

**NCTA goes home from New Orleans with vision
of \$100 million in pay cable revenues by 1977**

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Broadcasting Apr 21

The newsworthy of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

KPRC TV SHOTS MORE NEWS FILM THAN ANY OTHER HOUSTON STATION.

KPRC TV believes our viewers should see the news instead of seeing an announcer read the news.

That's why we have more reporters and cameramen, in more places, shooting more film and doing more in-depth stories than any other Houston TV station.

But being the biggest isn't enough. We also pry harder. And more often than not we uncover important news like our story on price comparisons of prescription drugs.

Our reporting doesn't stop there. KPRC TV's air personalities write their own stories, help edit film and put together the newscasts.

The result is a factual, objective, informative news presentation by reporters who are involved in the news of the day.

Maybe that's why KPRC TV has won more news awards than all the other Houston stations combined.

If you'd like to know more, contact our reps. They know our news.

KPRC TV HOUSTON 2



Petry Television, Inc.,
National Representatives
NBC Affiliate

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US AIR FORCE
SERIAL ACQ SECTION



WHERE THOUSANDS OF BREADWINNERS BECOME LOSERS EACH YEAR.

Storer stations are concerned and are doing something about it.

America's highways are like bloody battlefields. In 1973 alone, they were the scene of over 20,000,000 accidents and 55,600 fatalities.

And, while safety experts are cheered by the improvement the 55-mph speed limit has made, the carnage in 1974 still totaled an estimated 44,500 dead.

By far most of the fatalities are men—many at an age when young families are vitally dependent on their support. This makes the toll on American life go well beyond anything the grisly statistics reveal.

For this reason, Storer stations feel they must relentlessly press the attack against this deadly killer. So you'll find Storer stations across the country regularly devoting important air time to programs and editorials that stress highway safety.

KCST-TV in San Diego, for example, recently tackled a fre-

quent cause of accidents—the drunken driver. In a 30-minute special, KCST-TV brought together for discussion the municipal judge who originated San Diego's Rehabilitation Program for Alcoholics; the area commander of the California Highway Patrol; the executive director of the San Diego Traffic Safety Council; and a practicing attorney.

On the day following this program, KCST-TV's Eyewitness News took viewers for a ride in a Highway Patrol car and gave a filmed account of what happens on an actual drunken driver arrest.

Scores of people are killed at railroad crossings. Yet Georgia law doesn't require drivers to stop at crossings unless there's a stop sign. Many crossings have no signs. And of those that do, many have no bells and lights. So in a hard-hitting series of editorials, WAGA-TV in Atlanta pushed to make stops at all crossings a law, and to get signals at important crossings.

In Toledo, a fatal trailer-

truck accident occurred at an intersection just off a busy interstate highway exit. WSPD-TV, aware that it was the scene of several other bad accidents, interviewed witnesses who live nearby. They learned that trucks regularly ran the light. Truck drivers checked said that the light was so short, they couldn't stop. WSPD-TV informed the city traffic department and the light was re-timed.

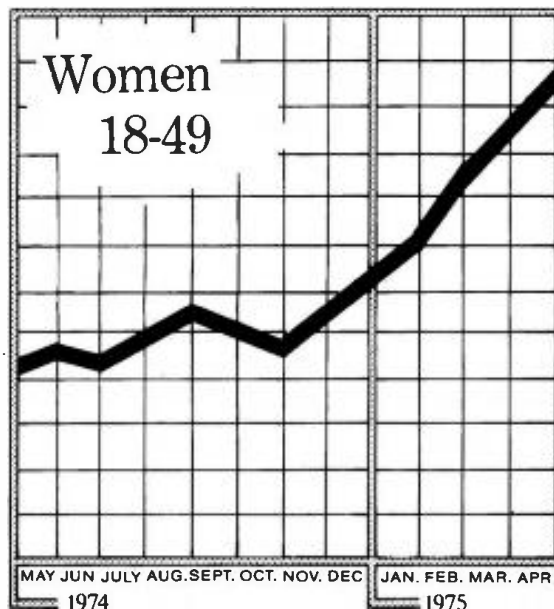
Involvement like this in the affairs of their communities is typical of all Storer stations.

We feel the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.
THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WJW Cleveland/KGBS Los Angeles/WGBS Miami/WHN New York/WSPD Toledo

The new kid in town.



WXIA-TV THANKS THE ATLANTA VIEWERS FOR MAKING ELEVEN/ATLANTA NUMBER 1 IN THE MOST IMPORTANT AUDIENCE CATEGORIES.

- # 1 \$25,000 Pyramid Adults 18-49
- # 1 Evil Touch Adults 18-49
- # 1 Last of The Wild Women 18-49
- # 1 7:30-8:00 PM Mon.-Fri. Women 18-34
- # 1 Dinah 10-11:30 AM Metro Rating & Share
- # 1 Prime Time Local Movie Rating, Homes & Women

1. **GROWTH**

Source: ARB February 1975...all audience data are estimates only, subject to the limitations and methodology as stated in the source report.



PGW TELEVISION

A Company of Combined Communications Corporation



CCC TELEVISION STATIONS: WXIA-TV (ABC) Atlanta, KBTU-TV (ABC) Denver, WPTA-TV (ABC) Fort Wayne, KARK-TV (NBC) Little Rock, WLKY-TV (ABC) Louisville, KOCO-TV (ABC) Oklahoma City, KTAR-TV (NBC) Phoenix. CCC RADIO STATIONS: WSAI-AM Cincinnati, WJDI-FM Cincinnati, WWDJ-AM Hackensack, KKDJ-FM Los Angeles, KTAR-AM Phoenix, KBBC-FM Phoenix, MUZAK Arizona. CCC OUTDOOR COMPANIES: Eller Outdoor Advertising Companies of Arizona, California, Colorado, Flint/Grand Rapids, Kansas City, Memphis, Michigan, St. Louis, Texas, Pacific Outdoor Advertising Co. in Los Angeles and Southern California, Claude Neon Industries Limited—Canada. CCC SIGN MANUFACTURING COMPANIES: Electrical Products Signs, Inc.—Albuquerque, Eller Electric Sign Co.—Phoenix, Claude Neon Industries Limited—Canada, Tennessee Continental Corporation (Tencon)—Centerville, Tennessee.

Closed Circuit®

Family ways. Although their fall scheduling has been delayed, various sources at CBS and NBC say new family-hour television-code rule won't affect placement of three returning series that had been discussed as prospects for moves to later times: *All in the Family* (Saturday, 8-8:30 p.m., NYT), *M*A*S*H* (Tuesday, 8:30-9 p.m.), both on CBS, and NBC's *Sanford and Son* (Friday, 8-8:30 p.m.).

Only returning shows expected to be moved out of family hour are ABC's *The Rookies*, *ABC Movie of the Week*, *NBC World Premiere Movie* and *NBC Sunday Mystery Movie*. In reverse, ABC is expected to move *Marcus Welby, M.D.* into 8 p.m. family hour from Tuesday at 10 berth it has occupied for past six years (see page 50).

Guessing game. No one really knows at this point, but ballpark estimate is that there could be 25 earth stations in position to accept Home Box Office satellite pay cable service by end of 1976, system's first full year of operation (story page 24). Pursuing same thought, it's believed 50 earth stations might be enough to connect half of existing cable homes universe. (Some systems are just too small to justify earth station, too distant to be reached by microwave.) Configurations depend on where existing micro-waves reach, where they could be joined together around earth station to form mini-network.

Any prospect that over-air pay TV might be regenerated by existence of satellite program service? Probably not. Single signal of broadcast operation is too limited for total home TV distribution service into which pay cable fits: multiple channels, continuous plant maintenance, in-place billing capability plus revenue base apart from pay.

Rep defections. Some TV station reps have had persisting doubts about new directions ordained last year for Television Bureau of Advertising's sales policies, fearing overconcentration on local to neglect of spot. For that or other reasons, five TVB member firms have given cancellation notices, either protectively to keep options open against automatic renewal, or for real.

But TVB officials think worst is past. They say personal presentations made to all national TV rep firms left no doubt that 80% of TVB manpower is concentrated on selling spot TV; that Katz Television agreed last week to renew membership, ending protective cancellation, and that they believe Harrington, Richter & Parsons similarly will not let protective cancellation become final. They're also hopeful for return of Petry Television, out for several months, and say H-R Television dropped out more for budgetary than other reasons. Ditto Tele-Rep, out since last fall in apparent cost-reduction move ("Closed Circuit," Oct. 14, 1974).

Highs in hardware. Manufacturers are generally jubilant about results of their exhibiting at National Association of Broadcasters convention in Las Vegas earlier this month. Quick sampling of major exhibitors last week showed some startling results. International Video Corp. reported sales of \$2.1 million written in Las Vegas with another \$3 million in commitments. Schafer Electronics reported over \$400,000 worth of automated equipment sold during convention, another \$300,000 promised. Ampex reported that

it had shipped more than \$3 million in audio-video gear direct from exhibit floor.

Two of largest manufacturers represented at convention, RCA Commercial Communications Systems Division and Harris Corp.'s Broadcast Equipment Division, wouldn't divulge dollar sales but RCA said volume at least equalled and probably bettered 1974 convention. Harris spokesman said 1975 exceeded 1974, that company was "highly pleased" with industry acceptance of Harris's products, especially solid-state radio transmitter and live color camera.

Message center. President Ford, who has been maintaining high profile among nation's communicators, will send message to American Women in Radio and Television convention in Chicago this week that is expected to have policy implications for broadcasters generally: Fact that broadcasting is special is no reason there should be special relationship between government and medium. Whether he would spell that out in kind of detail that was included in speech draft for National Association of Broadcasters convention that he scrapped (*Broadcasting*, April 14) — urging de-regulation and expressing view that broadcasting is entitled to same First Amendment rights print media enjoy — is uncertain, at best. Some White House aides are reluctant to have President deliver message they feel is too trade oriented.

Who's asking? If anybody has inside track to succeed late Grover Cobb in number-two job at National Association of Broadcasters, it's Robert Wells, former FCC commissioner, now managing Harris Stations based in Kansas. But Mr. Wells is also among candidates for directorship of U.S. Office of Telecommunications Policy, which has been open for months. It's known that Vincent Wasilewski, NAB president, has sounded out his good friend, Mr. Wells, who makes no secret of his and wife's yearning to return to Washington. Inference is that Mr. Wells would rather bid came from Gerald Ford.

Overseeing deals. FCC commissioners are expected this week to consider revised draft of proposed policy statement on broadcaster-citizen group agreements. Major change from version prepared by staff ("Closed Circuit," Feb. 10) would make it clear commission will, as general rule, concern itself with agreements attached to renewal applications, reviewing other agreements only if asked for declaratory ruling or upon receipt of complaint.

New draft also makes clear, as did first, that licensee must retain responsibility for operating station and that if he found it necessary, in public interest, to change or even terminate agreement, he could. However, new version is also said to note that commission would treat agreements filed with applications as containing representations to commission and, as in case of proposals contained in applications, would expect licensee to inform it of reason for "substantial" deviation. Commission plans to issue proposed statement for comment before adopting it.

Hit inventory. ABC-TV, shoring up theatrical-movie line-up for next season, has bought rights to three box-office winners from Columbia Pictures: "Five Easy Pieces," starring Jack Nicholson; "California Split," with Elliott Gould and George Segal, and "The Lords of Flatbush," according to industry sources. In addition, these sources say, ABC has picked up Woody Allen's biggest hit to date, "Sleeper," released theatrically by United Artists.

Top of the Week

No more humble pie. Pay TV scored a breakthrough at the National Cable Television Association convention last week — Home Box Office's satellite network idea sparks UA-Columbia and American Television and Communications earth station commitments. Page 16.

Apparent detente on copyright. The shifting mood and nearing agreement on copyright liability is evident at NCTA. Page 22. Outgoing President Foster's farewell includes thought that copyright isn't "all-or-nothing" choice. Page 23.

Wooing cable. FCC Chairman Wiley rests his case, listing commission's pro-cable policy actions this year aimed at "co-prosperity" with over-the-air TV. Page 24.

From the top. OTP's John Eger and FCC Chairman Wiley debate the proposed CATV bill before NCTA panel; Messrs. Rifkin and Valenti see pay cable as a bright star, copyright a nagging commitment. Page 26.

FCC: a kinder view. FCC's growing appreciation for cable's potential creates a stir; pole-attachment issue is still simmering. Page 27.

Iceman. Antitrust lawyer likens broadcasters' attitude on cable regulation to archaic thinking at iceman's convention — all part of "Federal Architects" panel at NCTA. Page 28.

Increased rates and optimism. Five cable company presidents assess their industry's current fiscal issues. Page 28. To steer their peers out of the "five dollar syndrome," NCTA workshops offer financing advice. Page 31.

Baseball's zone defense. Majors suggest compromise to FCC wherein sports imports by cable be restricted from three geographic rings, but be allowed everywhere else. Page 32.

How high a ceiling? Public broadcasting's financing bills before House and Senate differ on federal dollar amounts. Page 40.

AAF in June. American Advertising Federation has host of government, legal and advertising names on its convention agenda. Page 44.

NBC's all-news. Challenging all-news stations in major markets, National News and Information Service makes plans for New York and Washington, probably Chicago. Page 46.

Recession or no. CBS reports record first-quarter profits, optimism for the rest of 1975. Page 51.

Spelling it out. FCC illustrates with text and maps what its new cable nonduplication rule means. Page 57.

A voice that's heard. Once an account executive for NBC with dreams of becoming president there, Herb Hobler now is president of another NBC, Nassau Broadcasting Co. And he draws national attention to his small-market New Jersey stations through editorializing on media problems. Page 67.

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Defense Department interest in broadcast still escalating; Vitt Media preparing analysis

Department of Defense has engaged Vitt Media International Inc., New York, to do cost analysis of using paid radio and television advertising for military recruitment. Vitt has been working on project since March, is trying to see whether armed services advertising for volunteer recruits could be more efficient or economical if TV and radio were added to media mix. If results (due April 30) are favorable, Defense Department will try to obtain congressional consent to buy broadcast advertising for all services.

Defense Department has released policy statement saying it "continues to favor a balanced media approach to recruit advertising, free from prohibitions with respect to media options." Statement does not reflect what has been actual practice in recent years during which Pentagon withheld funds from radio and TV largely due to objections from one congressman, F. Edward Hebert (D-La.), chairman of House Armed Services Committee until he was ousted by House Democratic caucus at start of this session.

Mr. Hebert still objects to armed services paying for broadcast advertising, and his authority at Defense Department apparently lingers on. Army decided two weeks ago to experiment with buying radio time, but not without first consulting Mr. Hebert (*Broadcasting*, April 14). Hebert aide said Mr. Hebert still retains personal relationship with Army Secretary Howard Callaway, who met with Mr. Hebert about radio test two weeks ago. Aide added Mr. Hebert no longer feels bound to will of Democratic caucus, he can cross party lines to corral supporters for defense programs that might be unpopular with Democratic caucus, and is therefore still valuable to Pentagon.

For himself, Mr. Price said last week he has "never had any problem" with broadcast advertising for military and would not expect Armed Services Committee to write prohibition of practice into its military authorizations this year.

Army has put together seven 60-second spots for its radio test to run 13 weeks starting first week in May. Army has been meeting recruitment goals, Army spokesman said last week, but in its opinion needs to make bigger pitch for quality combat personnel. \$600,000 allotted for test is money that would have gone for billboards. Army has selected 20 stations in 15 markets for test, chosen for their access to young people and because they have cooperated with public service program in past. Stations are: WABC(AM) and WNEW-FM New York, WIBG(AM) and WFIL(AM) Philadelphia, WGRQ(FM) Buffalo, WPRO(AM) Providence, WMMS-FM and WGCL-FM Cleveland, KDWB(AM) and WYOO(AM) Minneapolis-St. Paul, WRIT(AM) Milwaukee, WSAI(AM) Cincinnati, WIFE(AM) Indianapolis, KFMG(FM) Des Moines, KILT(AM) and KRBE(FM) Houston, WRNO(FM) New Orleans, WKY(AM) Oklahoma City, KNDE(AM) Sacramento and KRIZ(AM) Phoenix.

Another broadcast-cable contest in prospect as technical advisory committee votes out report, 15-4, over broadcaster-citizen objections

Steering committee of Cable Television Technical Advisory Committee, set up three years ago to aid FCC in developing technical standards for cable, last week approved draft of its report. But despite swiftness and ease of adoption — group voted 15 to 4 after about hour's discussion at National Cable Television Association convention in New Orleans last week — report has become center of controversy even before its formal transmittal to commission.

Representatives of television and citizen group interests, two among four dissenters, released statements, each accusing steering committee of going beyond its mandate to ar-

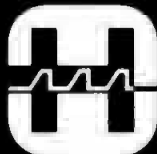
Introducing the TC-50 live color camera!

The new TC-50 is a top-of-the-line broadcast quality prism camera at medium-line price.

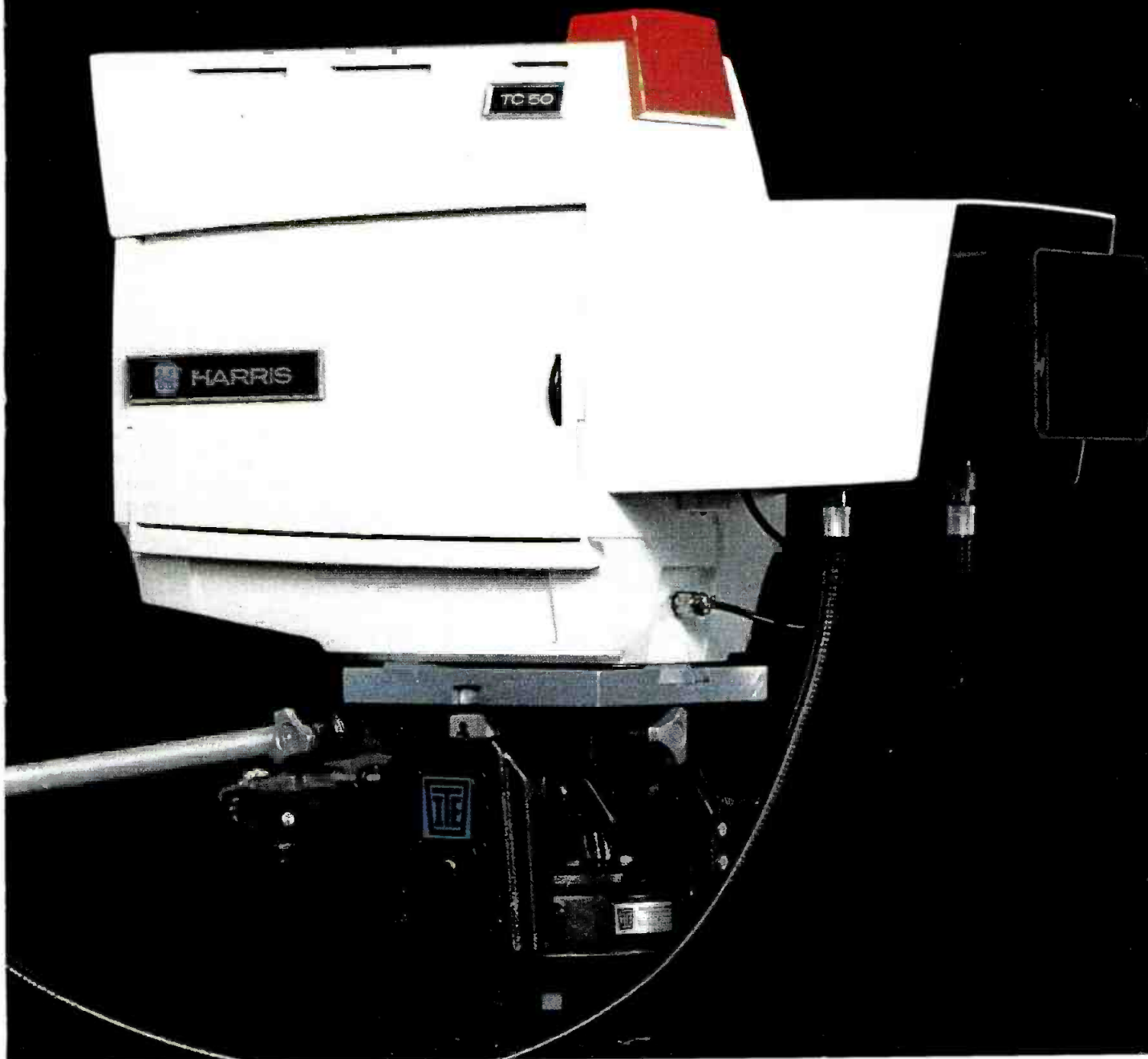
A neat trick? Right—Harris has applied imaginative design to give you superb color fidelity and picture sharpness, along with operator convenience and flexibility, without unnecessary frills or seldom used automatic features.

Let us give you complete information. Write Harris Corporation,
Broadcast Equipment Division, 123 Hampshire Street, Quincy, Illinois 62301.

HARRIS



COMMUNICATIONS AND
INFORMATION HANDLING



Corporate candor. "Family viewing" standards of National Association of Broadcasters code were adopted because they represented proposition you couldn't refuse, according to one explanation in Wall Street Journal last Thursday. Story quoted unidentified CBS official as saying of family plan, which was proposed by CBS but also had backing of ABC and NBC: "Coming out against it would have been like coming out against motherhood and apple pie. We mousetrapped the other guys into coming along with us."

gue pro-cable industry positions.

Howard Head, of A.D. Ring & Associates, consulting firm that serves Association of Maximum Service Telecasters, says committee "argues, in essence, that...the development of cable engineering and technical performance standards should rest with those private persons who provide cable service to the public." Vic Nicholson, of Cable Television Information Center, says CTAC has in effect recommended federal pre-emption of and moratorium on technical standards, and has attempted to justify elimination or minimization of such standards. He also attributes alleged cable-industry bias to fact that committee "is largely funded by the cable television industry."

Two other dissenters are George Bartlett, vice president for engineering of National Association of Broadcasters, who is said to share views similar to those of Mr. Head, and Leonard Cohen, director of New York City's Office of Telecommunications, who is understood to be concerned about report of federal pre-emption of technical standards. Additional comments and dissents by steering committee members — including eight who did not participate in vote on draft report last week — may be filed until Friday (April 25).

Position of steering committee's majority, as stated last week by Hubert J. Schlafly, Transcommunications Corp., who served as chairman, is that commission directed committee to consider economic and operational as well as technical factor. "We just did not state engineering principles," he said, "we interpreted it in terms of cost vs. value of what is involved in the report." He also said commission requested advice on standards, not standards themselves. He said he would leave judgment as to whether committee did its job to commission's determination.

Steering committee report, which will include about 100 pages, is based on some 1,000 pages of background reports by 10 panels, on which 150 CTAC members served. Those underlying reports, which will also be submitted to commission, are said by both critics and supporters of steering committee report to contain vast amount of valuable technical information.

One critic of report, Edwin Deagle, deputy director of CTIC, said on Friday that manner in which standards were classified was "political," in that it assured exclusion of standards at state and local level. Committee classified standards in three categories — interference and physical harm, compatibility and interoperability, and system performance. None of these, Mr. Deagle said, leaves room for state or local standards. (Since commission has already pre-empted technical standards, Mr. Schlafly said, "that's a bum rap.")

In discussing system performance, committee says that standards necessary to assure reasonable means for judging technical performance "are established by industry and need not have regulatory enforcement but should be consistent with the rules established by the regulatory bodies."

One recommendation likely to concern broadcasters generally, and one that figured in Mr. Head's dissent, calls for commission study of plan to require all broadcast stations

to operate with non-offset synchronous carriers, to shift channels 5 and 6 upward in frequency by 2 mhz and to delete lower 2 mhz of public portion of FM broadcast band to provide additional frequency space required by shift of channels 5 and 6. Purpose of plan would be to improve reception capability of cable systems. One CTAC member said it would cost broadcasters \$20,000 to shift over to non-offset synchronous carriers.

Other recommendations call on commission to encourage manufacturers to design television receivers which can tune in cable channels, require at some future date all new local origination studio equipment to meet synchronizing waveform standards, require that video programming from nonbroadcast sources delivered to cable system by interstate terrestrial or satellite facilities meet Class I signal standards and that all locally originated video signals be compatible with National Television Study Committee standards, revise present requirement for annual performance tests, which in some cases are unduly burdensome and in others inadequate, and accept visual testing by trained technician testing of certain types of picture defects.

Mr. Head cited last as another reason for his dissent. He said recommendation is based on "zero data." Steering committee, in summary of its recommendations, says visual testing should be accepted "until suitable instrumentation appropriate for cable operation has been developed and proved by field use."

Steering committee, whose staff is now doing final editing job on report, expects to submit it to commission next week. At same time, it plans news conference to discuss report.

NCTA names committee heads; attendance declines at convention

Last week's National Cable Television Association's convention: "Upbeat 1975," showed 28.7% drop in attendance below last year's 4,883. Final convention figure was 3,482, which also fell below NCTA's projected 4,500.

Three new directors were elected to NCTA board at last week's membership meeting: Gene Schneider, president, United Cable Television Inc.; Robert W. Hughes, vice president, Communications Properties Inc., and James L. Lahey, Muskegon (Mich.) Cable Television. Appointed to two at-large positions on NCTA executive committee were: Bob Weary, Communications Services Inc., Junction City, Kan., and Dan Aaron, Comcast Corp., Bala-Cynwyd, Pa.

Copyright discussion consumed over half of NCTA board session last Thursday. Chairman Rex Bradley was directed to form ad hoc committee to review existing legislative proposals for submission to Congress, which holds hearings beginning May 7. Association adopted resolution opposing FCC's proposed cable sports blackout rules — which would bar cable from importing professional games of same sport on day local team plays at home, if not locally televised.

New committee chairmen are: George Nichols, Clinton (Ind.) Cable Television, by-laws; Beverly Land, Telecable, Norfolk, Va., convention; Barry Lemieux, Continental Cablevision, community services/educational TV; James L. Lahey, Muskegon, Mich., Cable Television, engineering; Phil Wilcox, Communications Services Inc., membership; John Barrington, Home Box Office, public relations; John Gault, American Television and Communications, utility relations; Jerry Green, Teleprompter Corp., financial affairs; Joe Kusky, Willapa Harbor Cablevision, Raymond, Wash., independent operators; John Wright, Cox Cable, occupational-health; Russ Johnson, Telecommunications Inc., satellite, and Tom Soulsby, Communications Properties Inc., government relations.

Re-appointed committee chairmen include: Aaron

Fleischman, Warner Cable, federal-state-local advisory; Lawrence W. Kliever, Peninsula Cable Corp., Hampton, Va., music negotiations; John Gwin, Cox Cable, re-regulation; Ralph Baruch, Viacom, subscription cablecasting, and Amos (Bud) Hostetter, Continental Cablevision, ad hoc pole negotiations.

Green light for cable in Baltimore County

FCC has authorized Calvert Telecommunications Corp. to begin cable TV operations in 21 communities in Baltimore County, Md. Authorization was in form of grants of applications for 21 certificates of compliance. Applications were filed after commission last year rejected Caltec's application for certificate of compliance to operate single system in Baltimore County. Number of communities are in Baltimore and Washington markets, 14th and 9th largest in country, and stations in both markets opposed grants. Fred Ford, former president of National Cable Television Association as well as former FCC chairman, now practicing law in Washington, is one of principals of Caltec.

Johnson's downfield block with Pastore wins parliamentary opening for fairness doctrine pros

Nicholas Johnson, former FCC commissioner currently head of National Citizens Committee for Broadcasting, wrote Senate Communications Subcommittee Chairman John Pastore (D-R.I.) last week, asking him to invite 19 public interest groups to testify at upcoming hearings on bills to eliminate fairness doctrine and exempt presidential and vice presidential candidates from equal time requirements (*Broadcasting*, April 14). Most of groups for which he wants invitations are media or broadcast citizen groups that would be prevented from lobbying for or against legislation in Congress because of tax-exempt status. Subcommittee aide said groups on Mr. Johnson's list will be welcome to testify, although additional time would have to be found to accommodate them. He said from 40 to 50 groups or individuals have already asked for time at three-day hearing April 28-30.

