books. Holden Publishing, Box 1, Evanston, IL.

A mouth is no good unless you know how to use it. Sales, programing, collections. Let us help you turn your station around. For more information call 919-467-0741 or write: Charles Mosely, Shana Enterprises, Route 2, Morrisville, NC.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.—1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd Floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

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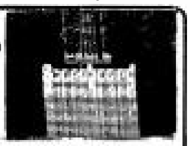

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Profile

3ruce Lovett understands
;oft talk and big sticks

Vhen Bruce E. Lovett, the outgoing hairman of the National Cable Television ıssociation, discusses the cable industry, e rarely smiles; his expression is pensive, e speaks tersely. But when he tells how e first "drifted" into cable, or how horeshoes are the only sport at which he can till beat his 16-year-old son, Bruce Jr., he ıkes off his dark-rimmed glasses and elaxes with a smile.

His "drift" into cable resulted from Mr. ovett's work in leaseback arrangements ɔr Western Electric Co., New York. It arned him the status of "cable lawyer" ɔr the company and sparked an interest in ıble that led Mr. Lovett to join the ICTA in 1965 as assistant general ɔunsel.

His titles and duties at the NCTA since ıen have been numerous. In addition to ICTA executive committee duties, he 'as chairman of the NCTA subscription ıblecasting committee, a member of the ıtellite and copyright committees, past ıairman of the legislative committee and ɔrmer member of the utility relations ɔmmittee.

Advancing to general counsel, Mr. ovett stayed with NCTA until 1970. He ıen joined Denver-based American elevision & Communications Corp., a ıultiple systems operator, where he is ow vice president for corporate developıent and heads the Washington office.

During those earlier NCTA days, Mr. ovett established the reputation that ırned him the association's chairmanıip in April 1974. Amos (Bud) Hostetter, ho preceded Mr. Lovett as NCTA chairıan, said that during Mr. Lovett's tenure ; a member on the board, Mr. Lovett was ɹtspoken in his commitment to cable :levision.

Mr. Lovett qualifies his "outspoken" :putation: "I'm outspoken only when the :dustry is on the verge of very serious 'oblems," he notes.

One problem, pole attachments, evenıally brought him a large measure of the 'edit for the FCC's ruling on Section 214 ' the Communications Act. That reɹired telephone companies to seek cerficates of convenience and necessity :fore building CATV leaseback facilities.

Another of those problems, the ›pyright issue, will be high on the agenda 'this week's NCTA convention. Current ›pyright legislation would have cable ›erators pay a fixed percentage of their 'oss revenues for the use of off-air pro'aming. Congressional hearings on the ›pyright bill are scheduled for next onth, and Mr. Lovett is aware that ›pyright will be his "legacy" to the next NCTA chairman, Rex Bradley.

Bruce Emory Lovett—vice president, corporate development, American Television & Communications Corp.; chairman, National Cable Television Association, April 1974-5. b. Aug. 28, 1927, Winchester, Va.; U.S. Army, 1945-46; BA English, Lynchburg College, Lynchburg, Va., 1951; Central Intelligence Agency, 1951-52; Civil Service Commission, 1952-56; security investigator, Department of Commerce, 1956-60; LLB, Georgetown Law School, 1960; trial attorney, Federal Trade Commission, 1960-64; attorney, Western Electric Co., New York, 1964-65; assistant general counsel, NCTA, 1965-68; general counsel, NCTA, 1968-70; American Television & Communications, 1970-present; m. Junella Shade, June 5, 1953; children—Anne 19, Bruce Jr. 16, and Amy 13.

NCTA's copyright stance is a matter of sharp dispute within the cable industry, however, and some operators have used the issue as a reason for leaving the NCTA to form their own organizations, such as the Community Antenna Television Association.

Nevertheless, according to Mr. Bradley, Mr. Lovett's support for the present copyright bill in the long run will earn him more friends than enemies. The strongest objection, he contended, comes from system operators with a more "parochial" attitude than the broader perspective taken by the NCTA chairman.