Mr. Johnson also told senator he is forming organization called National Citizens Communications Lobby to "promote public welfare regarding legislative matters affecting the media," and to provide different point of view from that of commercial interests.

The present in hand, Wiley addresses the future

FCC Chairman Richard E. Wiley has disclosed plans for commission-sponsored "Future Planning Conference" at which agency and nonagency personnel will discuss "long-range commission objectives." Mr. Wiley's announcement, which mentioned no date, was made in speech on Friday at 1975 Telecommunications Policy Research Conference, at Airlie House, in Warrenton, Va.

Proposed conference, which would be project of commission's Office of Plans and Policy, would be one answer to question Chairman Wiley posed in his speech: "What can be done to make policy research more relevant to regulatory decision-making." He said purpose of conference would be to solicit from "informed 'FCC Watchers' their individual recommendations for regulatory planning" and to "appraise research community precisely where their efforts might best be directed to assist the commission in future policy making."

Pay cable prospects brighter in Canada, too

Pay cable, about to take to sky in U.S. (story page 16), may even be getting off ground in Canada. First step toward goal will come June 10 with hearings on Canadian Radio Television Commission's position paper on pay. But impact of drift toward pay has already been felt in U.S.,

at National Cable Television Association convention last week, where pay cable hardware exhibitors reported increased interest among Canadian customers. Among CRTC fears: onslaught of foreign (mostly U.S.) programing material to compete with already weak Canadian television and movie production industry.

In Brief

Cold deal. Starr Broadcasting Group, New York, has withdrawn from acquisition of Columbia Pictures Industries' WVUE-TV New Orleans, which it contracted to buy for \$12.5 million last year (*Broadcasting*, July 19, 1974). Peter Starr, president, said uncertain economy dictated decision. Columbia said it was discussing sale with others.

Bugs. Hitch has developed in LIN Broadcasting's sale of four radio stations to Greenville, S.C.-based Multimedia Inc., approved last month by FCC (*Broadcasting*, March 10) 10). Companies, both publicly traded, issued bare announcement that "engineering problems" had been discovered at KEEL(AM) Shreveport, La. Officials of both companies will meet this week to determine whether \$9.3 million sale of KEEL along with KMBQ(FM) Shreveport, KAAY(AM) [Little Rock, Ark., and WAKY(AM) Louisville, Ky., will go to closing. Problem reportedly is in antenna array of KEEL KEEL, which is directional at night.

Ups and downs in Storer's first quarter. Total revenues for Storer Broadcasting Co. rose 5.1% for quarter ended March 31, from \$24,570,000 in 1974 to \$25,861,000 in 1975. Net income was \$2,114,000, up 3.5% from year earlier. Per-share income rose from 41 to 44 cents for quarter. Broadcast revenues accounted for \$17,795,000 in 1975 (including KCST-TV San Diego, acquired Nov. 1, 1974), compared to \$17,038,000 year earlier. Profit from broadcast was \$2,378,000, down from \$2,810,000 in 1974. CATV revenues were \$2,694,000 compared to \$2,105,000 year earlier. CATV profits were \$392,000, up from \$251,000.

More money, more movies. Ralph M. Baruch, president of Viacom International Inc., reports first-quarter earnings were \$660,000, up 22% over 1974. Per-share earnings were 18 cents compared to last year's 14 cents, on revenues of \$9,962,000, up 15.7%. Mr. Baruch also told stockholders that Viacom has picked up domestic TV rights to package of theatrical movies from David O. Selznick, mostly made in 1940's, including "Duel in the Sun," "Spellbound," "The Farmer's Daughter," "Notorious" and "Rebecca."

Late Fates. John Murphy, president of Avco Broadcasting, Cincinnati, nominated by President Ford to Board for International Broadcasting, chartered to make grants to Radio Free Europe and Radio Liberty. Gordon Manning, VP and assistant to president, CBS News, reportedly set to join NBC News as head of political coverage. Gene Spry, general manager, KOLO(AM) Reno, named VP-general manager, KORK-TV Las Vegas, succeeding Dean Broba. Succeeding Mr. Spry at KOLO is Tim Grant, sales manager there. Both are Donrey Media stations. Reuven Frank, senior executive producer and former president of NBC News, lost both his parents last week in automobile accident during vacation in Canada. They had made their home in Israel in recent years. Benjamin L. Hooks, FCC Commissioner, received honorary doctor of laws degree at Wilberforce University, Xenia, Ohio, last week and will receive honorary doctor of humanities degree at Washington's Howard University on May 10. James Wood Dodd, 66, VP of NBC International from 1959 to 1974 and one of original staffers in 1951 at founding of Screen Gems Inc. (now Columbia Pictures TV), died April 17 in Greenwich, Conn.

■ Indicates new or revised listing

This week

April 21—South Carolina Broadcasters Association 10th annual congressional luncheon. Senate dining room S-207, Washington.

■ **April 21-22**—FCC oversight hearings before Senate Commerce Committee, Room 5302, Dirksen Senate Office Building (April 21), Room S-407, Capitol (April 22), Washington.

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

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

■ **April 22-25**—Federal Women's Week, part of FCC's Equal Employment Opportunity Program. Speeches and workshops. FCC and Fine Arts Theater, Washington.

April 23—Missouri Broadcasters Association Broadcast Day dinner. University of Missouri, Columbia.

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

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

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

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

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

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

April 24-26—American Advertising Federation 10th district meeting. Villa Capri hotel, Austin, Tex.

April 24-26—American Advertising Federation 12th district meeting. Granada Royale hotel, Phoenix.

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.

Also in April

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

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

■ **April 28-30**—Senate Communications Subcommittee hearings on S. 608, to exempt presidential and vice presidential candidates from equal-time requirements of Communications Act, and on S. 2 and S. 1178, which essentially seek to abolish FCC's fairness doctrine and to prohibit FCC from any influence on broadcast programming. Washington.

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 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**—Connecticut Broadcasters Association spring convention. University of Connecticut, Storrs.

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.

■ **May 13**—Meetings of the Satellite Distribution Working Group and The Radio Relay Working Group in preparation of the 1979 World Administrative Radio Conference. FCC, Washington.

May 13-14—Annual convention, CBS-TV affiliates, CBS Studio Center, Studio City, Calif., and Century Plaza hotel, Los Angeles.

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

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

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May 18-21—National Association of Educational Broadcasters and Corporation for Public Broadcasting joint conference on instruction. Ambassador hotel, Los Angeles.

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

May 19-21—Pennsylvania Cable Television Association spring meeting. Hershey Motor Lodge, Hershey.

May 21-23—Ohio Association of Broadcasters spring convention. Representative Clarence (Bud) Brown (R-Ohio) will be luncheon speaker; Jack G. Thayer, NBC Radio president, will be banquet speaker. Imperial House South, Dayton.

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

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

May 22-23—Public Cable Inc.'s Fourth Annual Conference, "Cities, Citizens and Communications: Putting It All Together." Featured speakers include Dr. C. Everett Parker, Office of Communications, United Church of Christ, New York; David Kinley, Cable Television Bureau, FCC, Washington; Vincent Sardella, Office of Telecommunications Policy, Washington, and Morris Tarshis, New York City Bureau of Franchises. University of Louisville, Louisville, Ky.

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

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

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

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

May 31-June 4—American Advertising Federation's 1975 convention and public affairs conference. Keynote speaker will be Secretary of Treasury William Simon. Luncheon speakers will be Federal Trade Commission Chairman Lewis Engman and Federal Energy Administrator Frank Zarb. Among others on agenda: Former FCC Commissioner Lee Loewinger, now in Washington law practice; Thomas Rosch, director of FTC's Bureau of Consumer Protection; William Tankersley, president, Council of Better Business Bureaus; AAF Chairman Robert Hilton, BBDO, San Francisco, and James Parton, chairman, National Advertising Review Board. Statler Hilton hotel, Washington.

June

June 1-3—National Association of Broadcasters two-day workshop on children's television. Washington Hilton, Washington.

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

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

June 2-8—Paulist Communications workshops on communications with emphasis on radio and geared to novices in the media. Joliet, Ill. Further information: Larry Zani, Paulist Communications, 207 Hudgens building, Atlanta 30354; (404) 767-6102.

June 3-5—Armed Forces Communications and Electronics Association 29th annual convention. Sheraton-Park hotel, Washington.

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

June 4-8—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

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

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

June 6—International Telecommunication Union bi-annual symposium on Space and Radiocommunication. Theme: "Satellites in Aeronautics." Geneva.

June 7—Radio-TV News Directors Association regional meeting, in cooperation with Medill School of Journalism. Northwestern University, Evanston, Ill.

June 7-10—Georgia Association of Broadcasters 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox Broadcasting, Washington, and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV Macon; Bos Johnson, WSAZ-TV Huntington, W. Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAX(AM) Gadsden, Ala. Callaway Gardens, Pine Mountain.

Major meeting dates in 1975-76

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.

May 31-June 4—American Advertising Federation's 1975 convention and public affairs conference. Statler Hilton hotel, Washington.

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.

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

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

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

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

June 12—Screen Actors Guild-American Federation of Television and Radio Artists joint executive committee meeting to discuss merger of unions. Los Angeles.

June 12-13—Florida Cable Television Association annual convention. Beach Club hotel, Naples.

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

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

June 13—Comments due at FCC on inquiry into adequate television service for New Jersey. Reply comments due July 11. FCC, Washington.

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

June 17—Advertising Research Foundation midyear conference. O'Hare Hilton, Chicago.

June 20-21—Florida Associated Press Broadcasters 1975 convention. Sonesta Beach hotel, Key Biscayne.

June 22-24—New Jersey Broadcasters Association annual convention. Holiday Inn, Wildwood Crest.

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

June 24-27—National Broadcast Editorial Association annual convention. Presentation of "James Madison Award" to U.S. Supreme Court Justice William O. Douglas. St. Francis hotel, San Francisco.

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

July

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

July 15-16—New England Cable Television Association board of directors meeting. Mount Washing-

ton hotel, Bretton Woods, N.H.

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

August

Aug. 3-9—National Association of Broadcasters Sixth sales management seminar. Harvard University Graduate School of Business Administration, Boston.

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

September

Sept. 14-16—Nebraska Broadcasters Association annual convention. Holiday Inn, North Platte.

Sept. 15—Deadline for entries in Town Crier Bell Awards for reporting agricultural subjects to urban audiences (*Broadcasting*, March 24). Open to voting members of National Farm Broadcasters Association. Sponsored by Elanco Products Co., division of Eli Lilly & Co., Indianapolis 46206.

Sept. 15—Deadline for entries in 1975 Highway Safety Journalism awards (*Broadcasting*, March 17). Uniroyal Highway Safety Awards, Uniroyal Inc., 1230 Avenue of the Americas, New York 10020.

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. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago.)

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

Sept. 24-25—Kentucky CATV Association fall convention. Continental Inn, Lexington.

Sept. 25—World Plan Committee of International Telecommunication Union meeting. Geneva.

Sept. 28-Oct. 3—Society of Motion Pictures and Television Engineers 117th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

October

Oct 2-5—Joint fall meeting, Missouri Broadcasters Association and Illinois Broadcasters Association Chase-Park Plaza hotel, St. Louis.

Oct. 2-8—International Telecommunications Union second world telecommunication exhibition, Telecom 75. Event scheduled simultaneously with Second World Telecommunications Forum, Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Palais des Exposition, Geneva.

Oct. 3-5—Illinois News Broadcasters Association, fall convention. Site to be announced, Peoria.

Oct 8-10—Indiana Broadcasters Association fall convention. Royal Inn, South Bend.

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

Oct 12-14—National Association of Broadcasters 1975 fall conference. Fairmont hotel, Atlanta.

Oct. 12-15—American Association of Advertising Agencies western region convention. Maui Surf hotel, Maui, Hawaii.

Oct. 15-17—National Association of Broadcasters 1975 fall conference. Marriott hotel, Boston.

Oct. 22-23—Kentucky Broadcasters Association fall convention. Red Carpet Inn, Bowling Green.

November

Nov. 5-7—International Film & TV Festival of New York 1975. Americana hotel. Contact: International F.T.F. Corp., 251 West 57th Street, New York 10019.

Nov. 6-7—American Association of Advertising Agencies central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 9-11—National Association of Broadcasters 1975 fall conference. Monteleone hotel, New Orleans.

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

Nov. 12-14—National Association of Broadcasters 1975 fall conference. Pick Congress hotel, Chicago.

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

Nov. 16-18—National Association of Broadcasters 1975 fall conference. Brown Palace hotel, Denver.

Open Mike®

Two sides of a coin

EDITOR: Following up your April 7 article on various roles radio was playing in helping the national auto sales scene, we thought we'd share the Pittsfield story.

In February, WBEC(AM)-WORB(FM) sold the biggest advertising order for a single month in history to members of the Central Berkshire New Car Dealers Association. The dealers bought the proposal and set a February sales goal of 300 new and used cars and trucks. Instead the dealers sold 660 units representing \$2.5 million in volume, enabling several of the dealers to report all-time record February sales.

The promotion, using only WBEC and WORB, included a heavy spot promotion based on a theme "Be Pleasantly Surprised"; a cash-call type game for which only persons who had registered at a showroom were eligible to have their names called out on the air; an incentive cash contest for auto salesmen; a series of live broadcasts at participating showrooms; daily "flash" reports that gave running sales totals designed to create a "steam-roller" effect, and individual dealer spot announcements.—*Ronald A. Stratton, executive vice president, WBEC(AM)-WQRB(FM) Pittsfield, Mass.*

EDITOR: Once again, we broadcasters are slitting our own throats. Several stations nationally are running campaigns to help the automakers improve their lot. The cars did sell—with rebates—and they surely didn't lose any money in the process.

But the important issue to broadcasters is that the all-channel radio bill was again defeated by overwhelming lobbies in Congress. Why? Because if the all-channel bill was passed, the automakers would lose one of their major lucrative option packages for FM radios. It costs them about \$7; they make anywhere from \$70 to \$140 on it.

They stab broadcasters in the back, and we turn around and give them free promotions.—*Dean Edwards, manager, WIZR-AM-FM Johnstown, N.Y.*

Ladies' men

EDITOR: Broward Community College decided to add an eight-week course, "Women in Broadcasting," to its continuing education program. Michael O'Shea, program director, volunteered the studios of WFTL(AM) Fort Lauderdale, Fla., as our laboratory. The course is now well off the ground, a staggering success, with a record enrollment of almost 60 women (unheard of for a first-timer in that particular scholastic program of BCC).

WKID(TV) Fort Lauderdale, by way of General Manager Don Sundquist, has

now offered to allow my "grads" to intern there, and Jim Harper of WGMA(AM) Hollywood, Fla., gave us a full hour taped show.—*Ann Martin, instructor, Broward Community College, Fort Lauderdale.*

If the Schmidt fits

EDITOR: After years of hearing the line (or very similar versions thereof), I would appreciate a stat or original of Jack Schmidt's cartoon in the March 24 issue. We placed several hundred people last year, but we have never been able to fill a combo-job like Jack describes.—*Richard Good, vice president, administrative, Columbia School of Broadcasting, San Francisco.*

(The original of the Schmidt cartoon, reproduced below, is on its way.)



"When he said he wanted a sales manager, chief engineer, traffic director, copy writer, news director and first phone MOR announcer, I thought he meant more than one man."

Now there are two

EDITOR: In the April 7 issue, a roundup story on 1974 station transactions cites Storer Broadcasting as being the only group with a full portfolio of five VHF and two UHF stations. With the acquisition of CBS affiliate WBMG(TV) Birmingham, Ala., Park Broadcasting became a seven television-station operator in June 1973.—*John B. Babcock, executive vice president, Park Broadcasting Inc., Ithaca, N.Y.*

Their nickel

EDITOR: The Food and Drug Administration appreciated the March 17 coverage of its action involving color television receivers. But we would like to correct misinformation in that article stating that the agency would reimburse set owners for bringing sets into designated centers for repairs. Reimbursement of expenses to owners for transporting sets to locations for repairs according to federal law is clearly the responsibility of manufacturers.—*Michael E. W. Shaffer, public information officer, Bureau of Radiological Health, FDA, Washington.*

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Monday Memo.

A broadcast advertising commentary from Harry W. MacPherson, special events director, New York Racing Association

Broadcasting goes to the fair

There's a big difference between running a fair and running thoroughbred race horses. I found that out in June and July of 1974, as we produced the first major Saratoga Fair for the New York Racing Association (NYRA).

The premise was fairly simple: NYRA owns and operates three thoroughbred tracks in New York State—Saratoga, Aqueduct and Belmont. They are active only a fraction of the year. During the off-season, these valuable pieces of real estate sit in the sun and the snow, bringing in no revenue and little satisfaction to the management.

So we created the special events department of NYRA. And our first major production was the Saratoga Fair of 1974, which ran from June 28 through July 7. Everything was new, including the way we thought we should use radio and television.

Not that we didn't get help from the stations. As soon as the news was out we were inundated with sales calls. They came from stations in our marketing area and from stations where listeners would have had to use jet planes to get to the fair.

Timing was a problem. We had started out a bit late insofar as a maiden effort was concerned. Which led us to assign the public relations firm of Grey & Davis to handle all our communications. Since Grey & Davis is a subsidiary of Grey Advertising, we knew we would get the benefits of astute media buying and depth of facilities to expedite solutions to the problems we faced.

Grey & Davis outlined our basic marketing area—a circle 100 miles around Saratoga Springs. Then, it allocated money for newspapers, posters, brochures, outdoor, radio and television.

The communications plan was well orchestrated. Early newspaper announcements called attention to the fair. Radio swung in with a moderate schedule on 26 stations in the marketing area about a month before the fair opened. Each week, the tempo picked up. We were saturating the air waves by the time the gates opened on June 28. Because it was important to us that local stations use their strength to promote the fair in their own manner, we used fact sheets and suggested copy for the minute spots. In this manner, each station worked out its own way of maximizing its fair appeal.

The fair is basically a middle-of-the-road operation. So, the agency and NYRA concentrated on MOR stations. But we also realized that country and western were important because of our talent line-



Harry W. MacPherson, director of special events for the New York Racing Association, assumed his present post last year after 17 years with NYRA. He has responsibility for arranging and booking all nonracing programs at Aqueduct, Belmont and Saratoga race tracks during periods when the thoroughbreds are not in action.

up—and we went heavily toward that route, too.

Several weeks before the fair opened, the agency sent a promotion staffer to all stations. He checked copy, discussed ticket promotions, offered help for station promotions of all kinds—including actually bringing listeners in buses and trains—and tried to educate the station management on the fair itself.

All stations were most cooperative in terms of working with us as a community event. We had brought over an English rock drummer ahead of the fair to lend added weight to the pre-fair promotion. His effort to break his own Guinness record of drumming 215 hours straight without stopping received tremendous coverage on the music stations. Many of them had listeners visit the scene where our drummer was playing and report back on their interviews or impressions.

Several stations broadcast daily from the fair grounds. We were happy to have them cover in such depth, and they felt it was an area effort that was worthwhile.

Radio was used to set the stage and then bring news of the fair to the area. With stars such as Bob Hope, Glen Campbell, Mac Davis, Anne Murray, Tony Orlando and Dawn, Red Skelton, First Edition, Vikki Carr and others, it was not difficult to set interviews for special shows. In addition, stations would pick up news of the fair nightly as the "voice of the fair" reported the day's happenings from headquarters.

Television played an important role from the first day of the fair. WAST(TV) Albany, N.Y., started proceedings by broadcasting two and a half hours live from 9 a.m. the first day until well after

opening of the gates. We considered this an important start in showing the primary area what the fair was going to present in the way of attractions, food, music and special events. Basically, we bought three-station TV coverage in the tri-city area of Albany, Schenectady and Troy plus Plattsburgh.

We bought all 10-second ID's, with copy changing every night to talk about the following day's attraction. This gave us a big audience and seemed to fit perfectly into the media mix. Television, of course, also came out and shot many news stories at the fair. In addition, they interviewed the stars.

Using our musical director, Skitch Henderson, and clown-personality, Candy Candido, our agency made the rounds of radio and TV stations in the prime area to further promote all aspects of the fair.

Summing up, we found radio and television most helpful and compatible with our fair family approach. Now, in 1975, we approach the second annual Saratoga Fair. This year, we've been able to plan further ahead. As a result, our media program is, we believe, just as efficient or more so, despite inflation. We've added a bit here and trimmed something there. However, Grey & Davis and NYRA believe we shouldn't tamper in any radical manner with a media mix that helped exceed our objective of 250,000 fairgoers in 1974. We've raised our attendance objectives this year and we believe we'll make the goals.

To make ourselves more efficient, we're planning on servicing stations with copy far in advance of the fair. Then, we are going to sit with them to work out the best way of handling it. A country-and-western station, for example, might schedule its major spots for country-and-western appearances. Middle-of-the-road stations could go heavy when we get middle-of-the-road artists. In other words, instead of the traditional ways of buying, we want to specifically appeal to the public the entertainer attracts, instead of treating them all the same.

Our arrangements with stations for broadcasting from the fair might be different this year. That's now being worked out. As a member of the International Association of Fairs and Expositions, we're conscious of the way other fairs use radio and television. Our association is responsible for a great deal of money spent on electronic media. However, the industry has never really recognized this in any major way.

Perhaps this story will help television and radio rethink their attitudes toward fairs—one of the most important direct communications mediums in the country

Our viewers say it best.

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Cablecasting

Mr. Levin's giant step for pay TV

Home Box Office's commitment to satellite pay TV networking electrifies NCTA convention; ATC joins UA-Columbia in committing to build earth stations; early-on predictions suggest million homes subscribing to pay in two years

Pay television may have taken a quantum leap forward last week.

The promise that has lured program prospectors for at least two decades—many of them to their fiscal doom—at last began to look real. The sequence was swift and simple:

- Home Box Office, the Time Inc. pay cable subsidiary, announced it would begin a satellite network this fall (BROADCASTING, April 14).

- UA-Columbia Cablevision announced it would order earth stations to pick up HBO signals for its cable systems in Fort Pierce and Vero Beach, Fla.; Fort Smith, Ark.; Laredo, Tex.; Yuma, Ariz.; El Centro, Calif., and Pasco and Kennewick, Wash.

- American Television and Communications announced it would position an earth station in Orlando to bring HBO signals to 250,000 cable homes there and — by microwave network — in other Florida cities.

- And the Cinderella magic of cable television began to work all over again. In New Orleans, at the 24th annual convention of the National Cable Television Association, one could detect both a gleam in the eye and a straightening of the posture of cable operators. An industry chastened by a two-year diet of humble pie began to act like a winner again.

- Wall Street, which has been sitting on its hands for almost two years regarding cable issues, suddenly came to life. Time Inc. stock was up 22%, UA-Columbia's up 28% and ATC up 16% in the first rush.

- By week's end, at least one industry consensus was that there would be a million TV homes subscribing to pay cable in two years. A common assumption was that each would generate at least \$100 in revenues for pay service alone—by easy mathematics, \$100 million a year.

In New Orleans last week, that looked like only the beginning.



Idea whose time has come. The best news cable television has heard in two years was delivered to the NCTA convention last week by Gerald M. Levin (l), president of Home Box Office, and Robert M. Rosencrans, president of UA-Columbia Cablevision. HBO will extend its present pay cable service from the Northeast to nationwide via satellite this fall. UA-Columbia has signed on as the charter subscriber, and agreed to buy earth stations to serve seven of its systems. Mr. Rosencrans is pointing to Fort Pierce, Fla., where the first earth station is targeted for operation Oct. 1.

Future seen now in satellite networking as HBO, UA-Columbia pact first affiliation

The key was to find one cable operator willing to invest in one earth station. Home Box Office was ready to take it from there: to commit \$7.5 million in transponder time over five years on a domestic satellite; to offer 70 hours a week of pay cable programming; to "bite the bullet on the chicken and egg question" of who would be the first to create a satellite connected fourth television network.

Gerald Levin, president of HBO, found his man in Robert Rosencrans of UA-Columbia Cablevision, and history was made. As both described it last week, everything fell into place neatly after that. RCA was contracted to supply transponder time on the bird it will put up next December (and, before that, on either Canada's Anik or Western Union's Westar satellites). The earth station decision has not been made, although the front runner is clearly Scientific-Atlanta, which produced the prototype demonstrated by Teleprompter at the Anaheim, Calif., NCTA convention two years ago. And within days of the initial announcement, a second major cable operator had contracted for the service: American Television and Communications. Messrs.

Levin, Rosencrans and ATC's Monty Rifkin were off and flying.

Home Box Office began testing what it hoped would grow to a national network with a single system in Wilkes-Barre, Pa. in November 1972. Last week it was to connect—on other people's systems—it: 100,000th pay cable subscriber.

Mr. Levin and company have not gone out of the microwave interconnector field, either. HBO also announced last week the contracting of pay cable service to CPI's Telesystems in Philadelphia for a June 1 start, to People's Cable in Rochester, N.Y., and to International Cable in Buffalo, N.Y. It has, however, sidestepped two other stages that might have been taken: national cassette distribution by conventional carriers and regional studio servicing microwave networks.

The satellite networks—one transponder for the two Eastern time zones, the second transponder for the two Western zones—will operate as follows (all times EST).

No. 1: 5:30 p.m. to 1:30 a.m. Monday through Friday and 1:30 p.m. to 1:30 a.m. Saturday and Sunday.

No. 2: 8:30 p.m. to 4:30 a.m. Monday through Friday and 4:30 p.m. to

4:30 a.m. Saturday and Sunday.

The staggered hours serve several purposes. The first is to permit comparable time delivery of product in the various time zones. A second is to avoid showing adult-oriented programs in early day periods out west. And a third is to arrange varied distribution patterns depending upon the rights HBO may be able to contract from either motion picture companies, sports franchisers or other program producers.

Mr. Levin pointed out last week that although the schedules are staggered, they overlap for five hours daily during the week and for nine hours daily on weekends. In addition to the 64 hours of programming provided on these schedules, HBO also will offer six hours a week of matinee programs, including special children's offerings.

Mr. Rosencrans, who said his company was a conservative systems operator—a description he still finds apt—said his appetite for pay cable had been whetted by HBO service on its system in Wayne, N.J., which went from zero to 40% penetration in a little over a year, and in Suffolk county (Brookhaven), N.Y., where it expects to level off at 10,000 pay cable subscribers out of 24,000 basic service homes.

Moreover, his analyses indicated it would cost as much to equip each system with its own origination equipment as it would to purchase a \$75,000 satellite earth station—a “trade off” cited frequently last week in justifying what to many seemed a big bite to take.

(Mr. Rosencrans also noted that two of the systems at which he will position earth stations—Yuma and El Centro—are only 60 miles apart. It's cheaper to go for individual stations than to construct a microwave link from one to the other, he said.)

Mr. Levin said that product for the satellite network will be acquired just as it is for the existing microwave network: market by market and title by title. That's the way it's always been done in the motion picture business, and he doesn't expect it to change.

The standard HBO practice with its “affiliated” cable systems has been to receive \$3.50 of the first \$6 the system collects from pay cable subscribers, and to split 50-50 anything above \$6. (The “normal” monthly charge is \$8.) Its own payments to copyright holders vary from title to title, depending, of course, on the strength of a particular attraction. A customary split there, too, is 50-50.

HBO programs eight new movies each month, with a number of “encore” attractions. Its current (April) schedule includes “The Taking of Pelham One Two Three,” “American Graffiti” and “Buster & Billie” among the eight new movies, and “Blazing Saddles,” “The Day of the Jackal,” “The Great Gatsby” and “The Sting” among 28 encores. In addition, it carries sports events including basketball, hockey, tennis and major league baseball, and devotes 15-20% of its program schedule to “special” programs, including children's shows.

Not all is said and done, of course, to

Bulls in a bear market. The price of Time Inc. stock climbed almost \$8 a share, or 22%, on the New York Stock Exchange last week following announcement of plans for a national pay-TV network via satellite by Home Box Office Inc., a Time subsidiary, with UA-Columbia Cablevision Inc. as its first customer (*Broadcasting*, April 14). UA-Columbia stock, traded over the counter, climbed \$2.25 a share or 28%, and that of American Television & Communications, whose decision to join the satellite system was disclosed over the weekend, rose \$1.50 or 16%.

Time's stock went from 36½ at the close of business April 9 to 44 on Monday (April 14), then slipped to 42½ on Tuesday and closed there the next day, up 18% from a week earlier. UA-Columbia Cablevision went from 8 to 10¼ and then eased to 9¾ on Wednesday for a 22% gain for the week. ATC shares, traded over the counter, went from 9½ to 10¾ on Monday and to 11 on Tuesday before closing at 10 Wednesday for a 5% rise.

Scientific Atlanta, a leader in the earth-station field, went from 11½ to 12, where it closed Wednesday. UA-Columbia plans eight earth stations and ATC at least one.

Wall Street analysts tended to treat the market's response to the network plans as relatively routine rather than as the start of a trend or as indicative of special investor affection for pay TV. Some felt, however, that with interest rates coming down “and things like this calling attention to cable,” as one analyst put it, “activity in cable stocks could pick up.”

enable meeting the Oct. 1 date. First, the carrier (RCA) must file a tariff for FCC approval. UA-Columbia also must apply to the FCC for a construction permit for the receive-only earth station. Technically, no order may be placed for the earth station until the CP has been secured, and suppliers are quoting 90 to 120 day delivery after that.

Jerry Levin's first priority now is to “make the timetable happen.” His second—and one that may occupy him for some time thereafter—will be to follow up on all those cable operator business cards thrust into his hands in New Orleans last week.

**Will pay TV tail wag cable dog?
To judge by comments of enthusiasts
to NCTA convention in New Orleans,
it's showing that potential now;
both flat fee and per-program
methods touted by entrepreneurs**

“A year ago this month pay cable was still an experiment” for Theta Cable of Los Angeles, said John Atwood, president of that company. “It's not an experiment any more,” he continued. Instead, it's credited for a 260% increase in revenues over two years.

Echoed Alan Greenstadt of Optical Systems, “Channel 100 [that company's name for its pay cable program service] has moved from a question to an answer in the last year.”

Added Gerald Levin, president of Home Box Office, New York, “For the last two years [at cable conventions] I've told you we were alive and well. Now we really mean it.”

Such testimonials to a turnaround in pay cable—backed up by dollar statistics that began to point toward the kind of bonanzas that medium's prophets have always hoped for, and coupled with HBO's convention-eve announcement that it was beginning a national pay cable network by satellite—infused last week's New Orleans convention of the National Cable Television Association with its most tangible evidence that cable's 1975 might indeed be “upbeat” (the convention's theme).

Mr. Atwood's testimony was heightened

in impact when considered in the context of its broadcast competition. The Los Angeles market has 19 on-air channels allocated to it, 17 of them operational, 13 of those commercial channels. Fifteen channels broadcast from a single location atop Mount Wilson. There is little justification for a cable system on the basis of its broadcast signal carriage. “We had to go into pay to survive,” said Mr. Atwood. The result was “a significant increase in revenues and a necessary increase in penetration.” Two years ago Theta grossed \$2.7 million. Today it's grossing \$9.7 million, and by the end of the year is expected to exceed \$10 million. Of that increase, \$2 million is attributed directly to pay revenues. An even greater amount—\$3 million—came in increased subscriber revenues for regular service, and half of that is attributed to pay TV's attractions. (The final \$2 million of Theta Cable's revenue rise came from rate increases.) The system's penetration had been only 18% two years ago. Now it's up to 25%, and is soon expected to top 30%.

Mr. Atwood's system charges \$6.95 for its movies-only subscription (as opposed to per-program) service, with \$6 specifically dedicated to the program charge and 95 cents to the connection. He noted that many homes have up to eight and 10 connections, each producing 95 cents under the Theta system).

HBO's Mr. Levin recounted that when he addressed the 1973 NCTA convention, the company served only 12,000 subscribers. By last year the total had grown only to 17,000. By the end of this week it expects to pass the 100,000 mark.

Mr. Levin noted that HBO's fastest growth was in metropolitan areas where “off-air signals are both good and bountiful.” It has 55 affiliated systems (prior to the satellite development), and has found that much new construction on those systems is being fueled by the availability of pay cable. In one area—Oyster Bay, N.Y.—Mr. Levin said there is a 2,300-subscriber system with a pay cable saturation of 98%.

Both he and other panelists at a Monday morning NCTA session noted the reverse impact of the recession on pay

cable operations—the plus, that is, instead of the minus that other businesses have experienced. “All consumers are becoming more cost efficient,” Mr. Levin said, explaining that HBO has been able to demonstrate that pay cable is among the best bargains the homeowner can buy.

Speaking of the projected satellite system (see separate story, page 16), he said “We’re trying to deliver a new kind of distant signal that’s exclusive to the cable operator . . . We now have the ability to fashion a national cable television network not dependent on broadcasting,” Mr. Levin said. “It’s time to put this industry, literally, into orbit.”

The Monday session was NCTA’s first to focus on the nuts and bolts of pay cable, but not the last nor the only. The subject was repeated Tuesday—again to standing-room attendance—and cropped up all over the convention’s official and unofficial agendas; indeed, wherever two or more cable operators happened to get together.

Among the subjects of interest was whether the flat-monthly-charge subscription methods—as pursued by Home Box Office—or a per-program method was inherently superior. Two who opted for the latter were James Wicht, of Cablenet International, Columbus, Ohio, and Donald Berner of Twin City Trans-Video, Allentown, Pa.

Mr. Wicht’s essential argument was that pay cable has only begun to develop, that no one knows what the future may bring in the way of program opportunities and that the best way to train an audience to pay for varied attractions is to price them individually. A not unwelcome advantage, in the beginning of pay cable growth, is that a skittish customer may be encouraged to take the system in the first place if he knows there’s no monthly commitment. Dollar revenues don’t generally exceed those of the monthly brand, he said, although they have the potential of ranging higher (as well as lower).

It was evident, however, that the per-program path is not being taken by many in pay cable’s early days. For one thing, it’s far more complicated for the system operator, and more expensive in terms of in-home decoders or other devices necessary to select-out the per-program customer from all other homes in the system. Indeed, Mr. Wicht was introduced as “the last of the Mohicans in per-program pay cable”—an exaggeration that might have been more accurate had he been called the first of the Mohicans instead. A long-range view expressed by several NCTA convention speakers was that the eventual pay cable system would incorporate both methods—monthly charges for the standard events, per-program charges for the extra special (a heavy-weight title match, for example).

Mr. Wicht’s system used a four-channel, per-program converter designed by an affiliated company, Coaxial Communications. “We think ours is ‘it,’” he said, referring to a “black-box” technology the industry has been looking for. It’s also capable of performing other broadband services, and does so at “reasonable”



Interested party. Irving Kahn was back in the cable business last week, attending the NCTA convention in New Orleans and—although not a part of the official program—very much in evidence. The ex-Teleprompter president, who recently ended 30 months in prison for bribery and perjury in connection with a franchise award, exhibited his famous ebullience in several comments from the floor. During one session on pay cable, he chided his colleagues for not being aggressive enough in programming on their own. “You’re overlooking one fundamental,” he said. “There’s nothing in the FCC rules that precludes you from using your own product in any way you want to. . . . There’s nothing to say you couldn’t have first-run cable, second-run theaters, third-run TV.” Few among the industry’s present operational chiefs seemed anxious to follow that daring a lead.

cost—\$35 to \$40 per box.

The Columbus system, in operation for 34 months, now has 1,000 subscribers to what it calls its “Telecinema” service. A mini-computer built into the system polls each set at four-minute intervals. When a set has been found tuned to the pay channel on at least 10-15% of the computer’s passes, the subscriber is counted as having watched the movie on at that time and an entry is made on the monthly bill. Mr. Wicht projects cash break-even at 2,000 subscribers, a point he expects to reach this summer.

Mr. Berner said that it cost \$75,000

to equip the Allentown system for pay cable at the headend, including computer and cassette configuration. Its in-home terminals—also of home company design—cost \$125 each, a figure that almost doubles the system’s original construction cost (\$100 per customer plus \$20 a drop, a figure he estimated would be \$200 today). “At those prices,” he said, “we can’t give it away,” explaining in part Trans-Video’s preference for the per-program approach.

“It’s not difficult to get into pay cable,” was the counsel of Jerry Burge of Davis Communications, speaking of that company’s experiences in Florida. “You’ll find it an easy suit to wear.”

It was in Pensacola that Mr. Burge developed what he calls the “negative option approach” to pay cable. Initially, the company started pay cable operations with a standard converter system and offering eight movies a month for \$6. It didn’t work. So Mr. Burge decided to reduce the offerings to five a month (“At that time there were only 60 new movies a year worth paying a premium for”) and the price to \$3.75. On top of that, he offered the first month’s service to the entire system free, then left it up to individual subscribers to tell him to turn it off (the negative option). “Is it legal?” “Yes,” was his answer to the NCTA last week, although cautioning that “you must make it easy for them to say no.” Only 15% did, leaving the Pensacola system with an 85% pay penetration almost overnight.

Mr. Burge’s strongest advice to his NCTA audience: Concentrate on quality, not quantity. “Pay cable is a premium service,” he said. “The subscriber wants a premium for his money.”

Summertime’s the good old time for pay cable entry, advises Telemation executive, who also thinks pay cable should follow theaters and their promotion in playing new movie product

The best time to go into pay TV is before Aug. 1, in the opinion of Robert Weisberg of Telemation Program Services, which books pay cable programs for a number of systems around the country. “The buy-rate is up enormously in the summer,” Mr. Weisberg said, a phenomenon he attributed to network reruns on conventional TV.

That wasn’t the only advice he offered during a pay cable session at the NCTA. More importantly, “Let’s not fight between ourselves on exclusivity,” he said, adding that the industry has enough problems competing with theaters and conventional TV.

Mr. Weisberg responded negatively and vigorously to a suggestion by Irving Kahn—the ex-Teleprompter chief and cable guru whose presence was felt repeatedly at the convention (see picture above)—that cable should go after movie product ahead of theaters. “If ‘The Sting’ had started on pay cable it wouldn’t have built nearly the audience it did in the theaters,” Mr. Weisberg said. For the near future (three to five years), in his

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opinion, cable will be better off taking advantage of theatrical pre-promotion in advance of cable play.

Mr. Weisberg dismissed the FCC's revised pay cable rules as virtually meaningless. He noted that the increase from two to three years in the time pay cable may play new releases (before they go into free-TV-only exclusivity for the next seven years) should have increased pay cable's inventory by 100 films—but, he said, 75 of those titles were licensed exclusively to networks. That will continue to be the case, he said, as long as networks and stations exercise the economic muscle they do now. "It costs \$50,000 a title for station play in New York," Mr. Weisberg said. "That's half-a-million dollars for a 10-movie package a station may buy at lunch."

Moderator Geoffrey M. Nathanson, Optical Systems executive now operating his own pay cable company in Los Angeles, followed Mr. Weisberg's comment on broadcast "warehousing" of movie titles by saying, "The consumer is getting shortchanged by the tremendous amount of programs at Bekins Van & Storage."

A short course in pay cable security for industry that may need it sooner than it thought, from one who needs it already

Ken Gunter of UA-Columbia's San Angelo, Tex., cable system, after two days exposure to the NCTA convention, described New Orleans as "the city of confusion . . . I've never heard such abysmally ignorant questions . . . I had no idea there were so many misconceptions afoot."

Regrettably, Mr. Gunter ran short of time to correct all those deficiencies during his appearance on the convention's second pay cable panel. He did, however, try to delineate five degrees of pay cable "security"—techniques or devices to prevent unauthorized reception of pay programs:

- Very soft—the "honor system," a description that drew a knowing laugh from his audience.

- Soft—use of unscrambled video with a set-top converter. This system, he said, works for about two years before audience sophistication overtakes it.

- Semi-soft (or half-hard)—a set-top descrambler. But this device, too, can be defeated, he said, with insertion of a single "strap" at the signal "gate."

- Hard—any of the foregoing when preceded by a channel trap at the subscriber tap-off.

- Very hard—an addressable trap for both basic and pay service, outside the home. Such a system gives the cable operator the same ability as a telephone company to connect and disconnect subscribers at will.

Mr. Gunter and other panelists also spoke of the importance of parental control devices that can be operated to lock off pay channels in their absence, either to screen "R" programs from their children or—in per-program systems—to prevent their running up the bill.

Copyright shows signs of weakening as issue at NCTA

Acceptance of affordable liability is called key to FCC de-regulation, though some keep saying, 'Never'

The copyright issue, long a bitter and divisive one within the cable television industry, appeared last week to be losing some of its power. The anger and resentment of small-system operators—who feel it is the larger systems with their interest in broadband communications that have created the problem—have not abated. But in New Orleans last week, those feelings did not seem to pervade the convention; to some copyright seemed inevitable.

Certainly, the effort to persuade the delegates of the need to accept copyright was strong. NCTA's top outgoing officers—Bruce Lovett, chairman, and David Foster, president—pleaded with the delegates to settle the issue by working for a copyright bill they can support, and then put it behind them. A number of visitors from official Washington also urged copyright on the delegates. And the point was made, by an industry member and a government official, that payment of copyright might well bring its reward in the form of reduced regulation.

Barbara Ringer, register of copyrights, who in her appearance at a panel was generally sympathetic to cable, put the matter of the parties' acceptance of copyright most bluntly: "The time is over for all this badmouthing and game-playing that has been going on for eight or ten years in this field." The bill now pending in Congress, she said, is good for cable (see page 28).

However, the industry's coalescence

behind the leadership in the issue would not mean the end of the copyright dispute. It would only sharpen the fight between cable and the copyright owners, for the NCTA board's willingness to accept copyright legislation is conditioned on a number of changes in the bill, some of which the copyright owners have made clear they will not accept.

Against the tide of argument in favor of acceptance of copyright legislation, only Washington attorney Fred Ford, a former chairman of the FCC and a former president of NCTA, said, in effect, "Never." "Our industry has been forced by circumstances too often to retreat," he said. "That is no longer the case. Now is the time to stand firm."

Sol Schildhouse, the former chief of the FCC Cable Television Bureau who is now practicing law in Washington, was only a shade less adamant. He, too, opposed copyright legislation, but appeared to feel flat-out resistance useless. He urged delegates to seek changes in the cable section to make it more acceptable to the industry, or even to oppose it. The apparent hope was that the presentations would persuade a harried Congress to drop the cable section from the bill. The elimination, even temporarily, of the "troublesome cable issue is not going to hurt us," he said drily.

Mr. Ford's assault, however, was frontal. He noted that the industry had twice won Supreme Court decisions holding that, under the 1909 Copyright Act, cable systems were not required to pay copyright fees. "Now the CATV industry is in the process of repudiating the legal principle that it fought so hard to establish," he said, adding: "I hope you will all join in solid opposition to the imposition of copyright payments on the public for using a rented community antenna instead of ones of their own. Then there will be no future for copyright in 1975 concerning CATV."

Mr. Schildhouse and Mr. Ford were



Spectrum. Three panelists and their moderator summed up the copyright question officially during a major session last Wednesday morning at the NCTA convention—although the topic itself, like that of pay cable, seemed to be present all over the agenda. Speaking: Sol Schildhouse, ex-FCC Cable Bureau chief now practicing law in Washington, who urged delegates to seek changes in the cable section, with the hope of knocking it out of the bill. The others (l to r): Alfred R. Stern, chairman of Warner Cable Corp., the moderator; Edward M. Allen, Western Communications Inc., whose middle-road position represented that of the NCTA board, and Frederick W. Ford, a former FCC chairman, former NCTA president and now a Washington lawyer, whose position on copyright is a flat "no."

on a panel with Edward M. Allen, of Western Communications Inc., of Walnut Creek, Calif., a member of the NCTA board who emerged in December as a major spokesman for what the NCTA regards as the middle-of-the-road position on copyright. The panel session, on Wednesday morning, was held in the largest room in the convention center, in anticipation of a large turn-out. However, the 850-seat room never seemed more than half full.

The attendance seemed to provide further evidence that the copyright issue was not as explosive as it had been thought. The day before, at a membership meeting, not a voice was raised in opposition to the NCTA board's position. The issue was expected to come up at the board's meeting on Thursday, but no change in the association's position was expected.

And Mr. Allen, who had once vigorously opposed the idea that cable operators should pay copyright, may have been right when he said, as he did last week, that his position is that of "the big middle-ground portion of our industry." He rejects all-out resistance, like that counseled by Mr. Ford. Those who hold this position, he said, "are still indulging in the rhetoric of the impossible. It is just too dangerous to bet the future of this industry on the probability of realizing the impossible. It is a penalty I am not willing to pay."

But neither would he accept the copyright bill that passed the Senate last year and has been reintroduced there. The cable industry last year was able to persuade the Senate to make significant changes in the bill. But, Mr. Allen said, "much additional work remains to be done."

Like the NCTA board, he would eliminate the copyright tribunal from the bill. He fears the "possible upward acceleration" of fees every five years. He is concerned, too, about permission given broadcasters to sue cable operators for copyright violations even though they do not own the copyrights. And, like the board, he wants Congress to direct the FCC to strike its exclusivity and non-duplication rules from the books. If cable operators must pay for the performances, he said, they must have the right to show them.

To Mr. Allen, despite the decisions of the Supreme Court to the contrary, what cable operators do to the broadcast signals they receive does, "in fact, constitute a 'performance for profit.'" And the presently proposed fee schedule—it amounts to about 35 cents per subscriber per year he said—is "affordable." What's more, he said, the benefit conferred by the blanket license cable operators would receive would far outweigh the additional expense.

But beyond those considerations, Mr. Allen is looking to the quid pro quo he feels cable will receive in return for payment of copyright fees—"re-regulation" or, what he hopes the term means, "de-regulation." And that, he said, is a matter of paramount importance, ranking above

pay cable and even copyright on his scale of priorities.

On this point, Miss Ringer offered some encouragement. With cable operators subject to fair and equitable" copyright legislation, she said, the commission's exclusivity rules would have to be modified "if not dropped altogether. She also thought the commission would be expected "to loosen up on cable" in connection with carriage of signals.

The delegates not only heard pleas for various positions on the bill, they heard pleas not to let their differences split the industry. Mr. Allen and Mr. Schildhouse made that point. So did Mr. Lovett, in the convention's opening session, on Sunday, and Mr. Foster, in his address, on Wednesday.

And throughout the week, there were the visitors from Washington, besides Miss Ringer, hammering home the necessity to resolve the copyright issue. FCC Chairman Richard E. Wiley, in his speech on Monday: "My personal position is, and has been, that this industry should pay copyright." Senator William D. Hathaway (D-Maine), the luncheon speaker on Tuesday, mentioned the need for copyright legislation covering the cable industry. Representative John J. McFall (D-Calif.), House majority whip, in a panel session on Monday, said that NCTA had "taken the right course" in declaring that cable "should pay something" for copyright.

Of course, Jack Valenti, president of the Motion Picture Association of America, also urged NCTA to accept copyright legislation, but in tough unvarnished language that seemed to threaten the industry with the loss of the copyright owners in the fight over pay cable if NCTA attempted to "emasculate" the pending bill (see page 26). And elimination of one copyright tribunal is one of the NCTA plans for the bill he made clear he would oppose.

Next month, the focus of the copyright controversy will shift to Congress, where the House Judiciary Committee will hold hearings on the bill. And if Miss Ringer's estimate of the situation is correct, legislation requiring cable operators to pay copyright fees will be headed for enactment, probably next year.

Foster fears fallout from copyright dispute

He sees threat to de-regulation unless NCTA gets together on bill

David H. Foster forewarned his audience that he would not say anything "sensational or dramatic" at his last speech as NCTA's president. He was right, but the farewell speech did serve as a forum for Mr. Foster to again voice his concern that copyright should not be taken as an "all or nothing" proposition.

He conceded his personal belief that cable operators should not have to pay copyright fees for the broadcast programs they carry, but he warned that if the industry does not put the issue "behind



Leave-taking. Fewer than 200 cable operators were in the hall when David Foster's farewell address was squeezed in between other sessions on the last day of NCTA's New Orleans convention. At the end he asked if anyone had any questions. No one did.

itself," the copyright legislation that will inevitably evolve will be fashioned by cable's adversaries. A hang-up on copyright could "squench" the entire movement toward regulatory relief, Mr. Foster said.

Furthermore, if the industry hopes to gain its amendments to any copyright legislation that is enacted, Mr. Foster said, it must face Congress with a unified stance. Otherwise, Mr. Foster noted, congressmen will be cast in the position where they cannot support NCTA's amendments because their local cable people are opposed, but nevertheless are committed to over-all copyright legislation.

He also warned that broadband service needs are still there and while cable is bogged down with regulatory issues, other technologies such as fiber optics could steal the show. In that event, Mr. Foster predicted it would become exceedingly difficult to keep the telephone company out of the cable business.

Mr. Foster also suggested internal reforms. NCTA members must form themselves into a vertically integrated union, Mr. Foster said, so that one dues payment will entitle cable operators to representation before local, state and federal governments.

Mr. Foster also counseled the NCTA to proceed quickly with its selection of his successor to help avoid the problems he faced in coming into a vacant office. (Mr. Foster is planning to leave the presidency in late May, reportedly to go into private law practice in Washington.)

In summarizing where cable has gone and what lies ahead, Mr. Foster noted the pole attachment and sports blackout is-

issues are crucial in the upcoming year. He believed those issues would be resolved favorably the cable industry. But they require "the utmost from the FCC in terms of responsibility and courage," added Mr. Foster, if the issues are to be resolved so as not to snuff out forever cable's "light at the end of the tunnel."

Wiley for the defense (his own) greeted by grim jury at NCTA

Chairman counts off actions FCC has taken to improve cable's lot, but finds few takers for his regulatory perspective; relief on 1977 requirements, open mind on program exclusivity questions cited as sympathetic to industry

FCC Chairman Richard E. Wiley, whose stock with the cable television industry has been dropping since he assumed the chairmanship 13 months ago, did what he could last week, in his speech to the National Cable Television Association, to improve his image. He ticked off a list of 14 actions the commission has taken in the past year to make good on the promise he made to the 1974 convention—to relieve the industry of possibly onerous and unnecessary regulations — and he promised more of the same.

But, although a lawyer at one panel conceded that the commission was becoming more sympathetic to cable, the chairman's speech was not received warmly. It was interrupted by applause only three times, and the reception at the end did not seem enthusiastic. Later, there were those who talked of his loss of credibility with the cable industry.

Mr. Wiley said he was aware that the commission's cable program would not satisfy the industry's "more ardent advocates," who, he suggested, would be satisfied with nothing less than the removal of all regulations, the destruction of the broadcast industry and the abolition of the FCC. But, in what he referred to as his statement for the defense, he was "compelled to say that the FCC is being responsive to the legitimate problems of this industry."

The commission's fundamental cable policy, he said, as he has before, is "to promote [cable's] continued growth without impairing legitimate public reliance on local broadcast service." The reason, he said, is not simply to protect broadcasting profits or to bottle up a new industry. Rather, he said, "For now, the public requires an effective, nationwide conventional television system—and, for now, I honestly think that you need it as well. At the same time, this country also needs to develop a healthy and viable cable television system—with its economy of abundance, diversity and choice. And so, our commission policies have been di-

rected to co-existence and, hopefully, co-prosperity."

The steps he said the commission has taken to ease or assist cable's lot include the establishment of a re-regulatory task force (to deal with what he said at the time—on April 22, 1974—were "one of the most complicated set of rules ever devised by the mind of man") and the creation of a second task force to study the "feasibility and necessity" of the rules requiring systems to rebuild by 1977 to meet more demanding standards of service. It included, also, the commission's pre-emption of the field of technical standards—an action taken in recognition "of inconsistent and sometimes burdensome state and local technical requirements."

The chairman also listed among his CATV plusses the revision of the pay cable rules. But although he said the revision was designed to eliminate the "inequity" of existing pay cable rules, many in the cable industry are dissatisfied with the results; indeed, eight CATV companies (and Metromedia, separately) are appealing those rules in court (BROADCASTING, March 31).

In any event, Mr. Wiley said that the



Chairman Wiley's cable-broadcast perspective:

"For now, the public requires an effective, nationwide conventional television system—and, for now, I honestly think that you need it as well . . . Our commission policies have been directed to co-existence and, hopefully, co-prosperity."

steady stream of decisions that has marked his first year in office will continue; "regulatory delay and indecision can be one of the most serious contributing factors to stifling the expansion of our free enterprise economy, and particularly of new services within that economy," he said.

One of the major items on the commission's agenda is the question of whether the 1977 deadline for rebuilding cable systems should be postponed. And, as he has indicated before, Chairman Wiley thinks that, "in light of the realities of today's recessionary economy and the generally depressed financial picture of the cable industry," the deadline should be postponed—an assertion that drew one of his three bursts of applause. And he also said that the requirements themselves—including 20-channel capacity, two-way capability and public access channels—should be re-evaluated. "The public interest is simply not served if our regulatory demands so far exceed public need or demand that the surplus becomes a leaden weight which slows the growth of the entire industry."

Chairman Wiley also said the commission is serious about plans to simplify rules and eliminate "needless and overly burdensome regulation." He noted that the re-regulation task force has produced a preliminary report indicating that relief is possible in a number of areas. Among them he mentioned the possibility of easing the job of preparing financial reports and of streamlining the certification process.

What's more, he noted that he has indicated the view that the validity and effectiveness of the antileapfrogging regulations should be reexamined. (The commission staff is preparing a notice to seek comment on whether the rules should be modified or eliminated.) And he gave his listeners reason to hope that the proposed distant signal sports importation rule—the so-called sports blackout rule—will not be adopted, at least in the form in which it was issued for comment in an "expedited" proceeding three years ago. The rule would bar the importation of a signal bearing a distant game if a professional team in the same sport were playing at home. Chairman Wiley pointed out that he is a member of the "communications commission," not the "Federal Baseball Commission," and that the question of what role the agency should play in the area remains to be analyzed. He said he has not yet made the analysis, so "the doomsayers in your industry are not only premature at this point but, perhaps, unduly pessimistic."

To the chairman, the effort to pursue a policy designed to maintain strong broadcasting systems while promoting the development of cable is one that draws criticism and condemnation from both sides, as well as from sources in government. And the effort has been complicated by present-day economic conditions that have been particularly unfavorable to cable.

But, he said, "we have learned — through time and experience — more about the problems and needs of cable and what is required to effect the ex-

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For openers: a promise and a threat at the NCTA

Pay cable's hereness is bright spot of opening session, with ATC's Rifkin putting earth station money where his rhetoric was; Jack Valenti, copyright hardliner, warns cable operators not to waltz on commitment to pay

First, delegates to the National Cable Television Association convention heard the good news, at the convention's first panel. Pay cable—the kind involving satellites interconnecting systems anywhere in the country—is here, waiting for cablemen to make use of it. That was from Monroe M. Rifkin, president of American Television and Communications Corp., who helped make his point by announcing that ATC was the second cable entity to sign on with Home Box Office's new network (see page 16).

Then, Jack Valenti, president of the Motion Picture Association of America, delivered the bad news—or at least a harsh judgment and warning. The cable industry is courting "grave peril" if it attempts to "castrate—to disfigure, to cripple, to delay, to kill" the copyright bill now pending in Congress. Such an effort, he warned, would endanger its alliance with MPAA and the copyright owners in the pay cable fight, and could be its "Vietnam." What the cable industry has obtained from the FCC, he said, "was bottomed" on the assumption of copyright legislation.