Copyright will be heavily debated at the New Orleans convention, Mr. Lovett said, because some members are dead set against all copyright fees. While copyright may be the most volatile issue it is not the most "serious" in Mr. Lovett's view. The March 31, 1977, compliance date for older systems to rebuild for 20-channel capacity and two-way communications capability, is the "big issue," he feels.

Though almost invariably caught in the middle by conflicts in Washington and among the association's members, Mr. Lovett has earned the respect of those he has worked with. Mr. Hostetter calls him "the best strategist in the industry"; Mr. Bradley sees him as a "statesman, extremely pleasant, communicative and deliberate, when necessary." There are others, however, who say Mr. Lovett is "abrasive." He admits being "fairly militant" toward the FCC and suggests that is perhaps why some get the idea that he is abrasive. "That militancy may be intensified", Mr. Lovett said, because of the difficult economic situation which makes "restrictive rules" more difficult to live with.

Mr. Lovett added that in recent months he has tended to modify his militant stance in view of more favorable treatment of cable issues by the FCC.

Among the victories, he counts the new pay-cable rules, pointing to the change in which feature films will be made available to pay cable up to three years after release instead of the present two-year cutoff, and a revision of the regulations governing sports broadcasts that have made things "at least livable".

The trail from Army draftee in 1945 to NCTA chairman has been blazed mostly in Washington. Returning from service, Mr. Lovett got his undergraduate degree at Lynchburg College, Lynchburg, Va. He went to Washington in 1951 when he began working at the Central Intelligence Agency—just in codes however. A year later he switched to the Civil Service Commission and, in 1956, became security investigator for the Department of Commerce. While working at Commerce he attended Georgetown Law School five nights a week for four years.

From 1960 to 1964 Mr. Lovett was a trial attorney for the Federal Trade Commission. The Washington career trail was interrupted at that point, but Mr. Lovett's cable career gained its early roots in New York as an attorney for Western Electric, working on leaseback arrangements for the company. It also began the cable involvement that lead back to Washington in 1965 to the NCTA and his subsequent association with ATC in 1970.

He won the chairmanship of the NCTA in 1974 by a narrow 14-to-11 vote over Burt I. Harris.

As for the future, Mr. Lovett plans to stay with ATC as head of the Washington office. He dismissed speculation that he might run for NCTA's presidency after David Foster leaves. As ex-chairman, he will continue on NCTA's executive committee with his main responsibility to break in the new chairman, Rex Bradley.

And if Mr. Hostetter's assessment of Mr. Lovett as a "fighter and bulldog" is correct, he will continue to have a great impact on the cable regulatory scene, as he has for the past 10 years.

Editorials

Only the beginning

Despite the grave misgivings of many members, the National Association of Broadcasters television board acted on cue last week to adopt the "family viewing" amendment to the television code. A plebescite of the television membership might have turned out differently.

As reported elsewhere in this issue, the NAB members are beginning to question the wisdom of carrying on the game of revising the code to meet new government specifications. They are realizing that self-regulation is being used as an instrument of government regulation. Not enough of them are concerned by that development, however, to have prevailed over the networks last week. FCC Chairman Richard E. Wiley, who negotiated the draft of the new amendment, may now celebrate the winning of his ways.

The troubles that will flow from last week's action can only dimly be perceived. They will start when disputes arise over the suitability of given programs for broadcast in the 7-9 p.m. family hours. Elton Rule a fortnight ago decreed *The Rookies* unfit for scheduling on ABC-TV in that period. Does that judgment bind stations to keep *The Rookies* out of 7-9 p.m. when it goes into syndication? If disputes arise, who is to be the final judge of program suitability?

It will be interesting to see what the government thinks of next to put into the broadcasters' code.

Friends on fairness

Legislators of wildly disparate philosophies are lately finding common ground in opposition to the fairness doctrine. The liberal Senator William Proxmire (D-Wis.), who 16 years ago was instrumental in putting the doctrine in the Communications Act, is now recanting. He is picking up support from such unlikely colleagues as the conservative Senator Roman Hruska (R-Neb.).