For the rest of the panel—a "View

from the Top"—convention delegates heard John Eger, acting director of the Office of Telecommunications Policy, and FCC Chairman Richard E. Wiley argue, as they have before, the pros and cons of OTP's proposed cable television bill. Mr. Eger described it as "an important and vital first step toward recognizing cable as a medium in its own right; settling the jurisdictional debate, and providing a set of guiding principles joined by the common threads of open competition and the traditional First Amendment values of facilitating the free flow of information." Mr. Wiley agreed that legislation is needed—he noted that the Cable Television Bureau is preparing its own draft bill for consideration by Congress—but said that the OTP bill provides a scheme "too inflexible to provide for effective regulation for an evolving, dynamic industry like cable."

But it was Mr. Rifkin and Mr. Valenti who dominated the panel.

Mr. Rifkin described the litany of troubles—financial and regulatory—facing the industry, but said there was hope in the development of broadband communications technology and the services it makes possible, like pay cable. That service, he said, satisfies all the present requirements of the cable industry—"it has demonstrated audience appeal and costs relatively little on the part of both the cable operator and the audience."

"The big news," he said, "is that interconnected systems in real time are here." ATC is taking advantage of that reality. It has reached agreement with HBO to have it feed satellite-distributed programs to ATC's systems in Florida. ATC will build an earth station in or near Orlando and will use its existing microwave system to distribute the programs to ATC's 250,000 subscribers in central Florida.

"This can be repeated all over the country," he said, adding that "ATC is looking for earth stations elsewhere in the country."

Mr. Valenti prefaced his remarks with the prediction that his listeners would not like what he was about to say, but said the cable industry should know the feelings of its ally in the fight to win

greater freedom to engage in pay television. He referred to "trade press reports" that cable is attempting to have the copyright bill rewritten to exempt systems with 1,500 or fewer subscribers (two-thirds of all systems, he said), to eliminate the tribunal that would re-evaluate fees periodically and to set fees "in perpetuity" unless revised by Congress, and to set one schedule of fees that would be applicable to large and small systems alike.

"If cable is going to grow," he said, "the first thing is to be fair. All the copyright owners are asking for is fair treatment." He congratulated NCTA President David Foster on the bill now pending in Congress; it would require systems with up to 1,500 subscribers to pay three cents per subscriber per month. ("You took the McClellan fee schedule and you cut it in half," Mr. Valenti added.) "Now," he said, "the word is out that you want to cut it out entirely."

Repeatedly, Mr. Valenti stressed the matter of fairness or morality. "You pay for everything else you use," he said. "The one thing free is the indispensable product . . . You can't be the only profit-making enterprise in the country that doesn't pay copyright . . . It is wrong, morally wrong, to take something for nothing, and sell it for a profit," he said.

He stressed, also, copyright owners/cable industry alliance on the pay cable issue, but suggested it might not be strong enough to endure much strain. "One thing I learned in politics," said Mr. Valenti, who was a White House aide to President Johnson, "is don't get too greedy." He suggested it did not make much sense to believe the two groups could "link arms together" before the FCC, and then "throw nuclear thunderbolts at each other in the halls of Congress."

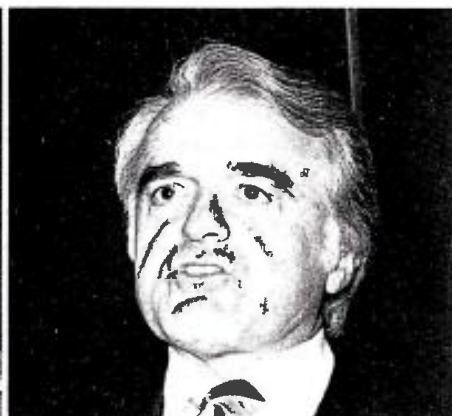
"I come to you as a friend and ally in a larger fight," he said in conclusion. "Let's keep an eye on the distant objective of what Home Box Office and others are doing."

(Sol Schildhouse, the former chief of the FCC Cable Television Bureau who is now practicing law in Washington, dis-



Opening guns. The "view from the top" that marked the opening of last week's NCTA convention featured the announcement by ATC's Monroe Rifkin (speaking at left) that it was joining in the pay cable satellite network being formed by Home Box Office. It also featured remarks by (l to r) FCC Chairman Richard Wiley,

OTP's Acting Director John Eger and incoming NCTA Chairman Rex Bradley—as well as a stinging rebuke from the MPAA's Jack Valenti (r), who felt he detected a wavering cable commitment to copyright, and hastened to warn operators they would lose a friend if they faltered.



counted that threat when he appeared at a subsequent panel on copyright. "He can't turn his back on you," Mr. Schildhouse said. "He has nowhere else to go.")

Mr. Rifkin's upbeat talk about pay cable and announcement about ATC's plans clearly gave a quick boost to the spirits of the convention delegates. Mr. Valenti's negative remarks made their own impression, but did no damage to the enthusiasm of the day.

Is the FCC going soft on cable?

That's the lifeline of hope extended by one panelist during session devoted to sea of regulatory problems

The hard news out of the panel on "Concepts of Regulation and Jurisdiction" at the NCTA convention last week was that the FCC may be a step closer to biting one of those bullets Chairman Richard E. Wiley talks so much about, this one in connection with the long-standing, three-sided dispute over cable's use of telephone and power company poles.

But the surprising development, at a convention where hostility to the FCC seemed never far below the surface, was the argument by one of the panelists, a communications lawyer who specializes in cable, that the commission is beginning to appreciate, "in a regulatory sense, the contribution that cable holds out for the future"—that "the public interest doesn't require the suppression of one industry for the sake of another."

David Kinley, chief of the FCC's Cable Television Bureau, disclosed that, as part of the commission's last-gasp effort to bring the parties together on pole attachment, the commission staff three weeks ago suggested a range of prices for 10 areas in the country. The range was based on what the staff considered a fair allocation of costs of the poles after assuming savings to be gained from joint use. Mr. Kinley said, "I'm not very optimistic about the ability of the parties to reach a settlement."

This placed him in disagreement with Chairman Wiley. In his address to the convention (see page 24), Mr. Wiley cited his efforts to effect resolution of the pole-attachment issue as one of the actions the commission has taken to aid the cable industry, and said he is "still confident" an agreement can be reached.

The commission initiated the effort to bring AT&T and NCTA together in a voluntary settlement in August 1973. (The commission assumed the power companies would accept whatever agreement was reached.) The talks broke down last December, but Mr. Wiley urged Bell and NCTA to make one more effort. By that time, much of the confidence that a settlement could be reached had evaporated.

So also had some of the confidence that the commission had the authority to play its hole card—to assert jurisdiction



Change of heart at the FCC? Washington attorney John Cole Jr. thinks he's discerned one concerning the commission's attitude—and sympathies—toward cable television, and so advised the NCTA convention last week.

and enforce settlement on the parties. Sol Schildhouse, who was chief of the Cable Bureau in 1973 and is now practicing law in Washington, was present at the panel last week. He said the commission was confident it could assert jurisdiction over the matter.

Whatever the feeling was at the staff level in 1973, Mr. Kinley said there is considerable uncertainty about that at the commission level in 1975. Chairman Wiley acknowledged as much in his speech, when he referred to the "very difficult legal issues involved" in the jurisdictional question, particularly in connection with the power and electric companies, over which the commission has no authority.

However, he said that, if necessary, the commission will face up to the jurisdictional question. Both he and Mr. Kinley expressed the view that the rent cable operators pay to use poles cannot be left to the complete discretion of those who own them. "I do not believe it is in the public interest for cable systems to be charged out of existence and with no relation to the cost of the system involved," Chairman Wiley said.

But Mr. Kinley pointed up the dilemma the commission faces. If it asserts jurisdiction and then loses the court fight that the telephone and power companies are sure to initiate, he said, the cable industry will be in the worst possible posture—without hope of any regulatory protection at all.

The lawyer who did see some hope—that the commission is beginning to recognize cable's virtues—is John Cole. He developed the theme from a discussion of the proposed sports blackout rule, which had caused considerable concern among cable operators and was a subject

of discussion at several panels. Five years ago such a rule—which would sharply restrict the amount of distant signal sports programming cable systems could import—would have been adopted, Mr. Cole said. "But the industry has grown, and is in a position to get respect from the FCC."

And, he said, the industry is getting it. There has not been an abrupt change. "It is snail-like and evolutionary, but it is gaining substantial momentum." Cable operators will have to "toe the line, but today, unlike yesterday, the chances of receiving a fair shake are excellent."

Mr. Cole attributes what he sees as a change in the commission attitude in part at least to the fact that the cable industry has its "own" bureau, one able to persuade the commission. The bureau, he said, is staffed with able personnel "interested in your development. Take advantage of it."

Three other attorneys on the panel made it clear that, regardless of whether there is any change in attitude at the commission, cable still has its regulatory problems. E. Stratford Smith said the commission's new network nonduplication rules, which substitute 35- and 55-mile zones of protection around stations for the old system geared to priorities based on a station's predicted or actual contours, is "extremely complicated." He also said the new standard for exemption—systems of 1,000 subscribers served from the headend, rather than for systems with 500 subscribers in a given community—will not be as helpful as it might have been intended; it will subject many small systems to nonduplication rules for the first time.

John D. Matthews, another Washington lawyer, expressed concern about "duplicative and conflicting state and local regulation of cable television." He called the issue "one of the two or three most critical matters facing the industry today." The burdens imposed by such regulation, he said, "are threatening to become intolerable." Four states now regulate cable, and the legislatures of 20 others are considering bills to put them in the cable regulation business. He said the commission should preempt all facets of cable television regulation, and then delineate those regulatory areas it will occupy, those in which it will share authority with one other regulatory body, and those in which it will turn back jurisdiction to a non-federal authority, although under federal guidelines.

Gary Christensen, a former NCTA general counsel who is now serving on the NCTA re-regulation committee, asked for the delegates' help in preparing the industry's case for regulatory relief. He suggested five areas in which the association might work for change—the signal complement rule, the nonduplication rule, the access-channel and channel-capacity rule, franchise standards, and performance-test rules. Develop the facts and evidence needed to effect change in those areas, he said, suggesting that operators determine the actual cost of "unnecessary regulation on your consumers," and then "let the people and the regulators know" where costs outweighs benefits.



Karp



Aaron



Harris



Schneider



Hauser

Cable's success in raising rate base detailed for NCTA, along with promise of better fiscal times on horizon

Average rate for basic cable service is approaching \$8 in many markets, and seems to be headed toward \$10; addition of pay cable could push revenues up 50%, in one man's opinion; projection: million pay subscribers by 1977

Five presidents of cable companies analyzed five of cable's fiscal issues last week. All in all, they found the prospect promising.

"Cable television has within the last year reached a watershed," was the preface offered by moderator Russell Karp of Teleprompter. "The period of doom-saying is over."

The panel's hardest news was in the area of rate increases. Mr. Hauser said Warner has achieved rate increases on about 100 out of 143 systems in the last two years, ranging from a low of 40 cents to a high of \$2.50 a month. In 1973, Warner's average rate was about \$5.30 a month. By the end of 1975 it will be \$7.25. Mr. Schneider said United's average rate is up 70 cents per subscriber. It's anticipating \$7.27 per subscriber by year's end. Mr. Harris said Cox's average rate was up 75 cents to \$1. Mr. Aaron said that by the end of 1975 Comsat's average rate will be at about the \$6.50 level. He predicts an average, for the industry, of around \$10 in the next five years. Mr. Karp said Teleprompter's average rate was \$5.37 in 1973 and that it's now up 25%.

Each of the panelists made observations on a number of fiscal or political issues. Among the more striking:

Gene Schneider of United Cable TV: "There are a number of companies in the industry with approximately 200,000 subscribers, of which ours happens to be one. You take a company like that, that has a \$6 average rate today, their gross is in the area of \$14 million. If they can

achieve a 40% penetration of pay cable at \$8 a month, you would have over a 50% increase in revenue, or \$7.5 million, at a capital requirement of 15 to 20% of what it cost you to get that subscriber in the first place. It is a very highly leveraged situation."

Gus Hauser of Warner Cable: "There is unquestionably in the newer markets where people do not all have to have cable a limit to what the market will bear. I don't think we have reached that limit yet. At \$8 we have found very little resistance. We do find two things. First, that there is always a slight dropoff after a rate increase while a number of people express their displeasure and pique, and then they come back on. There is no net loss after a few months. Second, that those people who are really cable subscribers will stay on at the higher rates and those who are really marginal will get off. What it comes down to is that a real customer will pay \$8 or more and someone who isn't a customer will stay off and can't be given the service for \$3."

Henry Harris of Cox Cable: "Our company next week will go to the first full-fledged rate hearing ever held in this industry under public utility commission jurisdiction in the state of Vermont. If you don't believe PUC has gotten to an absurd stage, we have around \$90,000 invested in the rate hearing thus far, which is in excess of \$5 a customer; we are only asking for a rate increase for 19,000 customers. To me this is absolutely absurd. The customer is going to end up paying for that \$5 sooner or later. . . ."

Daniel Aaron of Comcast: "I am far from convinced that we would be better off at state PUC. I am not particularly convinced by the siren song that utilities are getting regular rate increases at the commission level and that therefore we should as well. Utilities have worked in state capitals for decades. We have not, and I think we might well find ourselves in the same position in state capitals that we found ourselves in Washington when we first faced broadcast interests. I, for one, would much prefer to continue to work on the local level where our managers know the municipality, know the officials and where there is a recognition locally of the kinds of service we render."

Russell Karp of Teleprompter (summarizing for the panel): "In the area of

rate increases, I think our experience has been that we have raised our rates within the last 18 months some 30% to 40% and we are looking forward over the next five years to perhaps another 50%. In the area of pay cable, I threw out a number of perhaps a million pay cable subscribers within the next two years. That didn't seem to be an unreasonable projection. In the area of recession, our experiences have all been similar, that we haven't lost any subscribers of any substance and that the difficulty has been in getting new subscribers. The growth pattern has somewhat abated. In the area of inflation, we are all suffering from it, although a few have had some success in reducing costs from where they were in the prior period. In the area of financing, I think over the long pull, as soon as we demonstrate that this industry can in fact succeed, we all think the equity market and the debt capital market will be available to us."

The Washington connection in New Orleans

'Federal Architects' session at NCTA, featuring FCC, congressional and Justice Department panelists, touches base on numerous regulatory issues

Delegates to NCTA's convention last week who attended the panel on "Cable's Federal Architects" heard Ralph Baruch, of Viacom International, the moderator, criticize the FCC for what he considered its lack of fairness to the cable industry and the favoritism he thinks it shows broadcasting. But they also heard the panelist—"architects", including one from the FCC, speak sympathetically and in a generally upbeat fashion about cable.

Donald Baker, deputy assistant attorney general for antitrust in the Department of Justice, was inspired by a 51-year-old newspaper clipping reporting an ice-makers' convention. He wondered how the ice makers would have acted if they had been able to turn to a regulatory agency for help in curbing the "threat to their ability to serve the public" that manufacturers of the new electric refrigerators represented. The manner in which the present-day equivalent of

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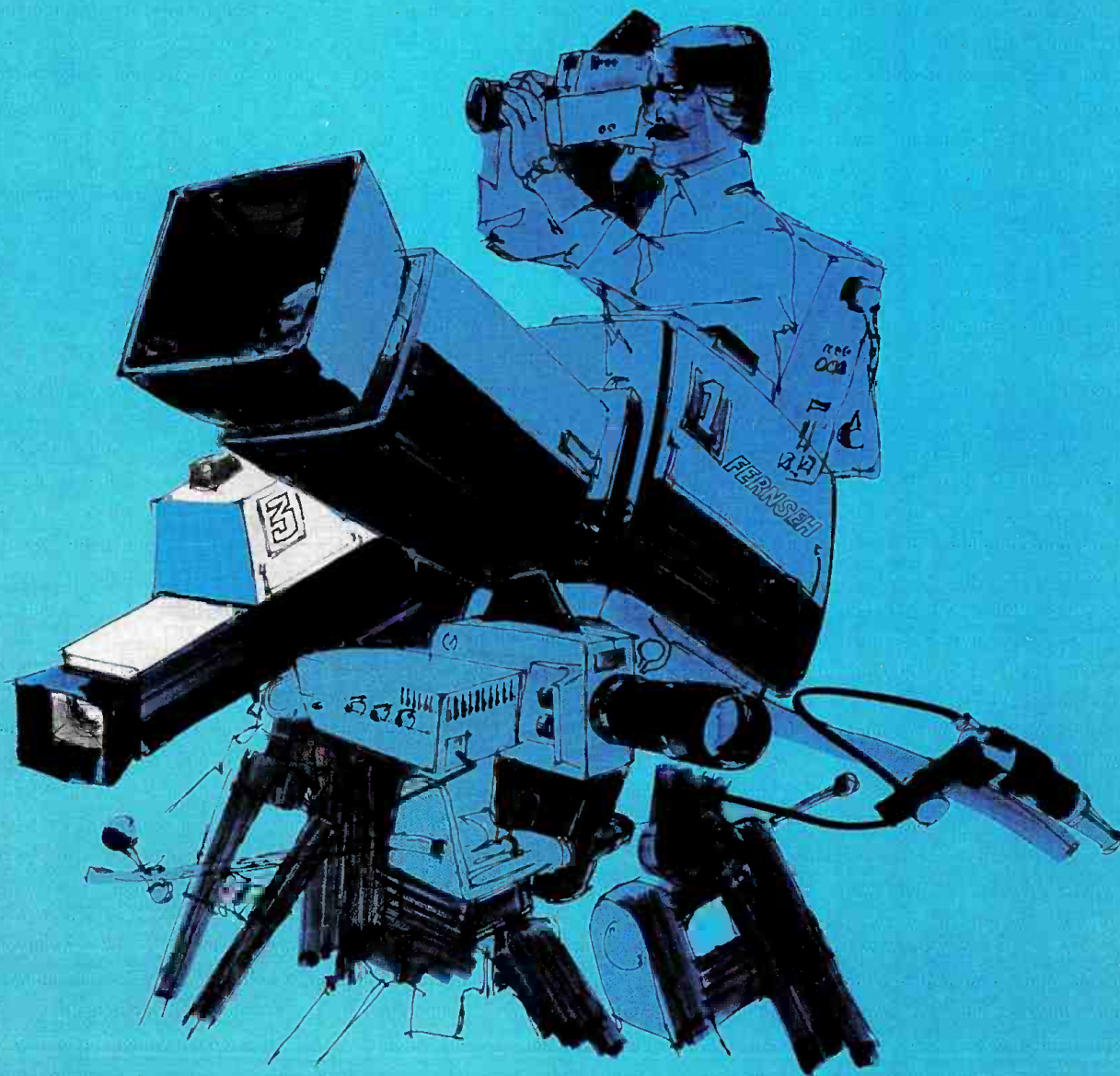
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the electric refrigerator makers is regulated, he said, should be reviewed by Congress.

Barbara Ringer, register of copyrights, said passage by next year of the copyright bill, which some five Congresses have failed to approve, appears likely. And, although some cable operators view copyright with considerable unease, she said enactment of the legislation would probably benefit cable; it might mark the dawn for which cable has been waiting and should lead to the relaxation of the FCC nonnetwork exclusivity rules.

FCC Commissioner Abbott Washburn, who described himself as the commission's "spaceman," said the government should "encourage and foster" cable's use of satellites.

And Representative John J. McFall (D-Calif.), House majority whip, won applause by asserting this is not the time for the commission to adopt its proposed sports blackout rule. But beyond that bread-and-butter issue, Representative McFall seemed particularly interested in interactive services—or IATV—a two-way system of closed-circuit communication to be tested in his home district of Stockton.

Mr. Baruch lashed out at cable's critics in broadcasting who have accused the

Office of Telecommunications Policy urging relaxation or elimination of the rules. And, Mr. Baruch complained, the commission, with evidence he said the cable industry supplied indicating the TV networks warehouse feature-film product, does not issue a rule, but "only a notice of inquiry" into the matter.

Mr. Baker's reference to the 1924 ice-makers' convention put succinctly the view he has long held of broadcasters' attitude toward the cable industry and of the kind of protection from competition broadcasters expect from the FCC. With a federal agency in Washington to appeal to, he said, the ice-makers "certainly would have pressed the argument that ice was essential to consumers, especially essential to farm families who were beyond the electric lines and to poor families who could not afford electric refrigerators," he said. And if the agency was able to assert jurisdiction, he said, would housewives be subject to anti-siphoning rules which prohibited them from using the freezer to make ice cubes?

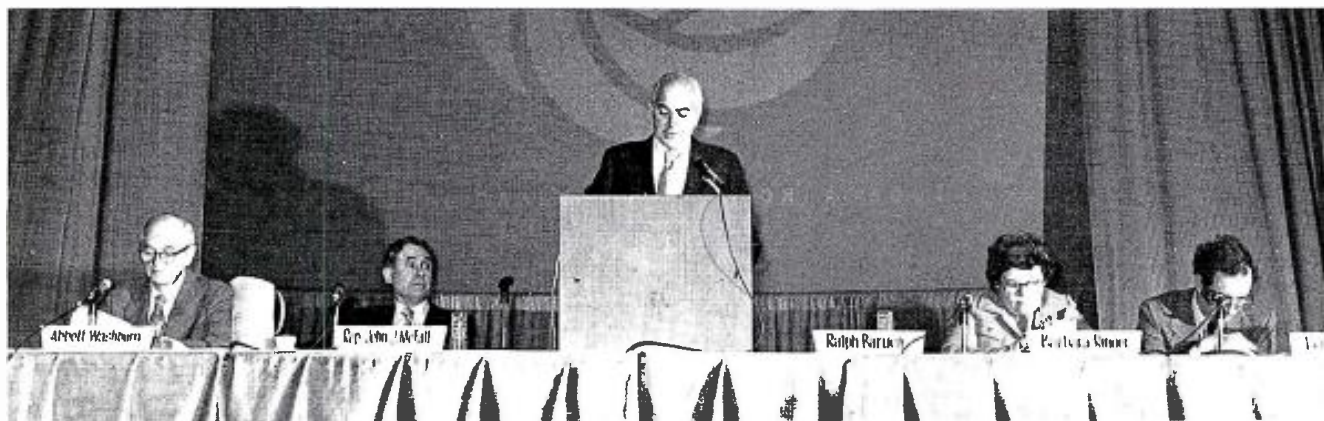
Mr. Baker said the abundance of channels that cable makes possible threatens to erode both the "monopoly power" of broadcasters and the "spectrum scarcity" argument on which FCC regulation of broadcast programming rests. He feels it

were established, he said, Congress took a different approach. It gave the agencies open-ended mandates to serve the public interest as they defined it. But, he said, the agencies wound up protecting those they regulate "and the public has to pay more or forgo more as a result."

Although his discussion of legislation was sketchy, it did not seem to bear much resemblance to the cable-television bill the Office of Telecommunications Policy has drafted. Indeed, he did not even mention the draft bill, even though he did express the hope the administration will help in the process of putting the issue of new cable legislation before Congress.

The proposed bill was discussed at other panels, however. Acting OTP Director John Eger and FCC Chairman Richard E. Wiley argued about it in one (see page 26). And Henry Goldberg, OTP general counsel, at another, said the bill was designed not for the industry that exists today but for the industry it is expected to become—one whose elements would be major suppliers of broadband communications services.

The bill sharply reduces the FCC's authority over cable, and leaves the regulation of such matters as program content, rates, and program technical quality to the play of the marketplace. Cable,



Government group. Some of the "federal architects" of cable television regulation were on hand for a panel at the National Cable Television Association convention in New Orleans last week. The panelists at the session presided over by Ralph

Baruch (c) of Viacom International were (l-r) FCC Commissioner Abbott Washburn, Representative John McFall (D-Calif.), House majority whip; Barbara Ringer, register of copyrights, and Donald I. Baker, of the Department of Justice's antitrust division.

cable industry of failing to live up to the 1971 consensus agreement, which paved the way for the FCC's adoption of the 1972 cable rules, by refusing to work for copyright legislation providing for arbitration of fees. The agreement, he said, also contemplated "a substantial relaxation of the rules" governing cable; instead, there has been "a succession of restrictive rules imposed on us or being contemplated."

If cable does pay copyright fees, he added, he would "vigorously oppose a nonduplication rule which forces us to delete a substantial portion of these distant signals for which we are paying. Either we get something or we don't, and they can't have it both ways." He also described the revised pay cable rules as "restrictive" and "anticompetitive," and said they were adopted despite comments from the Department of Justice and the

time for Congress to set policy for the commission to follow in regulating cable.

He did not suggest much of the kind of detail such legislation should contain other than to say that the most persuasive argument for protection he has seen is the need to protect the interests of viewers in areas where cable systems do not exist and of low-income viewers generally "who now obtain 'free' television over the air." For the rest of the public, he said, the "normal competitive and democratic policies would argue for letting them choose . . . that mixture of diversity, non-commercial interruption or whatever they wanted."

But basically he suggested that Congress should make clear "what the goals of public policy are and what the rules of the game should be." In the 1930's, when most of the regulatory agencies

then, would be like the print media and film, so far as competition and the protection of the First Amendment are concerned, Mr. Goldberg said. But, he warned, "If we don't move now to establish the structure for a new broadband communications system, we'll never have the chance again."

Miss Ringer's forecast of chances for passage next year of copyright legislation came as something of a surprise. Copyright legislation over the years has proved so controversial—principally because of the cable section—that observers have gotten into the habit, at the start of each session, of predicting the bill would not become law. Miss Ringer thinks the chances are 70-30. The Senate passed the bill overwhelmingly last year and is expected to pass it again. House hearings begin next month.

Miss Ringer, who has been working on

the revision of the copyright bill (it originally was enacted in 1909) since 1949, thinks the present legislation is "a good deal for cable, even apart from the money." (Jack Valenti, of the Motion Picture Association of America, contends that if the fees provided for in the bill were any lower, they would drop out of sight [see page 22].) Essentially, she said, the bill is simple; it provides for a compulsory license for the carriage of any signal the commission permits a system to carry. The nonnetwork exclusivity rules the commission adopted in 1972 are themselves, in effect, copyright law, she said, and "the most complex and difficult I have read in this field." With a new copyright law on the books, she said, the exclusivity regulations should be dropped.

"What's needed," Miss Ringer said, "is a bill that will allow cable to develop." And the legislative process has worked well in connection with the copyright bill, she said. It will provide "the groundwork for something great. Maybe at long last the dawn will break [for cable]."

If copyright legislation holds the promise of a brighter day for the cable industry, so does satellite service. Commissioner Washburn noted that the commission's rules provide for cable's use of satellite facilities, and said the commission should pursue "flexible" policies that will "encourage growth" of the service. For the costs will be highly attractive.

By the late 1970's, he said, the cost of transmitting programming by satellite "will be highly competitive with bicycling video tapes and far below terrestrial microwave costs for similar networking." When that day comes, he said, the cable industry should be ready to seize the opportunity—possibly to serve the kinds of specialized audiences now served by the special-interest magazines that have emerged to take the place of now-departed mass-circulation magazines such as *Life* and *Look*.

For Representative McFall, the excitement that cable holds is represented in Mitre Corp. plans to install interactive capability in the Big Valley Cablevision system which serves some 500 homes in Stockton, as part of a \$4 million, 36-month undertaking that is being considered for funding by the National Science Foundation.

The University of the Pacific at Stockton and some television-program contractors are developing educational programs geared to be shown on a system which permits the viewer not only to tune in on a class and hear the lecture but to ask questions. IATV's potential for use in the field of health and in government ("most major government agencies have at least one office concerned with the potential applications of cable interactive services") is virtually endless, he said.

But he aroused his audience more with his discussion of the commission's proposed rule to prohibit cable systems from carrying a distant signal if it contains a sports event and a local professional team in that sport is playing at home. He noted that, at NCTA's request, he had

introduced a resolution calling on the FCC to defer action on the proposal until Congress completes its review of the law dealing with the television blackout of sports. His listeners' response reflected the feeling that it was the kind of here-and-now problem that concerns them.

How to put more black ink into CATV's ledger

NCTA sessions discuss how to bring in more money, how to avoid being nicked and dined to death, how to plan ahead

The subject of cable financing was a basic system-level subject at two workshops at the NCTA convention last week. Various system executives-panelists pointed to the need for developing additional sources of income, for keeping sight of incremental costs and for establishing realistic time frames for future financial objectives.

James Stilwell, vice president of engineering at Communications Properties Inc., suggested that many sources of revenues are still untapped because cable operators "haven't come forward" in providing channel access to already existing demands. Improvement of local origination programming is a good first step towards requesting a rate increase, he also said, as cable must get out of the "five dollar" syndrome.

Pay cable, the biggest center of attention at the convention, was also addressed by Mr. Stilwell, who cautioned that the addition of pay cable service should go hand-in-hand with a major hardware investment in security equipment. "Soft security," such as the minimal-priced home set converters, is no longer adequate to safeguard against subscribers who tap into pay program offerings without paying for the extra service. Mr. Stilwell said cable operators must now step up to the next generation, with commitments for computerized scrambling and decoding systems that function outside the subscriber's home. Such hardware investments will spare operators the expense of having to go into every cable home for installation and continued maintenance, said Mr. Stilwell.

He also said that the cable industry was at fault in persuading suppliers to come out with least-cost devices, which in the case of pay cable protection, was a mistake in the long run.

Mr. Stilwell warned cable operators, however, not to be "blinded" by the prospects of pay cable as a new source of revenue. Other services should be looked into, he said, including the development of limited two-way channels for lease to medical clinics or data transmission services for municipal and university needs. Mr. Stilwell urged cable operators to work closely with colleges and groups such as the National Science Foundation because they often have the resources to allow cable to make an "ample return"

on its service, since they are funded by grants and the federal government.

Ed Hopper, vice president for finance at United Cable, urged cable operators to forget the "myth" of 50% operating ratios, whereby cash flows equal 50% of total revenues, and take note of hidden costs resulting from inflation and high rates of interest.

Remember, he cautioned, although cable is a capital intensive industry, net income is not the only factor. "Once you've entrenched your plant cost," he said, "you must live with it for years."

Mr. Hopper suggested that operators instead emphasize the "bottom line" to help put equity back in the market. Stockholders deserve a 22% rate of return, he added, because of the risk nature of the cable industry.

In determining what costs to take on, Mr. Hopper submitted that "early saturation" in a market is better in terms of financing, since less depreciation is charged per customer to disconnect.

Doug Jarvis, of Metz & Jarvis Associates, told operators that they should be willing to spend the same amount of money, for passing any new housing developments in their market, as they spent in building their original plant. Too often, he said, operators say they can't afford to extend into new developments and in doing so are missing a big potential for growth. One way to help circumvent the problem is to approach the building developer to subsidize part of the costs, as utility companies already do when they must provide extra facilities, he said.

Richard Roberts, operations vice president at Telecable Corp., emphasized internal financial controls to keep systems on course toward their goals. The purchase of technical equipment should be conducted on a quarterly basis, he said, to realize cost and time savings.

The nuts-and-bolts discussion of operating economics did not entirely lose sight of other cable objectives however. One individual in the audience, Shirley Gilbert, marketing director at Suffolk Cablevision Inc. in New York, charged the panel with "manslaughtering" the industry by losing the "hearts and guts" of what a cable system is based on. "By the time you finish with your bookkeeping figures and re-regulations, there may not be anybody out there waiting to hook up," she claimed.

Mr. Jarvis, in acknowledgment of Mrs. Gilbert's point, recounted a story of how the industry lost one (unnamed) lender, simply because a local system did not extend service to the part of town where the company's officers lived. The local system had based its decision not to wire that neighborhood, conceded Mr. Jarvis, on financial rules-of-thumb and had lost sight of the larger picture.

James Ackerman, of Becker Communications in Indianapolis, also took note of the larger picture, although he stayed within the confines of pure economics. As a lender who has put up nearly \$140 million in the cable business, he urged operators not to get "locked" into the present 7% prime interest rate. The prime probably will go back up again, he warned.

Another uncertainty that must be con-

sidered in contingency planning, he noted, was in the area of initial operation. Operators should set aside six months as a rule-of-thumb between their predicted start-up time and when they will actually start operation. Otherwise, operators will find themselves with no income and mounting interest costs.

Dr. John C. Malone, president of Telecommunications Inc., Denver, urged cable operators not to build too quickly, unless they are prepared to sit on a not-yet operating system and pay out interest costs. "That loss is impossible to recoup," he said.

Tim Foreman, vice president and treasurer for Cox Cable Communications, Atlanta, noted that operators should estimate construction progress at 30-35 miles a month.

The watch on operating costs should not end with the completion of plant construction, however, Robert Hughes, vice president for Communications Properties Inc., Houston, said that, over-all, the cable industry has been "a little lax" in controlling its capital expenditures once a system is already in operation. A little checking and auditing can produce some surprising results, he noted, pointing to hundreds of illegal pay cable taps and cases of employee fraud.

Baseball asks FCC to draw protective rings

It calls it compromise to keep cables from unfairly competing with home-town TV

In a move that it said would protect itself, the over-the-air telecaster and the cable operator, professional baseball has suggested a zone defense.

The five-element plan was contained in comments filed last Wednesday (April 16) in connection with the FCC's proposed cable rules and the importation of sports programs (BROADCASTING, Jan. 20). Deadline for submitting comments in that proceeding is April 22; for reply comments, May 6.

Professional baseball's comments were submitted early by the Washington law firm of Arnold & Porter, in behalf of the Office of the Commissioner of Baseball. They emphasized the need for a "compromise" to resolve the long-standing dispute before the commission and suggested:

(1) The creation of a 75-mile zone around each major-league city into which cable could not import distant signals of games competing with the home team's telecasts without consent. The filing said the 75-mile zone defines, at minimum, the area from which a team draws its box-office support and also usually represents the viewing area of the "flagship" TV station that originates play-by-play for a regional network.

(2) The establishment of a 20-mile zone of protection around each minor-league city that would forbid TV imports

on the day the minor-league club is playing at home. Baseball contended that "this reflects the legitimate interests of home-game protection recognized in the 1961 Sports Broadcasting Act and the 1973 Blackout Law."

(3) The setting up of a 35-mile zone of protection around TV affiliates that pick up the games as part of a team's TV network. As it did in the first point, baseball stressed that the FCC had established that "development of cable services will satisfy the public-interest standard only if it is done in such a fashion that programming on 'conventional advertiser-supported television stations' does not suffer as a consequence."

(4) The grandfathering of all cable systems as they existed as of March 31, 1972. Baseball acknowledged that this would protect well-established cable operations that serve rural and mountainous areas in need of adequate cable programming. The March 1972 date is in line with the commission's declaration that all cable systems established subsequent to that time would be subject to the pending sports/cable rule.

(5) The recommendation of the commissioner of baseball that there be no restrictions on cable carrying a sports program that is distributed on a national basis (World Series, All-Star Game, Super Bowl, *Monday Night Football*, etc.). The only limitation here, the filing noted, would be that cable could not carry the game into specific team localities where broadcasters cannot do so "under relevant law."

Aside from these limitations, baseball's proposal said cable should be free to carry distant signals in accordance with general FCC rules. It added: "The baseball compromise is designed to recognize the legitimate interests of all concerned parties—cable and its subscribers, broadcasters and their viewers, sports program entrepreneurs and fans of major and minor league baseball."

Home-game receipts, representing two-thirds of baseball's operating revenues, could be affected by distant cable imports of major league baseball, according to last week's filing, which also stressed that distant-signal importation can significantly deflate the values of team television packages. The threat of minor-league organizations involves 100 cities where the playing talent necessary to organized baseball is cultivated at a cost of more than \$25 million annually, it was further stated.

Baseball contended that "mere monetary compensation is not sufficient resolution to this problem. It is highly unlikely that any system of copyright royalties could reimburse the public, the television industry or professional baseball for their collective losses. . . [And] ultimately, the public will suffer the most."

Annexed to baseball's comments was a summary that showed, among other things:

■ Eleven communities within 35 miles of downtown Boston received FCC authority to carry signals of New York TV stations that telecast 77 Yankee games and 120 Mets games last year.

■ The cable system in Bloomington,

Minn., site of the Twins stadium, was authorized to import the signals of WGN-TV Chicago which telecast 143 Cubs games in 1974.

■ Forty-two cable systems within 75 miles of Pittsburgh were authorized to carry signals that involved coverage of competing games of the Indians, Mets, Yankees and Phillies.

"If the importation of distant signals is allowed to continue unimpeded," baseball gloomily predicted, "the viewing public could ultimately be deprived by the loss of sports programming. Clubs might be forced to reduce substantially the total number of games made available for television broadcast or indeed consider other modes of distributing their games to the public."

Ford sympathizes with cable's plight

Message to NCTA assures that White House is working on policy to alleviate some of industry's problems

President Gerald Ford helped boost the spirits of the delegates to the National Cable Television Association convention in New Orleans last week. He did not show up in person, as he did at the National Association of Broadcasters Convention in Las Vegas a week earlier. But in a message to the convention, he expressed concern about the "overregulation" of cable and said he will seek creation of a new regulatory framework based on the principles of competition and freedom of speech.

Thus the message, read for him at a luncheon on Monday by John Eger, acting director of the Office of Telecommunications Policy, was actually more relevant to the industry he was addressing, than was the speech Mr. Ford delivered to the NAB, one devoted largely to economic and foreign affairs.

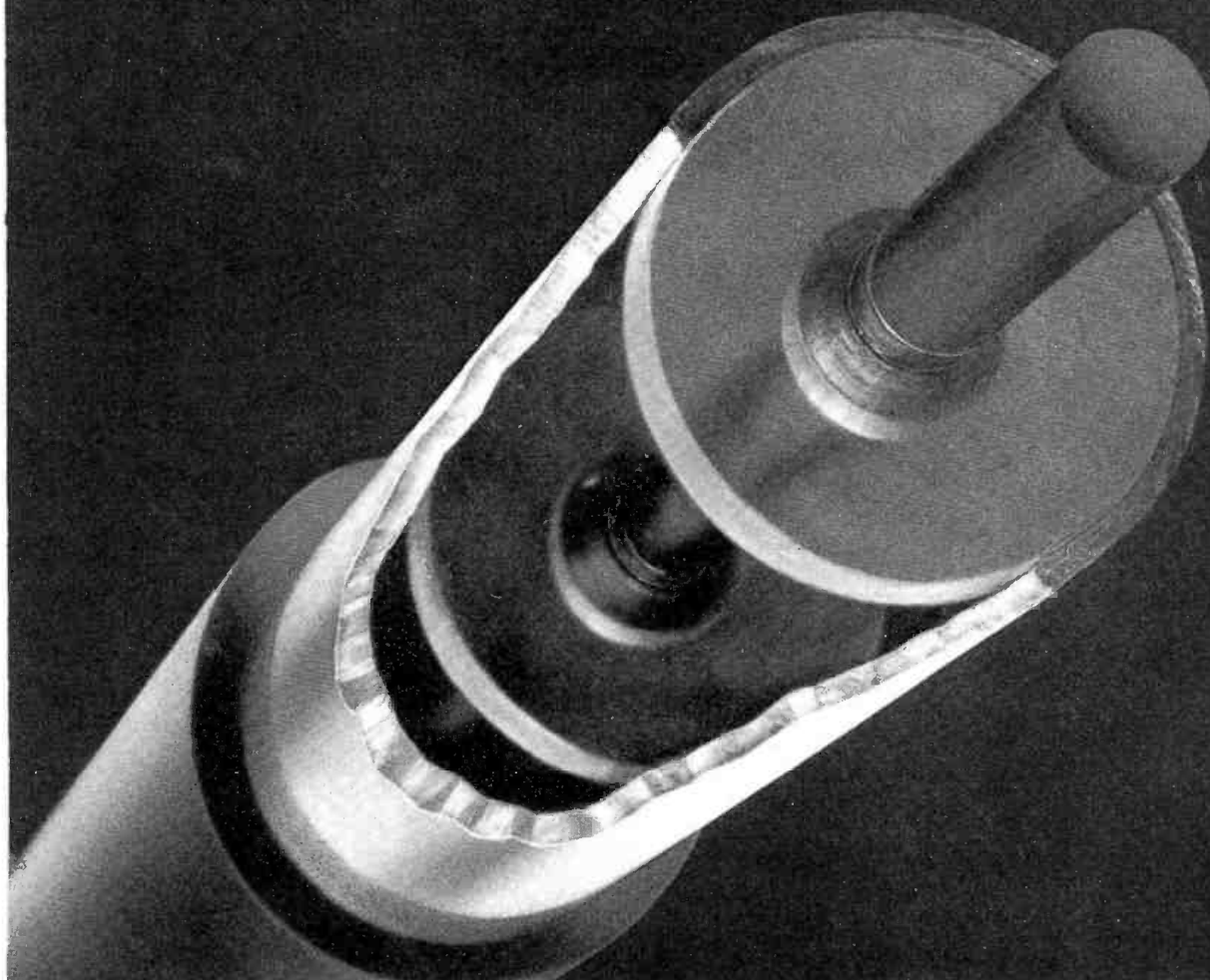
There was similarity between the two messages in the concern expressed about excessive government regulation of industries generally. Mr. Ford also told the NCTA he was concerned that "the present regulatory climate has slowed cable's development."

Cable television operators, he said, "know first-hand" the danger of overregulation, then added: "Though the need for some limited regulation of telecommunications is inescapable, regulation must be consistent with traditional public-interest principles that insure freedom of competition in the economic marketplace and freedom of speech in the marketplace of ideas."

He said he recognized the "destabilizing effect on established industries" that the development of a new technology can cause. And he said the FCC had made "significant efforts to integrate cable into our national communications system without the undue dislocations that introduction of a new communications technology can bring."

But he also said he had asked his staff to develop measures which will provide

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"a long-range policy for cable and create a regulatory framework premised on the time-tested principles of competition and freedom of speech."

It was understood he was referring essentially to the OTP draft bill now working its way through the Office of Management and Budget clearance process.

Lovett sees gains but not enough

He asks dissidents to accept 'decent' copyright liability, finds hope in FCC re-regulation, urges fight on excessive control

Outgoing NCTA Chairman Bruce Lovett opened the association's annual convention last week with a plea to its members to compose their differences over copyright legislation. "Even if we have internal dispute and various members of the industry present countervailing views," he said, it is necessary to move forward "as a strong and vital industry and as a strong and vital NCTA."

Mr. Lovett acknowledged that after two Supreme Court victories, the cable industry owes no copyright under the existing Copyright Act, but he said NCTA's commitments in favor of "decent and reasonable copyright legislation" should be kept so cable may continue to function and grow.

Not all of NCTA's past positions are so well cemented, however. The "give-away days"—referring to cable's over-indulgence to the demands of local franchising authorities—are over, he said. The changed franchising situation and "austerity" in cable management, both products of what Mr. Lovett called the "wicked economic year," will in the long run be highly beneficial, he promised.

Mr. Lovett called cable a "healthy industry" nevertheless, and noted that after a hard economic year and a "myriad of problems and tight and limiting regulatory controls" the industry has "survived and survived well."

He felt that substantial progress had been made over the past year on FCC re-regulation. At the top of that list was a reference to the commission's proposed suspension or cancellation of the 1977 rebuild deadline, which Mr. Lovett said has been a "sword of Damocles" hanging over the industry's head since 1972. The commission's new rules on nonduplication were judged by Mr. Lovett as having fallen short of NCTA's expectations, but the allowance of dual-channel carriage when nonduplication is requested represented a significant change, he noted.

On the issue of pole attachments, Mr. Lovett expressed his belief that the FCC will assert jurisdiction, enabling NCTA to exact a fair and more equitable solution to the problem of arbitrary rate increases by the telephone companies.

Mr. Lovett's brief summation of cable issues at the FCC was not all complimentary, however. He singled out the notice of rulemaking concerning cable sports-blackout, attacking it as discrimi-



Laurels. Amos B. Hostetter Jr., executive vice president of Continental Cablevision Inc., and past NCTA board chairman, received the industry's highest honor last week—the Larry Boggs Award, presented for outstanding contributions to the advancement of cable television. A similar award to the outstanding woman in the industry, the Idell Kaitz memorial award, was given to Beverly Murphy, NCTA vice president for operator relations. Jay Wagner, president and general manager of North Central Television Inc., Sandusky, Ohio, and past president of the Ohio Cable Association, received NCTA's award for outstanding contributions to the industry through state association activity. And Tim Shuey, director of programming of Junction City Television Inc., Junction City, Kan., received the association's political cablecasting award for his work in producing Kansas Cable Television Association political programming, which was distributed statewide.

natory in penalizing a cable subscriber from viewing sporting events normally available to the nonsubscriber. And he promised that NCTA would oppose such a rule with "every weapon" in its arsenal—a position that drew applause from members in the audience.

Cable's hard choice of regulatory devils emphasized at NCTA

The only consensus that emerges from panelists' preoccupation with subject is that there's no solution on the horizon

Regulation of the cable industry on the federal, state and local level was the target of criticism during two panel discussions at last week's NCTA convention. But while everyone agreed that excessive regulation was the culprit, the choice of most serious offender depended

on who was doing the talking.

State regulators, including Robert F. Kelly, chairman of the New York State Commission on Cable Television, and Morton Aronson, chairman of the Massachusetts Cable Commission, pointed the finger at the FCC. The commission's negligence in not formulating a "coherent" national policy has allowed the present conflicting and overlapping local rules to evolve, Mr. Kelly said. The formulation of such guidelines now is imperative, he added, or otherwise any federal regulation will have to be built around the ever growing number of local decisions presently being made.

The federal policy that Mr. Kelly envisions is not one in which local and state authority would be eliminated however, but one in which the dividing line is clearly defined. To do away with all non-federal standards, Mr. Kelly submitted, would only open the doors to such legal issues as states rights and local home rule.

Furthermore, he cautioned that if the FCC were to pre-empt the states entirely, cable operators would have to go to the FCC each time they seek exceptions or waivers. Do you have the time for that? he asked his cable audience.

Mr. Aronson, also laying the blame at the FCC's doorstep, suggested that state regulation is only a "pimple on the body of overregulation" and even if it were disposed of altogether the problem of conflicting rules would not be significantly diminished. But, offered Mr. Kelly, if state regulation does not account for a significant part of the problem, it does provide significant "plusses" for the cable industry. A for-instance: Massachusetts cable operators now benefit from the state's being the final arbiter in rate increase disputes.

Rate regulation was an issue that drew several comments in question-and-answer periods following each panel. Cable operators noted that local authorities often are arbitrary in turning down rate increase proposals and after an increase is rejected it is exceedingly difficult to gain an affirmative review through the courts. The problem is aggravated when more than one municipality is involved, making rate increases that much more difficult to gain and the costs of pursuing such increases sometimes insurmountable, it was said.

John Witt, city attorney of San Diego, told cable operators that ratemaking is not "all the bugaboo" the cable industry believes. Cable operators could significantly assist in the rate adjustment process by helping the state ascertain a rate not too high (out of the reach of consumers)—and not too low (failure to provide for a base allowing cable to grow). To set cable rates as typical utility rates are figured, he warned—basing the charge on an earlier year's rate of return—could have the effect of pushing cable fees so high as to be out of the reach of present-day subscribers.

On the other side of the federal-local line was Stephen Effros of the FCC's Cable Bureau, who fielded the charge of that agency's neglect in establishing an over-all national policy. "I doubt whether any regulator in the industry has the

ability today to foretell the future of cable," he suggested, adding that the commission is faced with "integrating" cable into the existing communications structure while its role has yet to be determined. Pointing to the commission's change of mind regarding the 1977 rebuild deadline, Mr. Effros said the FCC does have the ability to correct its own mistakes.

Thomas B. Cross, telecommunications coordinator for Boulder, Colo., added a fourth level to the multi-tier argument when he suggested that local citizen boards be set up. Mr. Cross admitted that Boulder has yet to gain a franchisee after losing prospects three times before. And Anne Branscombe, of Malba-Bowen Associates, Cambridge, Mass., suggested elimination of the current federal-state-local triumvirate and substitution of a regional regulatory body. Authority at that level, she explained, would be optimum for microwaved networks spanning several television markets and various states and townships.

Connie McReady of the Commission of Public Works in Portland, Ore., took a hard line against the cable operator and suggested local regulation is not overly restrictive when one considers the promises made on cable's part. The current distress over regulation is taking place because cable operators insist on being regulated in accordance with their present function as an entertainment medium. That's not enough for a cable operator to gain a franchise in Portland, she said, as that city already gets its entertainment programming adequately from over-the-air signals. If cable wants to grow, at least in the larger urban areas, suggested Ms. McReady, then it will have to come across as a total "communications system" and not just on the promise of "bringing in two more independent signals, pay cable and a commitment that the rest will come later." Until the cable industry wakes up to the profits to be made from "total communications service" (health training, data transmission, checkless banking and closed circuit use for the public schools), Ms. McReady said, its other promises amount to "rearranging the deck chairs on the Titanic."

Such demands prodded George Barco of Meadville (Pa.) Master Antenna to question cable's present fate in the hands of local authorities. "What other industry has been subject to the input of so many public groups?" he said. The audience replied with an agreeable round of applause.

As Mr. Barco sees the cable industry today it is "fundamentally a TV receiving service" and accordingly should only be regulated with respect to technical performance standards, best administered at the federal level. Beyond that, he would have local authorities concerned only with overseeing construction of a cable plant and possessing a veto in the initial franchising process. Any additional regulation concerning the integration of systems serving several communities should "properly" lie with the state, he said.

Stuart Feldstein, vice president and

legal counsel for NCTA, enlarged the list of regulatory villains to include the Congress. At the present time there is no way for cable to know where to go and what it must do, he said, adding that such direction could be forthcoming through the Office of Telecommunications Policy's cable bill.

Word to the wise from a senator: A certain amount of regulation goes with the territory

Most important of all, have the people with you, he advises NCTA; Congress likes cable because of 'diversity and access,' suggesting they're part of key to the future

Senator William D. Hathaway (D-Me.) told the cable industry that Congress is on its side but that special-interest lobbies can only go so far in affecting public policy. Ultimately, he said, the "common sense understanding" of the people will settle the issues.

If cable is only interested in "maximizing profits in the short run" and its only service is a "pale carbon" of commercial broadcasting," the senator said, all the "releases and lobbyists in the world"

won't help the industry avoid a tough regulatory road.

The senator, who acknowledged that he does not serve on any congressional committees directly concerned with communications, hinted at the reason he was chosen to address the convention. "I was one of two senators to vote against the broadcast license renewal bill last fall," he said to a round of applause.

Congress's enthusiasm for cable, Senator Hathaway explained, centered on its promise for "diversity and access." The development of those promises has suffered from economic hard times and "burdensome" regulation, he noted, adding that Congress must insist that the FCC give the industry "breathing room" it needs to grow and flourish.

That was not to say that the senator suggested the elimination of all regulatory control over cable. He warned against allegiance to the argument that because cable deals with a limitless resource, it should be regulated differently from broadcasting. That logic, carried too far, would put cable in the status of common carriers, he submitted, and subject to different, but no less pervasive, regulation. Rather than flaying out at all regulation, Senator Hathaway urged the cable industry to devote its energies to realizing its great potential and accept "ungrudgingly" its regulatory accountability to the public.

Competition is the key to enabling cable to realize its future, the senator

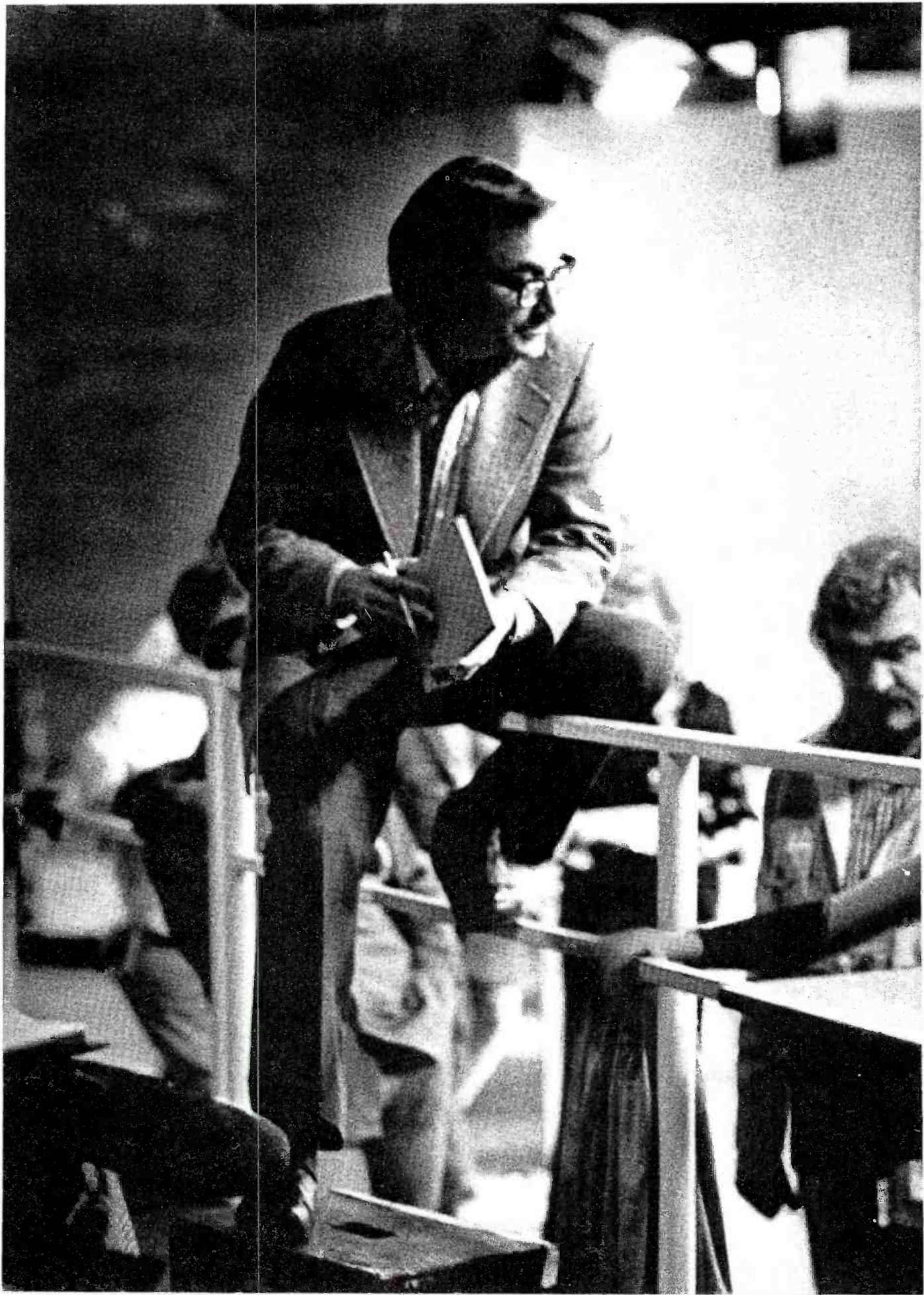


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"We feel that the audience has as much intelligence as we do, which makes writing for the '12-year-old mentality' definitely out. Besides, you can't do a 1960's comedy in the 1970s and have it believable.

"If we like a joke, if we understand it, we figure most of the audience will understand it. And those who don't — well, hopefully they can still enjoy the show for other reasons.

"We do 'The Mary Tyler Moore Show' on film for two reasons. The editing. And the quality.