It has gone beyond mere opposition to the fairness doctrine. Legislation that both senators have introduced would repeal the whole of Section 315, which contains the doctrine as well as other repressions of broadcast freedoms, and would affirm the First Amendment's application to all broadcast programing. It is a broadcasters' emancipation that Senators Proxmire and Hruska and several members of the House (including the ultra-liberal Robert F. Drinan [D-Mass.]) are advocating, and some broadcasters are finding it all a little unreal.

An interest in the First Amendment's protection of the broadcast press is also being shown elsewhere.

Fred Friendly, the one-time president of CBS News, has discovered the traces of an apparatus used during the Kennedy and Johnson administrations to manipulate the doctrine for partisan ends. Mr. Friendly, now teaching journalism at Columbia University, laid out the squalid details in a piece in the *New York Times Magazine* (BROADCASTING, April 7).

Chief Judge David Bazelon of the U.S. Court of Appeals in Washington is also a late-blooming foe of the fairness doctrine which, in several dissents and speeches, he has found unconstitutional. And the Committee for Economic Development, in a new set of recommendations for changes in regulatory policy, has advocated repeal of the doctrine and Section 315.

There are, however, strings attached—cables might be a better word—to some of the latter-day conversions. Judge Bazelon, in his latest and most comprehensive discussion of the subject (BROADCASTING, April 7), has proposed the adoption of governmental policies to increase diversity of program sources by increasing competition among conventional television, pay television, cable and UHF. The Committee for Economic Development has proposed a gradual liberation of broadcasting from the restrictions of Section 315 to correspond with the governmentally encouraged expansion of cable and broadcast services, includir wired and on-air pay.

The trouble here, of course, is the implied conditioning of Fir Amendment protection on the attainment of some social desirable goal, as set by the authority imposing the condition That was not what the writers of the First Amendment had i mind. The freedom of the press, which is to say broadcast pre: in contemporary application, was absolute in its conception.

So far Senator Proxmire, who has done more work on this tha anyone else on the Hill, has given no indication of attachir strings to his legislation. Neither has Senator Hruska. They ar their congressional allies are talking of ending government intru sion into programing because of what it is: a clear violation of th First Amendment.

However others may want to qualify their positions, Senato Proxmire and Hruska must be encouraged to stick by theirs. F: from dismissing the Proxmire and Hruska bills as politically una tainable, broadcasters ought to offer the authors all the suppo they can give.

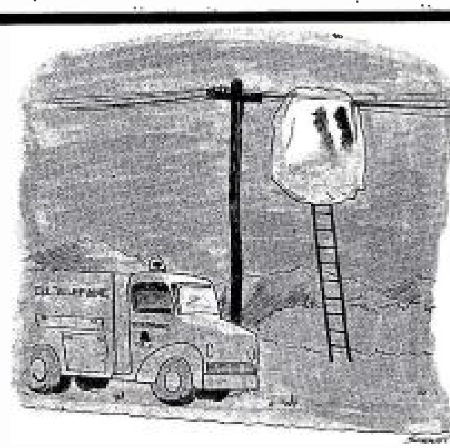
Things left unsaid

President Ford made a hit in his appearance before the Nation Association of Broadcasters last week. He would have made bigger hit if he had used several paragraphs that failed to mal the final draft of his speech.

Mr. Ford criticized government "overregulation of many i: dustries" and told the broadcasters: "You know at first hand hc government regulations can stifle economic growth ar creativity." But that was as close as he got to the special interes of his audience. There were no mentions of First Amendmer license tenures or self-regulation—all of which had been cover in a draft prepared for the occasion.

As the Republican leader of the House, as Vice President a now as President, Mr. Ford has been sympathetically aware the broadcasters' discomfort under excessive federal contro His advisers must have felt he should not speak directly to tl broadcasters' problems in a speech addressed to a broadcaster a dience even though delivered at the NAB convention.

Since he assumed the Presidency last August, Mr. Ford h been forthright in answering proper questions properly pı Perhaps the proper questions will be asked in some future ne' conference or other forum. The assumption here is that h answer would favor the application of the First Amendment radio and television, less interference by government in broa casting operations and policies, less harassment at licen renewal time.



Drawn for BROADCASTING by Jack Schm

"Let's see what's on the other channels."

Broadcasting Apr14