"With three cameras recording continuously, we can edit after the fact, we can intercut at will, and a lot of things that need correcting can be done in the lab.

"There's also a kind of quality we've always felt Mary's show, and all the MTM shows, get on film that tape does not deliver. Tape has an exciting immediacy that makes it a little more real, a little more bright, a little more vibrant. But what we're after beyond recording an image, is tone, and mood. On film, you get an impression of the background as you're looking at the actors. On tape, sometimes things are so bright it's hard to find actors on the set.

"There's a softer, more gentle look to film. For example, one problem on three-camera shows has always been shadows, because the cameraman can't light for every individual position. So, rather than try to avoid them, our cameraman, Bill Cline, adds a little fill light, and lets the shadows happen. So he gives the show the natural feeling that light and shadow give in real life.

"One of the most important things about Eastman film is that, in five years on 'The Mary Tyler Moore Show,' we have never lost a single important shot.

There has never been an occasion where we had to go back and do a retake because of bad film. And when you figure we expose anywhere from 15,000 to 18,000 feet every week, that's a record of which Kodak has a right to be proud."

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said, asserting that lack of competition in the general economy was the root cause of the present productivity slowdown. Congress must not permit broadcasters to hide from "fair and open competition" behind "shibboleths" like siphoning and pay TV, he said, but neither should free competition be allowed to become a "sloganeer's excuse" for avoiding public interest demands.

Senator Hathaway claimed that the

majority in Congress shares his views on the need for competition to enable cable to grow and suggested that the 94th Congress is less receptive to the special interest concerns of lobbying groups—as witness, he said, recent action on oil depletion allowances.

The senator's advice to the industry in its future dealings with Congress was to be "patient." "You've got to give a little, if you want to get a lot."

A cold front of realism crosses cable's blue sky

California consultant Thomas Nourse captures NCTA delegates' attention with analysis emphasizing how hard it is to move from basic to future services in view of industry's economic and regulatory context

There were two kinds of heroes at last week's NCTA convention. The first were the optimists, typified by Gerald Levin of Home Box Office, Bob Rosencrans of UA-Columbia, Monty Rifkin of American Television and Communications, John Atwood of Theta Cable and others who testified with either promise or performance that a new generation of cable revenues was on the way. And then there was Thomas M. Nourse.

Few had heard of Mr. Nourse before he appeared at an early-bird session on "Future Cable Services" last Wednesday morning. He's head of Interface Concepts Inc., his own consultancy based in Poway, Calif., near San Diego. He has no cable clients or involvement, and thus, he said, no axe to grind. But Mr. Nourse knows a thing or two about business, and he was there to share ideas with those who would hear. In quiet, one-two-three fashion, he seemed to burst most balloons in sight. The result, if not a debunking of cable promise, was at least an assessment of the odds. Here, slightly edited, is an excerpted transcript of his principal remarks, which he titled "Future Services: How Real and Whose Opportunity?"

After at least five years of study, forecasting and testing of future services, no one has clearly demonstrated that the added revenues to the CATV operator will give him a fair return on his added investment.

In 1972 dollars, the CATV industry had an average revenue per subscriber of slightly over \$5 per month for which the industry had made an average investment (not depreciated) of \$242 per subscriber.

At the same time, AT&T had an average revenue per subscriber of about \$11.50 per month for which it had made an average investment (not depreciated) of \$530 per subscriber.

(Mr. Nourse's reason for looking at 1972 was that the majority of all CATV systems were 12-channel, one-way systems; i.e., appreciable investment had not yet been made to facilitate future services.)

The CATV and AT&T figures are equivalent. CATV derived 2.1% of gross plant investment per month per subscriber and AT&T derived 2.2% of gross plant investment per month per subscriber.

Apparently, what AT&T makes up in

economy of scale the CATV industry makes up in economy of competition.

Since both CATV and telephone systems are principally wired systems, we should expect to see reasonably consistent revenue-to-investment relationships, and we do.

This causes many in the public and regulatory domain to view the two industries—CATV and telephone—as highly similar. Their differences, however, are greater than the similarities.

(1) The telephone industry is highly concentrated—one company has roughly 80% market share.

The CATV industry is highly nonconcentrated. It takes about 40 CATV companies to make up only 67% market share; 72% of all U.S. industries are more concentrated than CATV.

(2) The telephone industry is almost completely vertically integrated; backward into parts and components manufacturing, forward into system design and installation and terminal equipment maintenance and lease. CATV by comparison is not vertically integrated at all.

The effect of this is that positive cash flow starts for the telephone company when expansion starts. Positive cash flow starts for the CATV company only when expansion is complete and when subscribers use the system.

It should not be too hard to understand that two such different industries cannot

be regulated in the same way.

How will future services get started?

First, in my opinion, they will not get started by running limited and controlled tests. Such tests will only demonstrate the ability of equipment to function and perhaps the drawing power of novelty.

Future services will get started as they are proved to be viable businesses on mature systems where penetration is satisfactory without the future services. When and if they are so proved, then they can be used to build penetration on less mature systems.

The only way we ever see this natural new product development happen differently in a free enterprise system is through government subsidy—and this does not exist in the CATV industry. In fact, counter-subsidy is practiced in the form of regulated requirements for free channels.

Let's look at an example.

For two years now Mission Cable, the largest system in the country, has been operating the new part of its system, which has 31-channel, two-way capability. They now have 35,000 subscribers on the new system. During this two-year period not a single special services entrepreneur has come to Mission to lease a channel.

The question might be asked: Why should special services entrepreneurs be expected to take the initiative? The answer: Because they receive the greatest percentage of the added revenues. A 1972 survey by my company showed that for a full menu of added services on cable television the CATV operator could expect to receive approximately \$4.50 per month per subscriber. The special services entrepreneurs as a group could expect to receive approximately \$12.80 per month per subscriber.

However, even had there been requests for channel leases, then availability and reliability of automatic channel control equipment would have been the limiting factor. Mission has been trying since August 1973 to obtain satisfactory equipment that would give two-channel computer controlled channel control. They do not have it yet.

A third factor is also working against growth of future services on the 31-channel Mission System. Mission's grandfathered system has 65,000 subscribers with 12-channel capacity including imported channels 2, 7 and 9. The system with its 35,000 subscribers and 31-channel capability is denied, by regulation, channels 2, 7 and 9. Thus, the new, more costly, more capable system offers less product than the grandfathered system.

Before returning to the issue of regulation, let's look at the competition for basic services—advertiser supported, off-the-air TV, often referred to as free TV.

In 1975, approximately \$5.25 billion will be spent on advertising goods and services on TV. These expenditures are added to the cost of the products and services bought by the viewers. With 70 million TV households viewing an average of a little over 45 hours per week, the cost of so-called free TV comes to 3.2 cents per household viewing hour, or \$6.25 per month per household or \$75 per year per household. For this \$75 per year, the TV household gets good prod-



Tom Nourse: man of serious mien

uct, but not necessarily product of his choice, since the product selection and quality is controlled by the network-advertising agency complex.

The rewards are so great to this supplier complex that long ago the business was concentrated in an oligopoly consisting of three suppliers. Only 6% of all U.S. industries are as concentrated as the network broadcasting industry, compared to 72% being more concentrated than the CATV industry.

It does not make good business sense to predict any significant advertising support of future channels. If there were market entry opportunity for a fourth supplier to join the oligopoly then one would have emerged long ago, since return on equity in the network broadcast industry is always among the highest of all U.S. industry.

Returning to the problem of the TV viewer: She or he must pay the \$75 per year whether on cable or not. When on cable she or he must pay a telephone-like charge to be part of an improved wired system plus the \$75 per year plus added services when and if they appear.

The only significant product differentiation between off-the-air and cable TV is the potential freedom of choice of cable TV. Regulations that limit the product on cable TV are, whether well meaning or not, clearly discriminatory against the consumer. The fact that they hurt the CATV companies and help the broadcasters is a by-product of the basic discrimination against the consumer.

Future services that can add to choice are most often discussed as if CATV operators do not have to compete for them. Nothing could be farther from the truth. Look at the list.

Shop-at-home: CATV or telephone.

Security system: CATV or telephone lines.

Pay TV: CATV or UHF.

Weather: CATV or Weatherphone or continuous weather radio station.

Consumer advisory service: CATV or TV or magazine.

Education: CATV or closed circuit TV.

Data communication: CATV or telephone company local loops.

Wherever AT&T (i.e., telephone) is the competition, the future service can be implemented at lower incremental investment to the telephone system than to a CATV system.

So we find still another deterrent to CATV future services—CATV must compete vigorously for them.

However, given the opportunity, the CATV industry can compete as it has demonstrated so effectively in the past. All it needs is to be treated fairly as a free enterprise so that it can attract equity capital to grow. The CATV industry could re-emerge as an attractive investment opportunity if it were allowed competitive access to signals and programming.

There is no way that the CATV industry can be regulated into success, since CATV must compete with an oligopoly on one hand and a monopoly on the other. There are, however, many ways (and we see them at work) that the CATV industry can be regulated out of success. The loser is the consumer.

And the bad news: downbeat tone to 'Upbeat 1975' in hardware

Equipment exhibit at NCTA reflects general economic sag as well as slowness in cable

There was probably no better place to gauge the depressed economy's impact on the cable industry than out on the exhibit floor of the NCTA convention last week.

In comparison with the previous year's convention in Chicago, "Upbeat 1975" had less traffic, smaller booths and a drop in the number of equipment manufacturers and suppliers on the floor. According to NCTA estimates, the total floor space taken up by exhibits was down 20,000 square feet and the number of exhibitors fell from 125 to 107.

Exhibitors conceded there were fewer people on the floor, but that did not necessarily translate into fewer sales, they suggested. "We saw many of the same cable companies here this year," said one exhibitor, "but this time instead of bringing four or five staff people, only one or two in the decision-making process came along."

Another exhibitor submitted that "everybody is groaning" and characterized the economic tempo in cable as "hideously weak." He added that profits made by manufacturers and electronic suppliers "rolled into a bundle would average zero."

The segment of the industry most noticeably represented in lesser numbers last week were studio-equipment manufacturers. As fewer new cable plants are being constructed and as the industry matures, observed several exhibitors, the emphasis on local origination has subsided.

Others pointed to the absence of Phelps-Dodge Co. and other antenna manufacturers, in suggesting that antenna manufacturers were also present in smaller than usual numbers.

The turnover among the very small companies, many of which have closed down, has also contributed to the overall decline in exhibitors, noted Wally Briscoe, senior vice president of public

affairs at NCTA.

As an enticement to buying, several exhibitors advertised sales and one—JVC Industries Inc.—even offered a \$250 rebate on certain color portable video systems.

Jim Wilson of Microwave Associates Inc., Burlington, Mass., was one who categorically denied any effect from the general economic downturn. The microwave business is still largely based on the telephone industry, he said, and the Bell companies' five-year plans and long-term contracts tend to cover up more immediate changes.

But if over-all traffic on the exhibit floor was off, those involved with pay cable—both in programming software and security hardware equipment—generated considerable interest.

Home Box Office Inc., announced during the convention that it had reached the 100,000-subscriber mark and its booth was usually a center of attention.

Pay-cable program suppliers were only half the picture however, as many operators, having been alerted to the problems of safeguarding a pay-cable service, sought out hardware vendors that could offer a fool proof system.

Along those lines the computer controlled security devices that function on a per-channel basis, such as those displayed by Jerrold Electronics Inc., and Twin Cities Systems, received a lot of attention. Costs for such security are about \$120, noted Wayne Koehler of Twin Cities, but the company hopes to be able to get the costs down to \$60 or \$70.

Several salesmen noted that some interest from Canadian cable people was in evidence last week at pay cable displays. Although pay cable is presently not permitted by the Canadian government, some Canadians see a lifting of the prohibition on the horizon.

No closer on the horizon is the advent of a pay-cable network interconnected by microwave facilities. American Television and Communications Corp. and UA-Columbia Cablevision Inc. have announced blueprints for a satellite interconnected pay-cable network to serve central and northern Florida (BROADCASTING, April 14).

Howard Crispin, of Scientific Atlanta Inc., which is hoping to build the ground stations needed for such a satellite distribution system, said he spoke with more than 50 people during the convention, who were looking into the possibilities of the plan. Right now, he noted, entry into the satellite fed network is limited to an extent to the larger MSO's, with the "technical depth" and "economic leverage" to take the first step. Cost for construction of such a ground station is \$75,000.

The idea of an interconnected network via satellite is not new, said Mr. Crispin, but until Home Box Office filled the void with its software the idea couldn't go too far.

Just how far the satellite idea will go, is something Mr. Crispin didn't want to speculate on. "I don't want to sound like blue-sky has come back again," he explained.

Cape cable expansion. Jerrold Electronics Corp., a subsidiary of General Instrument Corp., has announced the signing of an agreement with Cape Cod Cablevision Corp. to construct approximately 250 miles of new plant in the towns of Barnstable, Yarmouth, Dennis, Chatham and Harwich, all Massachusetts. Simultaneously, a re-financing agreement was entered into by Cape Cod Cablevision and Firstmark Financial Corp. of Indianapolis covering 330 miles of existing plant in the same communities.

Total consideration for the two deals exceeds \$4 million.

CPB funds go their separate ways in Congress

Both sides of the Hill hold hearings on different versions of bill

Hearings on the Public Broadcasting Financing Act of 1975 continued last week in both the House and Senate, with the main difference between S. 893 and H.R. 4563 being the ceiling on federal dollars.

From John Eger's vantage point as acting director, Office of Telecommunications Policy, the House bill which reflects the administration's original proposal, contains prudent restraints on federal spending while meeting broadcasters' needs for insulated long-range funding. On the 2.5:1 ratio matching formula, the distribution of funds to local stations and the expanded scope of the original 1967 Public Broadcasting Act to include "development and use of nonbroadcast communications technologies," there is no disagreement, he told John Pastore (D-R.I.) who, although not a member of the committee, was sitting in for Chairman Warren Magnuson (D-Wash.), before the Senate Committee on Appropriations.

Both bills provide that CPB draw \$1 from the government for every \$2.50 it raises privately. But in the House bill the

federal funds stop at \$70 million the first year (1976), and at increasingly higher levels the following years, up to \$100 million in 1980. All the public broadcast units have voiced their preference for the higher ceilings voted out March 19 by the Senate Commerce Committee, beginning with \$88 million the first year and rising to \$160 million the last (BROADCASTING, March 24).

"We're not asking for a lump sum," said Henry Loomis, president of the Corporation for Public Broadcasting, "only the assurance from Congress of a match." That obligation to appropriate federal dollars "might be the crunch," according to Senator Pastore. But the chairman urged Mr. Eger in turn to take the message to the White House that "this medium, often neglected, needs encouragement."

Mr. Loomis reiterated that public broadcasting stands to lose: "We won't get a nickel from the government unless we raise the nonfederal funds." The local station level would be hardest hit by the difference in amounts, he said, and the length of time proposed in the financing act is just as important as the matching concept for providing insulation and security. Citing the British Broadcasting Corp.'s 12-year charter and the usual four years it takes "to get a really good series going," Mr. Loomis defended the five-year scheme for the "psychological difference" it would make.

Ralph Rogers, chairman of the Public Broadcasting Service, stressed the educational, cultural and public affairs offerings

in prime time available only on noncommercial stations. "If this bill passes," he said, "that doesn't mean we are not accountable. It is only incentive to get private support."

On the other side of the Hill last Monday, Chairman Torbert Macdonald (D-Mass.), sitting alone for his Communications Subcommittee, carried hearings for the bill into the fourth day, with yet another to come (BROADCASTING, April 14).

Mr. Macdonald was told by a representative of the AFL-CIO that labor supports the House measure with one condition: that the government's money for CPB be used only to develop and acquire domestic programs.

The labor position was expounded by Jack Golodner, executive secretary of the Council of AFL-CIO Unions for Professional Employees.

Mr. Golodner said "foreign-produced programs have continued to be the heart of the cultural and performance schedule—the basic staple of the prime time hours of public TV." And he said that CPB figures show that for the year ending June 30, 1974, 33.4% of the time for cultural and performance programming on public TV was taken up by foreign-produced material. In drama, alone, he said, foreign programs took up 63% of the air time.

He said he pointed out in hearings before the same committee two years ago that the capabilities of American writers, directors, artists and technicians are going unused, but that now "there is another matter of serious concern to be

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considered: mounting unemployment. Can we justify the expenditures of taxpayer money for foreign productions while American talents search for opportunities to leave the unemployment lines for meaningful employment?"

Mr. Golodner said the AFL-CIO is not opposed to foreign-produced cultural programming and is asking only that the federal share of CPB's funds be earmarked for the encouragement of talent at home.

Mr. Macdonald indicated to Mr. Golodner that labor's concerns are legitimate but that he would prefer that the subcommittee address such concerns in the subcommittee's report on the bill, rather than in the bill itself.

Mr. Golodner also asked that the five-year funding bill limit funding from the private sector to general grants rather than program grants. The purpose of this proposed restriction is to curtail the rising influence of corporate interests on programming and station policy. "Grants for specific programs are given to enhance a corporate image," he said, "and this takes precedence over the mission of public broadcasting." Rather, general grants with no strings attached should be encouraged, he said.

Finally, Mr. Golodner asked that another safeguard be attached to the bill to ensure that members of minority groups are moved into positions of responsibility in public broadcasting.

Mr. Golodner joined two other witnesses, Dr. Robert J. Pitchell, who is executive director of the National University Extension Association, and William

G. Harley, president of the National Association of Educational Broadcasters, in endorsing CPB's request for a higher ceiling on the federal funds available to CPB than the bill currently before the House (H.R. 4563) provides (BROADCASTING, April 14).

Representative Clarence Brown (R-Ohio), a member of the Commerce Committee and, until the start of this session, the ranking Republican on the Communications Subcommittee, acknowledged "some disagreement" over the height of the ceilings for federal funding, and said he hoped the hearings could document the need for increased federal outlays. But he added, "considering our economic circumstances, those arguments will have to be very compelling."

Mr. Brown was not present at the hearing last week, but submitted his remarks in writing for the hearing record. He endorsed the bill before the Subcommittee because it provides both federal support and incentive for stations to become independently viable, but he was concerned that public broadcasting has slighted its instructional potential. "It seems," Mr. Brown chided, "as if decision-makers in public broadcasting have not considered education a worthy enough problem to pursue actively."

He urged CPB undertake new educational projects which have been recommended to CPB by four task forces of the Advisory Council of National Organizations.

Dr. Pitchell, speaking on behalf of the task forces, said CPB "has made it

clear" that it has no funds under its current appropriation to devote to new educational projects, a good reason, he said, for the committee to adopt the Senate's higher appropriation ceilings.

At the tail end of the fourth day of hearings, Mr. Macdonald, staff members and observers were treated to a televised presentation by PBS—a legislative first, according to PBS—illustrating the variety of programs distributed by PBS to local public TV stations and examples of programs originated locally in a half dozen cities. In addition to two television monitors in the hearing room, PBS used the Advent Videobeam Projector, a unit which projects the image from a special videocassette playback unit onto a large screen.

There will be yet one more day of hearings on the five-year funding bill. Still to come, perhaps the first part of this week, are repeat appearances by the executives of CPB, PBS, NPR and the Association of Public Radio Stations, to follow up questions which have arisen since they led off the first session two weeks ago.

Four N.Y. stations promise more attention to New Jersey affairs

The threat of license challenges to four New York television stations was withdrawn April 15 by the New Jersey Coali-

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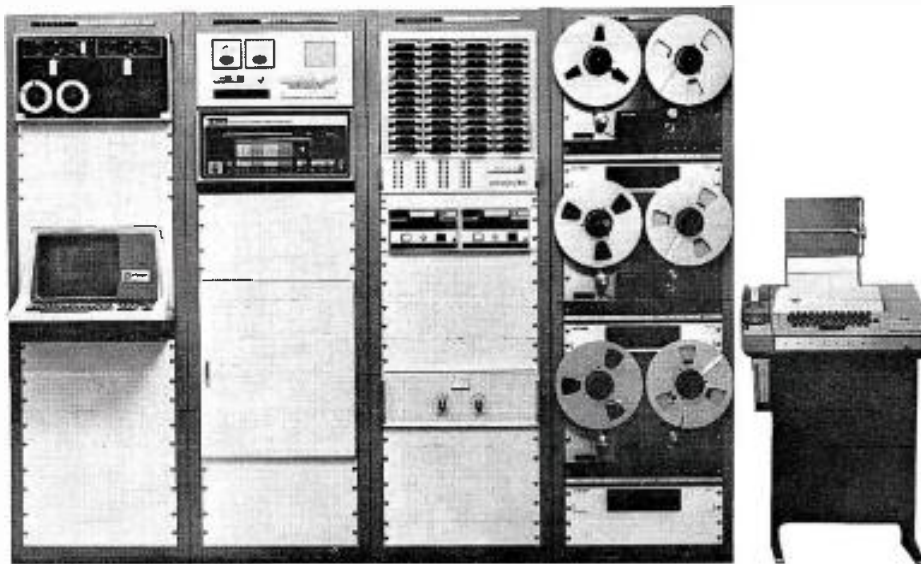
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tion for Fair Broadcasting which said that it had received pledges of increased New Jersey coverage from the four.

The stations—WABC-TV, WCBS-TV, WNBC-TV and WNEW-TV—agreed to assign full-time reporters to state coverage. (All have had reporters assigned primarily to New Jersey in the past; WNBC-TV already has a full-time New Jersey reporter.) Additionally, commitments to more coverage of state news and public affairs were made. The coalition was reportedly still negotiating with three other New York stations, and with four television outlets in Philadelphia.

The FCC has also initiated an inquiry into the adequacy of New Jersey television service, with comments due June 13. A panel of the New Jersey state senate is also holding hearings on the subject.

Hooks defends fairness

FCC commissioner also calls for support of long-range federal funding of public broadcasting on condition minorities get better shake

The fairness doctrine, which has come under strong attack by Senator William Proxmire (D-Wis.) and others, was defended by FCC Commissioner Benjamin L. Hooks in an address before representatives of community groups from four states. Speaking at a Cincinnati workshop, sponsored by the Office of Com-

munication of the United Church of Christ, in cooperation with the Department of Communication of the United Methodist Church, Commissioner Hooks said the doctrine is necessary to maintain public accountability.

The April 11-13 workshop, was the second of 18 scheduled across the country in the next three years to explain FCC regulations and help public groups negotiate with broadcasters for improved service to local communities. The first workshop was held in Richmond, Va. last December (BROADCASTING, Dec. 24, 1974).

"For blacks and other minorities, the fairness doctrine has meant that we can hope the broadcasters will give us a few minutes to express ourselves," Mr. Hooks, the first and only black commission member, said. Commissioner Hooks also supported long-range federal funding of public broadcasting but only if broadcasters are made more accountable to the public. He said that many minorities are completely dissatisfied with programming and employment policies of public television, and estimated that 100 of the 261 Public Broadcasting Service stations in the U.S. have no national programming for black citizens. His statements echoed the testimony he gave April 10 before the House Communications Subcommittee in support of the Public Broadcasting Financing Act (BROADCASTING, April 14).

Support for the Fairness Doctrine also came from the Rev. Dr. Everett C.

Parker, director of the Office of Communications of the United Church of Christ. Addressing the opening session of the workshop, he said that "the fairness doctrine is an outgrowth of the development of journalistic ethics" and that it "goes to the very heart of the functioning of broadcasting in a democracy."

Dr. Parker also urged citizens groups to take advantage of commission rules that promote closer dialogue between stations and their communities (BROADCASTING, May 7, 1973). He said that citizens now have the power to force station managers to listen to complaints and suggestions, and that community dissatisfaction may be able to be resolved as it occurs, reducing the need for litigation.

FCC judge finds clergyman 'confused'

Result is proposed renewal of two Birmingham stations

Johnston Broadcasting Co., licensee of WJLD(AM) Fairfield (Birmingham, Ala.) and WJLN(FM) Birmingham, has won an initial decision renewing its licenses after a hearing on charges it had refused to sell time to a local clergyman. However, in reaching that decision, FCC Administrative Law Judge James F. Tierney found other matters in the stations' operation that prompted him to propose a \$1,000 fine for over-all violations of FCC rules and the Communications Act.

In other parts of the initial decision, Judge Tierney retained in hearing status the license-renewal applications of Hertz Broadcasting of Birmingham, Inc., for WENN-AM-FM Birmingham and ordered Frank S. Blackford, receiver in bankruptcy for Hertz, to initiate an appropriate proceeding within 30 days. Hertz and Johnston are licensees of the only stations in Birmingham that offer a totally black format to the community. The renewal applications had been



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Newspaper tiger. Howard H. (Tim) Hays, president of the American Society of Newspaper Editors, told the annual convention of ASNE in Washington last week that newspapers "have not yet felt the full erosive force" of the "distraction of television." This "ominous" threat to print circulation must be countered, he said. And he offered two suggestions: "Make a greater effort to get acquainted with our readers" was one. The other: "Whatever the variety that television can occasionally offer, the fact is that we alone, even with present economic restrictions, still have the space for information which may appeal to only a fraction of our readership. We have unrealized potential for focusing on specialized audiences: the young, of course, the poor, working women, racial minorities, the retired." Mr. Hays is editor of the *Riverside* (Calif.) *Daily Press-Enterprise*.

designated for hearing as a result of allegations that the Rev. Robert McKinney had falsely complained that Hertz had failed to sell him advertising time for his program, *The World Series of Gospel*. Hertz claimed that Mr. McKinney had been paid by Johnston to bring false charges. Mr. McKinney later withdrew his charges and said Johnston gave him free spots in consideration for filing the complaint.

Judge Tierney said the clergyman's testimony was confused and that without a "scintilla of extrinsic and supportive evidence," the testimony "cannot provide the basis for a conclusion that either Hertz or Johnson lacks the qualifications to remain a licensee."

Judge Tierney did find that Johnston had violated the U.S. Code by broadcasting lottery information over WJLD and had violated sponsorship-identification and logging rules by failing to identify on the air and log the sponsors of certain promotions.

Changing Hands

Announced

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

■ **WAUK-AM-FM** Waukesha, Wis.: Sold by Zondervan Broadcasting Corp. to Stebbins Communications, Inc. for \$450,000. Seller is licensee of WJBL-AM-FM Holland, Mich., and is wholly owned subsidiary of Zondervan Corp., family-owned publisher of religious books and manufacturer of religious records. Buyer is newly formed corporation owned by Mrs. M. Earlene Stebbins (51%), director but nonstockholder of Bonneville International, group station owner, and son, Paul M. Stebbins (49%). WAUK is daytimer on 1510 khz with 10 kw. WAUK-FM is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

■ **WLNH-AM-FM** Laconia, N.H.: Sold by Robert Y. Condit and Robert D. S. Condit to WLNH Radio for \$427,000. Sellers have no other broadcast interests. Buyers, Scott R. McQueen and Randall T. Ode- neal, own WCVR(AM) Randolph and WCFR-AM-FM Springfield, both Vermont. They recently sold WARV(AM) Warwick, R.I., to Three-East Communications Co. (Donald A. Brown and James B. Bo- cock) for \$140,000 pending FCC ap- proval (BROADCASTING, Feb. 10). Pre- viously announced sale of WLNH-AM-FM to Scannix Group Broadcasting for \$425,000 (BROADCASTING, April 7) was canceled. WLNH is daytimer on 1540 khz with 5 kw. WLNH-FM is on 98.3 mhz with 3 kw and antenna 235 feet above average terrain.

■ **KAHU(AM)-KULA(FM)** Waipahu, Ha- waii: Sold by George M. Mardikian, B. Floyd Farr and George D. Snell to W. Russell Withers Jr. for \$397,342. Sellers, all of retirement age, are reducing their broadcast ownership which includes vari- ous holdings in California radio stations. Buyer owns KAUS-AM-FM Austin, Minn., and controls WDTV(TV) Weston, W. Va.; WMIX-AM-FM Mount Vernon, Ill., and

KGMO-AM-FM Cape Girardeau, Mo. Mr. Withers also has interests in J&S Com- munications Co., which holds licenses in common carrier, aviation and marine services, and in rental and beverage com- panies. KAHU is on 940 khz with 10 kw full time. KULA has a construction permit for 92.3 mhz with 60 kw and antenna 265 feet above average terrain.

■ **WZUM(AM)** Carnegie, Pa.: Sold by PS Broadcasting Corp. to Hickling Broad- casting Corp. for \$275,000 plus \$100,000 for consultancy and noncompetition cov- enant. Principals in seller, James D. Psihoulis (50%) and brothers Howard, Jason and Samuel Shapiro (50%), also own WNIO(AM) Niles, Ohio, and WWIZ- (FM) Mercer, Pa. Mr. Psihoulis will con- tinue as president and general manager of WZUM. Principals in buyer are James D. and Dolores Hickling. Mr. Hickling is general manager of KGJH(FM) Tulsa, Okla. WZUM is daytimer on 1590 khz with 1 kw.

■ **WGOE (AM)** Richmond, Va.: Sold by WGOE Inc. to WGOE Radio Inc. for \$230,- 000. Seller is controlled by Fred. A. Grewe who has controlling interest in WEIF(AM) Moundsville, W. Va. Principals in buyer are Carr P. Coffman (50%) and son, Barry P. Coffman (40%). For- mer has interests in Richmond trucking, real estate and trailer firms; neither has any other broadcast interests. WGOE is daytimer on 1590 khz with 5 kw.

■ **KBRR(AM)** Leadville, Colo.: Sold by Continental Divide Broadcasting Co. Inc. to Zap Communications Inc. for \$150,-

000. Principal in seller is Jack East, pres- ident and general manager. Buyers, Rob- ert H. Walther and Frank X. Ryan of Boulder, Colo., are recent college gradu- ates and are new to broadcasting. KBRR is on 1230 khz with 1 kw day and 250 w night. Brokers: Sovren Associates Inc. (buyers), Doubleday Media Inc. (seller).

Approved

■ Sales approved by the FCC last week include: KCRI(FM) Helena, Ark., and WDKD-AM-FM Kingstree, S.C. See page 57 for details.

Agreement in New York

Black Citizens for Fair Media has with- drawn its petition to the FCC that sought denial of license renewal to CBS-owned WCBS-TV New York. The action followed assurances from management that the station intends to increase the employ- ment of blacks, particularly in top job categories, and to be increasingly respon- sive to the programing needs of the black community. WCBS-TV also ex- pressed willingness to meet with BCFM representatives on a regular basis.

BCFM said that it had filed the peti- tion to deny in May 1972 and that the commission had not yet acted upon it. With a new licensing period approaching, BCFM decided that the black commu- nity would benefit more from an open dialogue with WCBS-TV as opposed to ill will that could be caused by another peti- tion to deny.

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Brokers of Newspaper, Radio, CATV & TV Properties

Washington types dominate AAF's June convention

Simon, Engman, Zarb and Newman among government executives scheduled to speak at D.C. meeting

A line-up of government figures and advertising spokesmen has been secured by the American Advertising Federation for its 1975 convention and public affairs conference, May 31 to June 4 at the Statler Hilton hotel, Washington.

On Monday, June 2, Secretary of Treasury William Simon will deliver a keynote address on critical economic issues; Federal Trade Commission Chairman Lewis Engman will be the luncheon speaker, and AAF Chairman Robert Hilton, President Howard Bell and Executive Vice President John Gitlitz will address afternoon sessions.

Scheduled to speak at morning sessions on Tuesday are Chairman James Parton of the National Advertising Review Board, who will address the board's efforts in advertising self-regulation, and Consumer Products Safety Commissioner Constance Newman, speaking on the mission of this newest government agency. Frank Zarb, Federal Energy Administrator, will be the luncheon speaker. That

afternoon will feature a panel on "Advertising and the Law," with participants Lee Loevinger, Hogan & Hartson, Washington; AAF counsel William Rogal, Sloane & Rogal, Washington; Thomas Rosch, director of the FTC's bureau of consumer protection, and James Turner of Swankin, Turner & Kock, Washington.

Wednesday morning will be devoted to AAF district meetings on Capitol Hill with congressional representatives.

ARF studies viewer polls

The Advertising Research Foundation has formed a TV Audience Measurement Committee to evaluate local television audience surveys. The general areas of the review will be current TV reports, scheduling, measurement periods and sample allocations. The committee will specifically consider hypoing, the eight-week versus four-week measurement periods and the coordination of sweep report delivery with buying activity. Erwin Ephron, senior vice president and media director, McCaffrey & McCall Inc., New York, is committee chairman. Other members are Peter Spengler, vice president, advertising services, Bristol-Myers Inc., New York; Michael Drexler, vice president and media director, Doyle Dane Bernbach, New York, liaison for the American Association of Advertising Agencies; John Dimling Jr., vice president and research director, National Association of Broadcasters; Stephen H. Raffel, vice president, research, Harrington, Richter & Parsons, New York, liaison for the Station Representatives Association and Alfred Ordover, vice president, corporate planning, liaison for the TV networks.

network TV and spot TV in 87 markets. Campaign is to begin this week, with programs on all three networks and in local markets constituting major vehicle. Through its agency, Rumrill-Hoyt, New York, Dunlop is attempting, through its advertising, to build up company identity.

New in Seattle. Thomas D. Stanford and Norman F. (Sparky) Taft have formed Stanford & Taft Inc., Seattle agency. Prior to forming agency, Mr. Stanford had been advertising director of Sterling Recreation Organization, and Mr. Taft was station manager of KRKO (AM) Everett, Wash. 2366 Eastlake Avenue, Suite 228 (206) 329-7110.

Martinez picked. ABC Record and Tape Sales Corp., New York, division of ABC Inc., has retained Hope Martinez Media Corp., New York, to buy all of its national broadcast advertising campaign. ABC Record and Tape Sales is said to be nation's third largest record and tape distribution and rack jobbing organization.

Tax twist. Direct-response ads for sale of record albums make radio and TV stations subject to sales tax as retailers, according to ruling by Nevada attorney general's office. Promotion for sale of any property, where stations receive orders and remittance, are included.

Canadian link. SSC&B Inc., New York, and Ronalds-Reynolds & Co., Toronto, have agreed to establish new and separate agency, SSC&B-Lintas of Canada Ltd., Toronto, with founding companies owning 50% each of voting shares. Ronalds-Reynolds has billings of about \$30 million and SSC&B Lintas International is global network of agencies with billings of more than \$530 million. New agency brings number of SSC&B-Lintas offices to 43 in 32 countries.

More room. Peters, Griffin, Woodward Inc. has moved its San Francisco office to larger quarters at 425 California Street, suite 1404 (94104). Telephone remains (415) 982-9188.

Business Briefs

Dunlop's TV roll-out. In its first use of TV, Dunlop Tire & Rubber Corp., Buffalo, N.Y., is allocating estimated \$900,000 of \$1.5-million budget this year to



The best beautiful music sound in Columbia, SC is put out by an AEL FM-2.5KD Stereo Transmitter

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FM: 2,500, 15,000, 25,000,

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BAR reports television-network sales as of April 6

ABC \$195,427,800 (30.5%); CBS \$229,019,400 (35.8%); NBC \$215,067,600 (33.7%)

Day parts	Total minutes week ended April 6	Total dollars week ended April 6	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	116	\$ 671,000	1,446	\$ 8,536,900	\$ 5,807,700
Monday-Friday					
10 a.m.-6 p.m.	965	9,937,500	13,261	140,889,300	123,117,700
Saturday-Sunday					
Sign-on-6 p.m.	307	4,546,000	4,110	67,509,800	64,053,900
Monday-Saturday					
6 p.m.-7:30 p.m.	99	2,401,600	1,362	34,705,300	31,907,600
Sunday					
6 p.m.-7:30 p.m.	14	279,000	233	6,193,100	5,443,100
Monday-Sunday					
7:30 p.m.-11 p.m.	396	25,459,100	5,458	342,750,700	329,988,900
Monday-Sunday					
11 p.m.-Sign-off	173	2,703,900	2,386	39,729,700	35,360,200
Total	2,070	\$45,998,100	28,256	\$640,314,800	\$595,679,100

Source: Broadcast Advertisers Reports

The Broadcasting Playlist™ Apr 21

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Philadelphia Freedom (5:38) Elton John Band—MCA	1	1	1	1
2	2	Lovin' You (3:20) Minnie Riperton—Epic	2	2	3	2
4	3	Lady Marmalade (3:57) Labelle—Epic	4	3	2	3
3	4	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	3	4	4	4
5	5	The No-No Song (2:30) Ringo Starr—Apple	5	5	5	5
6	6	My Eyes Adored You (3:28) Frankie Valli—Private Stock	6	9	7	6
14	7	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC/Dunhill	11	7	6	7
11	8	Chevy Van (2:54) Sammy Johns—GRC	7	8	8	8
7	9	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Arista	10	6	9	10
8	10	You Are So Beautiful (2:39) Joe Cocker—A&M	8	10	15	9
15	11	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	9	12	14	15
10	12	Emma (3:30) Hot Chocolate—Big Tree	12	11	11	14
22	13	Only Yesterday (3:45) Carpenters—A&M	18	13	10	11
21	14	It's a Miracle (3:16) Barry Manilow—Arista	14	17	13	17
18	15	Once You Get Started (3:28) Rufus—ABC/Dunhill	15	19	12	12
16	16	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	13	16	17	19
12	17	Express (3:25) B. T. Express—Roadshow	16	15	19	13
20	18	How Long (3:09) Ace—Anchor	21	14	16	18
9	19	Black Water (3:53) Doobie Brothers—Warner Brothers	17	18	20	22
13	20	What Am I Gonna Do with You (3:24) Barry White—20th Century	19	21	18	21
17	21	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	22	22	23	16
28	22	Shining Star (2:50) Earth, Wind & Fire—Columbia	24	25	21	20
27	23	Walking in Rhythm (2:54) Blackbyrds—Fantasy	20	28	22	23
23	24	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	25	20	24	25
19	25	Poetry Man (3:15) Phoebe Snow—Shelter	23	24	25	27
30	26	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	28	23	27	29
26	27	Supernatural Thing (3:20) Ben E. King—Atlantic	26	29	26	24
25	28	Killer Queen (3:00) Queen—Elektra	30	27	28	26
24	29	L-O-V-E Love (3:22) Al Green—Hi	27	26	29	28
38	30	Stand by Me (3:25) John Lennon—Apple	29	31	31	30
29	31	Fire (3:12) Ohio Players—Mercury	33	32	30	33
39	32	Bad Luck (3:10) Harold Melvin & the Blue Notes—Philadelphia Intl.	35	40	34	31
37	33	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC/Dunhill	34	30	33	39
40	34	I Am Love (5:30) Jackson Five—Motown	39	33	35	37
73	35	Bad Time (2:55) Grand Funk—Capitol	37	41	37	35
32	36	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	31	45	40	42
31	37	Lady (2:58) Styx—Wooden Nickel	49	34	42	34
45	38	Pinball Wizard (3:48) Elton John—Polydor	41	44	38	32
43	39	Thank God I'm a Country Boy (2:47) John Denver—RCA	36	37	39	41
36	40	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	42	43	36	38
44	41	Autobahn (3:27) Kraftwerk—Vertigo	43	35	45	40

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
33	42	Best of My Love (3:25) Eagles—Asylum	32	51	32	50
48	43	Amie (2:37) Pure Prairie League—RCA	38	42	41	44
46	44	Shaving Cream (2:44) Benny Bell—Vanguard	50	38	48	36
34	45	Hijack (5:32) Herbie Mann—Atlantic	40	50	43	43
52	46	Last Farewell (3:43) Roger Whittaker—RCA	48	36	50	46
35	47	Pick Up the Pieces (3:00) Average White Band—Atlantic	46	39	51	47
47	48	Lonely People (2:27) America—Warner Brothers	45	48	46	52
41	49	Mandy (3:15) Barry Manilow—Arista	44	49	44	53
75	50	Sister Golden Hair (3:16) America—Warner Bros.	51	46	47	48
42	51	Harry Truman (3:00) Chicago—Columbia	47	47	55	59
57	52	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	53	55	54	49
64	53	Only Women (3:29) Alice Cooper—Atlantic	64	57	49	45
49	54	Butter Boy (3:20) Fanny—Casablanca	54	58	52	51
60	55	Don't Tell Me Goodnight (3:03) Lobo—Big Tree	52	53	60	62
53	56	Young Americans (3:11) David Bowie—RCA	58	54	56	55
55	57	Roll on Down the Highway (3:56) Bachman-Turner Overdrive—Mercury	56	59	53	60
54	58	Immigrant (3:43) Neil Sedaka—Rocket	57	56	58	57
—	59	Growin' (2:33) Loggins & Messina—Columbia	55	61	57	65
—	60	Old Days (3:30) Chicago—Columbia	59	63	59	56
63	61	Wildfire (4:47) Michael Murphy—Epic	63	60	62	58
—	62	I'm Not Lisa (3:19) Jessi Colter—Capitol	60	62	61	64
51	63	Rainy Day People (2:43) Gordon Lightfoot—Reprise	61	64	63	63
50	64	You're No Good (3:35) Linda Ronstadt—Capitol	74	52	73	54
70	65	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	69	65	64	67
58	66	Satin Soul (3:25) Love Unlimited Orchestra—20th Century	62	66	70	71
68	67	Bloody Well Right (3:00) Supertramp—A&M	*	73	66	61
59	68	Please Mr. Postman (2:48) Carpenters—A&M	66	75	65	*
71	69	Sweet Surrender (2:50) John Denver—RCA	67	*	67	66
67	70	Magic (3:30) Pilot—EMI	71	*	68	69
69	71	Beer Barrel Polka (2:20) Bobby Vinton—ABC/Dunhill	65	71	72	*
—	72	Get Down, Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring	*	*	71	70
—	73	Pinball (3:10) Brian Protheroe—Chrysalis	*	*	69	75
—	74	I'll Play for You (3:47) Seals & Crofts—Warner Bros.	70	67	*	*
—	75	Rescue Me (2:22) Cher—MCA	*	68	*	74

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

Breaking In

Seems Like I Can't Live With You, But I Can't Live Without You—Guess Who (RCA) ■ Canada's most popular pop group (from *These Eyes to Dancin' Fool*) has recently added a guitarist of some solo renown in Domenic Troiano, and with this single from their latest album, *Flavours*, they make their first venture into a country sound. *I Can't Live Without You* is an easy-going waltz that seems to add more country touches as it develops. (And were it not for B. J. Thomas's latest effort, the single would be a shoo-in for longest title of the year honors). It has been added by WCUE(AM) Cuyahoga Falls, Ohio, WHAS(AM) Louisville, Ky., and KQWB(AM) Fargo, N.D.

Let There Be Music—Orleans (Asylum) ■ Orleans was formed two years ago by a group of West Coast studio musicians, and it is now receiving its first pop attention with this release from the band's second album, coupled with a national tour that is building the group's following. *Let There Be Music* has a bright, up-tempo flavor with interesting vocal work that should provide an interesting alternative to the abundance of slow songs now on the charts. Radio reaction has come early from KIMN(AM) Denver and KQWB(AM) Fargo, N.D.

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

- CUT THE CAKE, AWB (Atlantic).
- KASHMIR, Led Zeppelin (Swan Song).
- LET THERE BE MUSIC, Orleans (Asylum).
- LOVE WILL KEEP US, Captain & Tennille (A&M).
- MISTY, Ray Stevens (Barnaby).

Tracking the 'Playlist.' Philadelphia Freedom's second week at the top of the "Playlist" is also the seventh consecutive week in that spot for an MCA release, and the label has had the added pleasure of seeing this Elton John tune cross into R&B. *Lovin' You* and *Lady Marmalade*, Epic's formidable one-two combination, remain strong. The top 10's strongest gainer, B. J. Thomas's comeback pop and MOR hit, *Hey, Won't You Play . . .* is at seven. Sammy Johns's *Chevy Van* gains its top-10 foothold at eight. In the next 10, the Ozark Mountain Daredevils' *Jacky Blue* continues to gain at 11, with the Carpenters' *Only Yesterday* rivaling their last release for rapid growth, at 13. Barry Manilow's *It's a Miracle* also rises impressively, to 14. The week's biggest gainer is Grand Funk's *Bad Time*, bolted at 35 in only its second week on the chart, with America's *Sister Golden Hair* making a similarly large jump, to 50. Alice Cooper's bizarre feminist manifesto, *Only Women* (shortened from its original title, *Only Women Bleed*, to avoid offending top-40 sensibilities), jumps to a bolted 53. Crossovers are again the "Playlist" reality, with Freddy Fender's *Before the Next Teardrop Falls* still climbing at 33 and Jessi Colter's *I'm Not Lisa* entering the chart and bolted at 62. English MOR sensation Roger Whittaker, whose *Last Farewell* was broken by Atlanta's WSB(AM), is moving strongly in pop, now at 46. Loggins and Messina return to the chart with *Growin'*, bolted at 59. And Chicago, returning to its familiar style, hopes *Old Days*, bolted at 60, will be the hit that its *Harry Truman* wasn't. Also reappearing on the Playlist after a prolonged absence are Seals and Crofts, whose *I'll Play For You* enters at 74. Joe Simon, best known to pop audiences for *Drowning in the Sea of Love*, returns with *Get Down, Get Down*, a disco tune that enters at 72. Brian Protheroe's *Pinball* may be profiting from the *Tommy* craze, and has given the English artist his first charted single at 73. Cher's *Rescue Me* brings her back to the chart, perhaps for the last time on MCA, as she begins a new association with Phil Spector and Warner Brothers.

- 99 MILES FROM L.A., Albert Hammond (Mums).
- JUST LIKE ROMEO & JULIET, Sha-na-na (Kama Sutra).
- RUNAWAY, Charlie Kulis (Playboy).
- SAIL ON SAILOR, Beach Boys (Reprise).
- SANDY, Hollies (Epic).
- SEEMS LIKE I CAN'T LIVE WITH YOU, BUT I CAN'T LIVE WITHOUT YOU, Guess Who (RCA).
- SORRY DOESN'T MAKE IT RIGHT, Diana Ross (Motown).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- WOLF CREEK PASS, C. W. McCall (MGM.)
- YOU BROUGHT THE WOMAN OUT OF ME, Evie Sands (Haven).

Music Briefs

Music service. Master Music Co., Los Angeles, announces availability of more than 8,000 compositions recorded on one-quarter-inch magnetic tape by European symphonies. Company, division of Color Stock Library Inc., supplies background and mood music for all media, including TV and feature films. 7934 Santa Monica Boulevard, Los Angeles 90046. (213) 654-9550.

GM mode. Ed Yelin Enterprises Inc., Hollywood, music production service, announces EYE Good Music Top 200 package for radio stations. Top 200 service consists of that many three-minute orchestral recordings on LP stereo disks of top-200 song hits of last few years. Move followed broadcasters' requests for contemporary hits for good music formats. EYE charges from \$350 to \$4,000, depending on market size for 200 hits on 18-month exclusive basis, with about 50 supplied every month or so. Records are being made by arrangers and musicians at Capitol Records Studios in Hollywood. First delivery to subscribers is scheduled for April 30.

NBC news radio goes to O&O's in major cities

It converts one AM, three FM's to face entrenched competition

NBC is counting on its owned AM station in Washington and its owned FM's in New York, Chicago and San Francisco to carry the banner of its new National News and Information Service in its O&O radio markets when the all-news operation commences June 18.

WNBC-FM New York announced last week that it would "fill the FM news void" in a market where two all-news AM's are already established (see below). NBC officials also said WRC(AM) Washington would be the NNIS outlet there and WRC's live contemporary programming would move intact to NBC-owned WKYS-FM Washington, replacing WKYS's beautiful-music format. WRC will also be up against two all-news AM's.

Other NBC sources said NBC's WJOI(AM) Chicago and KNBR(FM) San Francisco were set to become the NNIS outlets in their markets. All-news will replace a relatively new upbeat country format at WJOI and a sweet-music sound of several years standing at KNBR. In both markets the stations will compete with CBS-owned AM's that are established all-news operations—KCBS San Francisco and WBBM Chicago—but NBC sources said that there as in New York they count on the introduction of all-news on FM to attract a large new audience and that the rating history of all-news generally promises strong support in all markets.

There were other reports that Hearst Corp.'s WBAL-FM Baltimore and an existing all-news outlet, KHVH(AM) Honolulu, were among those set to become NNIS outlets. NBC sources refused to comment on the reports. If KHVH becomes an affiliate, it presumably will get its service by satellite at its own expense, since NBC officials have said NNIS will share the terrestrial distribution system that NBC Radio's conventional network uses.

With WRC(AM)'s move to all-news, its live contemporary format—including DJ's Willard Scott, Johnny Andrews, Jack Harris, Dennis (The Menace) Waters, Eddie Edwards and Alan Smith (Brother Love)—will move to WKYS-FM, replacing the automated beautiful music now heard there, NBC authorities said.

WRC(AM) as an all-news outlet will be against WTOP(AM) Washington and WAVA-AM-FM Arlington, Va. NBC officials said initial agency reaction to reports of the switch was "completely favorable."

In New York, WNBC-FM hopes to accompany its move to all-news with a move to new call letters, WWSW(FM), subject to FCC approval.

The only previously announced NNIS signing was that of KRUX(AM) Glendale, Ariz. (Phoenix) (BROADCASTING, April

14). NBC officials say many more have signed—that they will start with 75 in the top-100 markets and expect to have 150 stations over-all by then—but that most stations have asked for anonymity until they have time to make staff changes and deal with clients of their current formats.

After 10 years, WINS picks up tempo as WNBC-FM gets ready to move in against it and tough rival, WCBS

It could be a long, hot summer in New York in 1975 as WNBC-FM invades the all-news radio terrain against long-established rivals, WINS(AM), which was celebrating its 10th all-news anniversary last week, and WCBS(AM), which moved into that turf eight and a half years ago.

As the new kid on the street, WNBC-FM will find that WINS and WCBS are experienced and successful battlers. Their cumulative audience is said to amount to about 40% of all radio listeners in the coverage area, and they run neck-and-neck in the ratings race.

Whether in preparation for the incursion by WNBC-FM into all-news radio or not, WINS disclosed last week it's making some modifications in its package. The station will increase its news updates to three an hour from two, and these reports will be given by a rotating roster of newsmen, with changes of anchor every 20 minutes instead of every hour. The changes are being made because station audience research indicated that listeners were tuning in for relatively short periods. As a result, the audiences will be hearing complete updates more often during most of the broadcast day, a spokesman said.

No substantial increase in staff size is expected to result from the format modifications. A writer and editor will be added to handle the extra copy load. WINS's staff has grown from 90 in 1965 when the station switched to all-news (from Top-40 music) to its present 110.

Hill broadcast test draws support, fire

Backers see it as creating parity for legislative branch, cite successes elsewhere; opponents raise questions of grandstanding, intrusion

A resolution to undertake a test of broadcasting floor proceedings in the House took a first, albeit faltering, step last Wednesday (April 16) when it was taken up in a hearing before the House Rules Committee.

In voicing his support of the measure as a witness before the committee, Representative James Cleveland (R-N.H.) called the resolution "a thoroughly bipartisan proposal," a contention born out by the members of the Rules Committee. There were some on both sides of the table who disliked the idea.

Representative Jack Brooks (D-Tex.), chief among 106 cosponsors of the resolution (H. Res. 269), was the primary witness. He told the committee that because television and radio have not been permitted to carry chamber proceedings,

electronic coverage of Congress has been incomplete. "On the other hand," he said, "the media has enjoyed much greater access to the President and the executive branch. This access has enhanced both the President's ability to communicate and the people's capacity to understand.

"But it has also created a serious imbalance in the constitutional balance of power, an imbalance in which Congress is too often viewed not as the maker or shaper of public policy but as a subsidiary body either disrupting presidential plans or acquiescing in presidential initiatives."

He said surveys and opinion polls have shown that a majority of people cannot identify their own congressmen and, even more, know little about Congress's function, the legislative process or the day-to-day activities of representatives.

What the legislation proposes is to begin a one-year experiment this session with live video and audio feeds and recordings of each regular session of the House from gavel to gavel, to be available to commercial and public broadcast stations and networks. Congress would in no way restrict the selection of material for airing.

During the first stage, however—up to six months—the feeds would be restricted to closed-circuit monitors functioning internally on Capitol Hill. This, Mr. Brooks said, would allow time to get bugs out and to give members a chance to get used to the cameras and recorders. But after that, the material would go out over the air.

The bill also provides that the nine-member House Commission on Information and Facilities, of which Mr. Brooks is chairman and Mr. Cleveland ranking minority member, would be responsible for conducting the test, and for determining the rules and regulations for the coverage.

Some regulations are already laid out in the resolution. For one thing, the live feeds, video tapes and recordings shall be broadcast "solely for the education, enlightenment and information of the general public." No part of them may be used in commercial advertisements. No part of them may be broadcast with commercial sponsorship except as part of a news or public affairs program. Furthermore, the material may not be used to promote or oppose candidates for public office.

Mr. Brooks emphasized that his commission will "fully respect" the rights of broadcasters to equal access and to coverage that has not been censored. "But we also intend to protect members from undue intrusion, disruption or disturbance." This last is what most concerned the Rules Committee members. Representative James Delaney (D-N.Y.) said the presence of cameras would turn the House into a "circus," a "hippodrome," even a "burlesque."

Mr. Brooks conceded there might be some showmanship at first, but, he said, the cameras might cause members to be more careful in what they say.

Rules Committee Chairman Ray Madden (D-Ind.) wanted to know how viewers would react if the cameras panned the chambers revealing members' absence. Mr. Brooks said the plan calls for cam-

eras in fixed positions focused only on the House speaker's rostrum or the speaking stands in the well in front of the speaker.

Representative James Quillen (R-Tenn.) responded "then what we're doing is controlling the media," that is, by controlling what is being made available for them to air.

But Representative Delbert Latta (R-Ohio) saw it just the other way. The media will be determining what the public sees of Congress. This is the way it works now, Mr. Brooks interjected. "We're just giving them a broader selection." If the purpose is to provide continuous coverage of the House, Mr. Latta returned, then it cannot be left up to the networks and stations. But, said Mr. Brooks, the networks cannot be expected to carry six hours of coverage a day. "They'd be broke in a week." Mr. Latta persisted: "We want the American people to see what goes on here. But they're just not going to see it."

Representative Spark Matsunaga (D-Hawaii), who like Messrs. Latta, Quillen and Delaney, is a member of the Rules Committee, supported the measure, saying the legislature in his native Hawaii already permits broadcast coverage of its proceedings. He said members there had the same misgivings as some of the members of the Rules Committee do now. As it turned out, he said, attendance at legislative sessions improved and members paid no attention to the cameras.

Written testimony by Representative Don Fuqua (D-Fla.) attested to the success of a similar experiment in Florida.

Representative Richard Bolling (D-Mo.), another member of the Rules Committee, said he was startled by the broadcast resolution's sweeping grants of power to the Commission on Information and Facilities. He said he thought the language of the resolution is vague—where it ought to provide legislative guidance, for example, the resolution gives the commission authority to make the rules and regulations for operating the system.

Following Mr. Bolling's remarks, Chairman Madden concluded the committee needed more time than a single afternoon to hear testimony and deliberate. He said the committee will take the measure up again this week, but he set no date.

Squeaky wheels on the news machine

Inside defenders and outside critics debate state of network journalism

CBS newsman Mike Wallace pleaded "guilty" last week to not getting much news out of his controversial interviews with H. R. Haldeman and suggested the press—including himself—reconsider the intensity of its constant "search for a new villain."

His remarks came at the end of a day-long Babson College, conference in Wellesley, Mass., on "The TV News Machine."

Mr. Wallace said reporters placed too much faith on the "leak" and spent too little time considering confidential sources' motives for leaking. He said he had nothing to do with his network's de-

cision to pay Mr. Haldeman and said he tried to follow up the ex-Nixon aide's self-serving comments, but "it was like trying to punch a marshmallow. The leads led nowhere."

He urged colleagues to be alert to the "vast constituency which mistrusts us" and mentioned the Symbionese Liberation Army and the Black Panthers as examples of the "loud-mouthed groups who have learned to manipulate us."

And he concluded by hoping that "maybe, just maybe, we can begin to tell some more good news."

Ex-FCC Commissioner Nicholas Johnson, who now heads the National Citizens' Committee for Broadcasting, called it "grossly unfair to make any judgment about the public's taste until we give people a choice" of programing. "No one has greater power and greater responsibility" than network newsmen, he said, "so we shouldn't be surprised when they don't always live up to it."

He feels network news "gives television a better face than it deserves, and newsmen deserve tremendous credit for the battles they take on in the hostile environment" of commercialism. "The great wonder," Mr. Johnson feels, "is that they can get any of their stuff on the air at all," because even news is "show business."

He's not wild about the fairness doctrine, but feels it's necessary in the absence of more cable and pay-TV influence.

Edith Efron, the *TV Guide* writer, went over old ground, saying her book, "How CBS Tried to Kill a Book," pinpoints network "lies, lies, lies" to discredit her and her earlier book, "The NewsTwisters." She called the "overwhelming bulk" of the print and electronic press "illiterate intellectuals" who get information from each other instead of from primary or even secondary sources.

Calling the world's most important problem the "knowledge crisis," she said the public can't determine the truth in major issues because these become "hopelessly politicized." Media "pack leaders," she charged, choose which information to convey, in line with their self-interest or self-image.

Press critics like herself, she said, are neither "subjective boobs" nor "ill-motivated beasts out to destroy press freedom." She's a journalist, she insisted—"not a monster of the networks' imagination." She described herself as a "First Amendment absolutist" who wants to wipe out the FCC and "all other pressure groups." She says "I believe in criticism, but not in cultural commissars."

CBS News Senior Vice President William Small agreed with Miss Efron on one point—that the FCC be abolished. "There's a great danger from the growing encroachment of government," he said, "even though it's not true that we 'lie, lie, lie.'"

Mr. Small said the networks offer enough rebuttal time for dissenting views and renewed his argument that the fairness doctrine and equal time requirements violate the First Amendment.

Congress and the FCC, he said, "have

no business getting into the business of news content." Mr. Small said people don't realize how shaky a foundation freedom of the press rests on, and added that "almost nothing would happen differently if the equal time provision were abolished. Why? Because networks' and large stations' vast audiences would assure fair coverage or they would complain, he said.

But he's distressed, too, about the number of Americans who only get their news from TV. "We're a front page," he said. "It's not 'the way it is,' but 'the way it is in 22 minutes.'"

Ned Schnurman, associate director of the National News Council, said that despite his group's refusal to condemn "checkbook journalism" (BROADCASTING, April 14), "it's about time" both print and video newsmen "grew up and set higher standards" in this area.

Mr. Schnurman criticized TV's "commitment to the lowest common denominator" of audience taste. But he said many who allege video bias are simply imposing their own subjective judgment about what is, or isn't, news.

TV newsmen do a good job with inadequate time and space, he said. But he predicted new attacks on the networks for their "graphic films portraying the South Vietnamese acting the way they're acting."

Headliner honors: 5 in radio, 7 in TV

Twelve broadcasting winners were among 30 receiving 41st annual National Headliner Awards. The competition for journalistic excellence in the news-gathering media is sponsored by the National Headliners Awards Club in Atlantic City.

The radio winners: KFWB(AM) Los Angeles (consistently outstanding radio reporting); WVA(AM) Wheeling, W.Va. (outstanding radio reporting for a city under 250,000 people); KDKB(AM) Mesa, Ariz. (outstanding public service); ABC Radio, New York (outstanding public service by a network); National Public Radio, Washington (outstanding documentary by a network—*The Great American Pleasure Railway*).

The television winners: WCBS-TV New York (consistently outstanding TV reporting for city over 500,000); WIBW-TV Topeka, Kan. (consistently outstanding TV reporting for a city under 500,000); KCPX-TV Salt Lake City (outstanding public service); WRC-TV Washington (outstanding documentary for TV—*South Boston*); CBS-TV New York (consistently outstanding TV reporting—*60 Minutes*); NBC-TV New York (outstanding public service by a network—*Who Shall Feed the World?*); and National Public Affairs Center for TV, Washington (outstanding documentary by a network—*On the Quiet Death of Julius and Ethel Rosenberg*).

The winners will receive the National Headliner silver medallion at a May 31 award banquet in Atlantic City at which former California Governor Ronald Reagan will be keynoter.

Programing

CBS still tops in Emmy nominees; ABC is second and NBC is third

**NATAS sets up staggered dates
for announcing winners,
telecasts in various categories**

CBS again led the way in Emmy nominations for the 1974-75 TV season, with a total of 87 in prime-time and daytime entertainment programs and individuals. ABC followed with 76, NBC with 52, Public Broadcasting Service with 10 and syndicated shows with six.

Last year CBS swept the nominations with 127; as ABC and NBC followed with 76 and 75, respectively.

For prime-time programs, CBS led with 79 nominations; ABC had 55, NBC 33 and PBS 10. For daytime programs, ABC led with 21 nominations; NBC followed with 19, CBS eight and syndication six. The last included three nominations for *Dinah*, a CBS Owned Television Stations Division production, distributed by 20th Century-Fox; and three for the *Mike Douglas Show*, produced and syndicated by Westinghouse Broadcasting Co.

The 231 Emmy nominations were announced last week by Robert F. Lewine, president of the National Academy of Television Arts and Sciences. The prime-time winners will be announced at the 27th annual Emmy award television show to be broadcast by CBS May 19 from the Palladium in Hollywood (9-11 p.m., NYT). The second annual daytime winners will be announced May 15 with the proceedings from a Hudson River dayliner in New York Harbor to be carried on ABC (1:30-3 p.m., NYT).

Further nominations will be announced in a couple of weeks for sports, special classification, daytime and children's programming individuals, costume, makeup, creative technical crafts, and special music material. Nominations in the news and documentary fields, plus a date and a network for this broadcast will be announced later this spring.

Following are prime-time series, specials or single programs receiving two or more nominations:

ABC Theater, "The Missiles of October," eight nominations, "Love Among the Ruins," six, "Wedding Band," one, and "Judgment: the Court-Martial of Lt. William Calley," one, ABC-TV.

All in the Family, four, CBS-TV.

Bell System Family Theater, "The Count of Monte Cristo," two, NBC-TV.

Benjamin Franklin, six, CBS-TV.

The Carol Burnett Show, five, CBS-TV.

Cher, seven, CBS-TV.

An Evening With John Denver, three, ABC-TV.

Great Performances, "Rubinstein," one, "Bernstein at Tanglewood," two, Public

Broadcasting Service.

Hustling, two, ABC-TV.

IBM Presents Clarence Darrow, four, NBC-TV.

Kojak, six, CBS-TV.

The Legend of Lizzie Borden, four, ABC-TV.

Lily, two, ABC-TV.

Masterpiece Theater, "Upstairs, Downstairs," six, PBS.

The Mary Tyler Moore Show, nine, CBS-TV.

*M*A*S*H*, 11, CBS-TV.

NBC Sunday Mystery Movie, "Columbo," five, "McCloud," four, "McMillan and Wife," two, and "Amy Prentiss," one, NBC-TV.

NBC World Premiere Movie, "The Law," three, NBC-TV.

The Odd Couple, two, NBC-TV.

The Perry Como Christmas Show, two, CBS-TV.

Petrocelli, two, NBC-TV.

Police Story, three, NBC-TV.

QB VII, 13, ABC-TV.

Queen of the Stardust Ballroom, nine, CBS-TV.

Rhoda, five, CBS-TV.

Shirley MacLaine: If They Could See Me Now, four, CBS-TV.

Streets of San Francisco, seven, ABC-TV.

The Tonight Show Starring Johnny Carson, three, NBC-TV.

Wide World in Concert, two, ABC-TV.

The Waltons, four, CBS-TV.

Following are daytime series, specials or single programs receiving two or more nominations:

ABC Afternoon Playbreak, "The Girl Who Couldn't Lose," five, "The Last Bride of Salem," three, "Oh, Baby, Baby, Baby," two, "Can I Save My Children?" two, "Heart in Hiding," two, ABC-TV.

Another World, three, NBC-TV.

The CBS Festival of Lively Arts for Young People, "Ailey Celebrates Ellington," one, "Harlequin," one, CBS-TV.

Days of Our Lives, seven, NBC-TV.

Dinah!, three, syndicated.

General Hospital, two, ABC-TV.

The Hollywood Squares, three, NBC-TV.

Let's Make a Deal, three, ABC-TV.

The Mike Douglas Show, two, syndicated.

Today, three, NBC-TV.

The Young and the Restless, three, CBS-TV.

president in charge of worldwide syndication for Metromedia Producers Corp., this year's NAB was "a disgrace. We didn't do 10 cents worth of business in the suite."

One of the reasons for these poor showings was cited by George Back, vice president and general sales manager of Group W Productions (which also, he said, did very little business in Las Vegas): "The NAB doesn't draw on the syndicators for ideas about the make-up of the various forums, discussions and seminars. Syndicators are just not visible any more at the NAB—it's no longer a programing forum."

But the light traffic in the syndicators' suites in Las Vegas was not all the NAB's fault—not at least according to NAB President Vincent Wasilewski. Part of the problem, he said, was that the program sellers did not advertise or promote themselves sufficiently.

James Hulbert, executive vice president for public relations at NAB said that, in terms of accommodations, "we couldn't do much better for them than what we offered them." What was offered most syndicators were suites in the main convention hotel, Las Vegas Hilton. Mr. Hulbert added, "I think they're slapping us for what they see as second class treatment in the past."

Mr. Hulbert acknowledged, however, that, "in my opinion, we have not done enough on it [accommodating syndicators] in the past." And he and Mr. Wasilewski pledged future negotiations with the syndicators to keep them in the NAB convention fold.

One idea, Mr. Hulbert suggested, might be to make space for them on the exhibit floor. Mr. Wasilewski agreed, adding that there would be room to try that in Chicago, the site of next year's convention.

Of the exhibit arrangement at this year's convention, Sandy Frank, president of Sandy Frank Film Syndication Inc., said, "The NAB's convention floor is really arranged for the exhibition of technical equipment. There are 5,000 engineers and radio people and only a handful of program suppliers. I personally didn't want to go to Las Vegas to negotiate deals—I went to make sure that a couple of hundred station guys and rep people saw Bobby Vinton at the Fla-

mingo." (Sandy Frank is syndicating *The Bobby Vinton Show* for a September 1975 start in prime access.)

Also addressing the question of why a syndicator goes to the NAB, Lou Friedland, the president of MCA TV said, "We never do much selling at the NAB that we wouldn't do otherwise. Our expectations for the NAB are small—we paid a token visit this year and saw a lot of station managers, so in that sense it was useful."

A similar view was expressed by Henry Gillespie, senior vice president, marketing, for Viacom Enterprises, who said, "The NAB is not really structured for the buyers and sellers of program product. But I go every year to sort of feel the pulse of the buyers—to shmooze around with as many people as I can and find out what's on their mind."

Mr. Friedland and Mr. Gillespie said they'll probably continue to ply their wares at future NAB's, but the other syndication executives queried by BROADCASTING all said they'd think seriously before shelling out thousands of dollars for NAB hospitality suites which fail to attract sufficient traffic to justify that kind of expense.

The syndicators who've soured on the NAB all echo a common theme: the National Association of Television Program Executives is the convention that's geared to the screening and display of program product, particularly specials and series that are new. "I regard the NATPE as the real marketplace for ideas where syndicators are concerned," said Group W's George Back. "Our opinions are solicited, and we don't feel left out, as we do at the NAB."

Also, Metromedia's Ken Joseph declared that the NATPE is assuming greater importance in syndicators' minds because more station managers—the men who make the final decisions on what programs to buy—are showing up at that convention.

Mr. Joseph added that the growing importance of the NATPE is pushing the syndicators to demand "a greater voice in the structuring of the panel discussions." He's convinced the syndicators will be better able to bargain for concessions like these from the NATPE when their own organization—which will

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Some programers count themselves among the losers in Vegas

Little or no suite traffic plagues many, although several went expecting little actual selling; NAB hopes for better accommodations next year

To Wynn Nathan, vice president of Time-Life Television, the National Association of Broadcasters convention in Las Vegas two weeks ago was "an absolute, complete bust—a waste of time, effort and money. Even the kids didn't come to visit our suite."

And to Ken Joseph, executive vice

be called the National Association of Television Program Distributors—becomes a reality, possibly as early as June 5, the date of their next meeting. Mr. Joseph even envisions the possibility of the new organization's putting into motion a trade fair of its own within two or three years.

NAB's Mr. Hulbert acknowledged that the NATPE conference is strong competition for the NAB convention in attracting syndicators, but suggested that one thing NAB might do so that they will not be left out is to work them into more sessions on programming.

Mr. Wasilewski said there exists no ill will between the NAB and NATPE; most NATPE members are also members of the NAB. Which gave rise to another thought from Mr. Wasilewski. Perhaps, he said, the two might get together for a federated convention.

At any rate, he said, the problem will be discussed by the NAB executive committee at its May meeting.

A peek under ABC tent finds 13 renewals

Returning shows include surprises, including 'Welby,' 'Baretta'

ABC-TV's 1975-76 prime-time schedule is still two weeks away, but network sources said last week that 16 of the 22 hours ABC will have to fill beginning in September are now locked in.

Eight of the shows that will be back on the network are recording solid Nielsen, and their renewal notices came as no surprise. The eight are: *The Streets of San Francisco*, *The Rookies*, *NFL Monday Night Football*, *S.W.A.T.*, *The \$6 Million Dollar Man*, *Harry O*, one *ABC Movie of the Week* (which will probably run two hours instead of 90 minutes, on a night still to be determined), and one theatrical-movie night (probably Saturday's, which has recently been giving ABC its best numbers on that night in many years).

The other five renewals are all borderline shows that, for one reason or another, ABC thinks are worth taking a chance on. For example, *Marcus Welby, M.D.* (29 share average, season to date), which MCA-TV is putting into syndication next September, will probably be pushed up to the 8 p.m. family hour on a night still to be determined (from its present slot on Tuesday, 10-11 p.m., NYT). Three comedies that were being touted as casualties a month ago—*Happy Days* (27 share average), *That's My Mama* (29 share average) and *Barney Miller* (25 share average)—are coming back, network sources say, because they are expected to hang on to their present family-hour audiences.

The final surprise renewal—the police show, *Baretta*—engineered its reprieve when it collected 33 shares two weeks in a row after ABC shifted it from Fridays (10-11 p.m.) to Wednesdays (10-11 p.m.) earlier this month.

As noted earlier (BROADCASTING, April

14), ABC has signed Howard Cosell to host a weekly Ed Sullivan-type variety hour and has committed itself to Columbia Pictures Television's *Heaven Help Us* (formerly titled *Everything Money Can't Buy*), a situation comedy with Carl Reiner as producer, co-writer and star.

The A to Z of children's TV on NAB agenda

Washington conference to offer views of top government officials, advice to stations on problems, and a look at available programming

The program is set for the national conference on children's television, sponsored by the National Association of Broadcasters and scheduled for June 1-3 in Washington.

Billed as the "most comprehensive seminar and workshop on children's programming and advertising ever offered" in the words of the conference chairman, Robert Gordon of WCPO-TV Cincinnati, the conference will feature FCC Chairman Richard E. Wiley, Bob Keeshan (CBS-TV's Captain Kangaroo) and a representative of the Federal Trade Commission.

Included in the program will be a showcase of more than 50 children's programs produced at the local level, with the station personnel responsible for them available to answer questions about such things as costs, personnel requirements, sources of material, and local resources.

There will be a seminar on how to develop and market children's programs that will make profits. At another session, new research on the effects of children's programming and advertising on children will be presented, which, according to the NAB, "will help you not only in programming but in dealing with critics of children's programming in your community." Accompanying the research program will be a seminar on ways to test the effectiveness of local children's shows.

Furthermore, there will be a session outlining FCC, NAB and FTC rules and guidelines affecting children's commercials.

Finally, seven workshops are planned on the following topics: (1) how to develop local personalities for children's programming, (2) puppetry as a program element, (3) budgeting and cost for children's programming, (4) music and the child, (5) developing workable children's program formats, (6) identifying and using local resources and (7) the art of scheduling children's shows.

Members of the NAB children's television committee, aside from Mr. Gordon, are Charles Batson of Cosmos Broadcasting Corp., Columbia, S.C.; Robert Bennett of WCVB-TV Boston; George Heinemann, NBC, and Dr. Harold Niven, NAB. Program chairman of the conference is Dr. Roger B. Fransecky, director of the University Media Center, University of Cincinnati.

Public broadcasters, publishers deadlock on phase of copyright

Talks on Capitol Hill to resume this week

Representatives of public broadcasting and of publishing groups sat down on opposite sides of the table last week to iron out one remaining wrinkle in the copyright bill being readied in the Senate for committee action, and after two and a half hours, according to one public broadcasting spokesman, "were still on opposite sides of the table."

There were about 30 people at the meeting on Capitol Hill last week, including the register of copyrights, Barbara Ringer, representatives of the Public Broadcasting Services, the Corporation for Public Broadcasting, National Public Radio, the Association of Public Radio Stations and music and book publishers. The session was refereed by five staff members of the Senate Copyrights Subcommittee.

At issue was the implementation of the provision in the pending copyright bill (S. 22) that makes public broadcasters liable for copyright infringement. Currently they are not.

But new copyright obligations for the public broadcasters is not the problem. They agree they should be liable.

However, they do not think they should have to negotiate with the publishers over all copyrighted material they use in programming they originate whether the material be excerpts from books, magazines, newspapers, sculptures, maps or photographs.

Unlike the commercial networks, a public broadcast spokesman said last week, there is no single organization in public broadcasting originating most of the programming. Instead, he said, there are 150 stations, each originating programs—taken together, thousands each year—and all would have to make separate copyright arrangements for materials used.

What the public broadcasters want is something like an amendment introduced by Senator Charles Mathias (R-Md.) to the copyright bill last session. That amendment, which did not become a part of the copyright bill which passed the Senate last year, would provide the granting of a compulsory license to public broadcasters, enabling them to pay a set fee for the copyrighted material they use into a single pool, to be distributed to the copyright holders. The amendment does not foreclose private negotiations between public stations and copyright holders, but failing resolution, the fees would be set by a tribunal of independent arbitrators.

The publishers at the meeting last week were fighting the idea of a compulsory license, arguing that they will act responsibly in copyright negotiations with the public broadcasters, and that there is no need to address the problem in legislation. That would set a bad precedent by their way of thinking.

CBS finances go against the flow

Profits are up 15% in the first quarter of this recession year; stockholders meeting features thumbs-down vote on AIM proposal

CBS is "off to a promising start again this year" despite the recession, with record first-quarter results showing a 15% increase in net income on a seven-percent rise in net sales, Chairman William S. Paley told the annual meeting of the CBS shareholders in New York last Wednesday.

President Arthur R. Taylor echoed Mr. Paley's confidence. Despite the "severe recession," he said, "CBS has done better than merely weather the storm." He added that "we cannot foresee exactly what the rest of 1975 will bring," but "we believe the economy will be on the road to recovery by yearend."

Mr. Taylor reported that the sales of the CBS Broadcast Group were up five percent in the first quarter, with CBS-TV contributing the biggest part, but with "demonstrable improvement throughout the group." He said the CBS TV Stations Division "improved on several fronts," including sales; that CBS Radio "has shown sharp improvement" in sales and share after an "indifferent 1974" and that "sales continued to advance for both our AM and FM stations."

Mr. Paley, who put first-quarter sales at \$442.2 million, net income at \$24.2 million and per-share earnings at 84 cents, presided over a sometimes hectic three-hour meeting during which he refused to be pinned down on when he may retire and refused to be shaken in his confidence in CBS News.

The question of retirement was raised by a stockholder who noted that former CBS vice chairman, Frank Stanton, had retired at age 65, and asked whether Mr. Paley had given any thought to retirement "or is this going on until you're 93?"

Mr. Paley, who is 73, said that as CBS founder he was given an exception to the age-65 mandatory retirement rule and that, as stockholders had been advised, he continues to serve subject to election by the CBS board, after which he has a consultant's contract extending through 1987.

"I can't give you any indication about my plans," he continued, and added: "If you think I'll stay till I'm 93, you give me encouragement about my future." Later, in a different context, he said some men of 80 may be as competent as others of 45.

Other stockholders came to Mr. Paley's defense, thanking him for his service over the years and for his patience and good humor in the face of what one called "personal vindictiveness and downright rudeness" at the meeting.

The chairman fended off repeated attacks on CBS News, chiefly made in relation to the Institute for American Strat-

egy's charges of bias (BROADCASTING, Nov. 4, 1974, ct seq.) and in connection with Accuracy in Media's motion—overwhelmingly voted down at the meeting—for creation of "a committee of corporate responsibility" to investigate the IAS charges and consider recommending a code of ethics for CBS News and an ombudsman to keep watch on its work.

In response to questions, particularly from AIM Chairman Reed J. Irvine, Mr. Paley said the charges were baseless, that IAS had refused to make full disclosure of the material it relied upon and that the CBS board of directors was familiar with the charges "and they as I stand solidly behind the operations of CBS News." CBS management, he said, "has every confidence in CBS News."

Dr. Ernest W. Lefever of the Brookings Institution, author of the IAS book, took the floor to say he was not connected with IAS, that he had "bent over backwards to be fair to CBS in many ways" and that he had submitted the book in advance to independent sources who assured him it was worth "scholarly attention."

Mr. Paley reiterated that "we found the evidence in your book to be scant and questionable," and that IAS's refusal to reveal fully the information behind it casts doubt on the authenticity of the charges.

Mr. Paley had devoted much of his prepared remarks to praise of CBS News in its reporting of last year's "extraordinary series of unprecedented events." He

said "CBS News came through the year with its reputation deservedly enhanced," and that "more than ever we can prize the esteem that our contribution has helped broadcasting to earn as the American people's preferred and most trusted source of news and information."

"Generally speaking," Mr. Paley said, "I sincerely believe that we have, in the U.S., the freest and the fullest broadcast coverage of news and issues of any country in the world. And speaking immediately of CBS, I believe that we are probably more responsible for the defense of that freedom and for providing that coverage than any other broadcasting organization in the country."

But CBS broadcast operations must remain "economically vigorous" if CBS is to maintain its pace, he said, and that depends on successful entertainment programming. "For this reason I would like to emphasize the enormous importance of programs that give pleasure and often cultural enrichment to countless millions who seek and need relaxation and diversion from the cares of life," he asserted.

"Just as our commitment to news and public affairs demands a high and constant sense of responsibility, so does our obligation to satisfy this other public appetite."

"It is an awesome thing to be entrusted with a means of entertaining the largest and most diverse audience in history. . . ."

Other highlights included:

■ In response to questions, Mr. Paley

April, 1975

\$400,000

Champagne Broadcasting Corporation

Licensee of KIKN-AM, Sinton, Texas

Senior Secured Loan, due 1983

We acted as lender and financial advisor to the Company in this transaction. This advertisement appears as a matter of record only.



Becker Communications Associates

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reviewed CBS News President Richard S. Salant's letter saying that paying H. R. Haldeman for the recent interviews may have been a mistake and that the question of ever making payments for interviews—even for those of the “memoir” type—is being reviewed. “I associate myself strongly with Mr. Salant's appraisal,” Chairman Paley said.

■ Mr. Paley said that later in the year when the direction of the economy becomes clearer CBS will review its dividend policy. This was in response to a stockholder who protested a five-cent increase in dividends when Mr. Paley, he said, receives \$3 million a year including dividends, salary and other remuneration. (Mr. Paley corrected him on another point but not on the \$3-million figure.)

■ He said in answer to another question that CBS is “very concerned about our people in Vietnam” and is “making plans which will give the greatest protection possible both for the Americans and the Vietnamese who have been working for us.”

■ President Taylor said first-quarter gains in sales had been turned in by CBS Records (up 3% to a first-quarter

record high), CBS/Columbia Group (up 14%) and CBS/Publishing Group (up 16%) in addition to the broadcast group. “I think and hope you will agree that CBS is faring well in these difficult economic circumstances,” Mr. Taylor said.

■ He also reported that CBS has more than \$200 million in cash and cash equivalents, presenting “no need for external financing now or in the foreseeable future,” and that total personnel is 7.5% below budgeted levels, with all of the

decline achieved “without human dislocation.”

■ Mr. Taylor cited NAB's adoption of family-viewing standards (BROADCASTING, April 14) as a fruit of CBS efforts, and said “we feel that the industry has taken a positive step in further recognizing the general public concern with the effect of television on young minds, while not sacrificing the standards of taste and sophistication which adults expect from television entertainment.”

Recession takes its toll on RCA's first quarter

RCA Corp. reported last week that in the recessionary first quarter of 1975 net income dropped by 46% from the comparable period of 1974. Robert W. Sarnoff, RCA board chairman, said net income for this year's period was \$17 million (21 cents per common share), compared with \$31.3 million (40 cents a share) in the first quarter of 1974. He added that first quarter sales inched up by 1% to \$1.09 billion from \$1.8 billion a year earlier.

Mr. Sarnoff said the weakened econo-

my had most severely affected durable consumer goods, such as color television sets. He said RCA economists anticipate the recession will bottom in the second quarter, and gradual improvement will come in the third and fourth quarter.

Other RCA divisions, Mr. Sarnoff said, performed strongly. NBC ended the first quarter with higher sales and earnings. The Hertz Corp. achieved the best first quarter results in its history. And RCA Global Communications and its Alascom subsidiary also had record first quarters.

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
Chris-Craft Industries	6 mo. 2/28	27,971,000	+ 3.2%	(422,000)	*	(.24)	27,099,000	(941,000)	(.36)
Fuqua Industries	year 12/31	550,719,000	+ 16.2%	16,485,000	+ 72.5%	1.69	473,766,000	9,556,000	1.07
Globetrotter Communications	year 12/31	32,361,052	+ 30.4%	562,209	— 75.0%	.20	24,822,992	2,228,631	.72
Harte-Hanks Newspapers	3 mo. 3/31	19,559,000	+ 15.0%	1,460,000	+ 21.3%	.33	17,008,000	1,204,000	.28
Kingstip Inc.	6 mo. 3/31	15,171,850	+ 18.3%	456,534	+102.0%	.40	12,826,590	226,846	.20
Scripps-Howard	3 mo. 3/31	7,914,274	+ 17.6%	1,449,368	+ 29.0%	.56	6,727,691	1,123,237	.43
Turner Communications Corp.	year 12/31	12,592,000	— 1.74%	739,000	— 53.6%	.65	12,815,000	1,596,000	1.07

* Change too great to be meaningful.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 16	Closing Wed. April 9	Net change in week	% change in week	High 1974-75	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ARC	N 19 7/8	19 5/8	+ 1/4	+ 1.27	28 3/8	12 3/8	7	17,129	340,438
CAPITAL CITIES	CCB	N 38 1/2	36	+ 2 1/2	+ 6.94	39 1/4	19 1/2	13	7,164	275,814
CBS	CBS	N 45	44 1/2	+ 1/2	+ 1.12	45 1/8	20 1/8	12	28,092	1,264,140
CONCERT NETWORK***	D	1/8	1/8		.00	7/8	1/8		2,200	275
COX	COX	N 18 1/4	19 1/2	- 1 1/4	- 6.41	19 1/2	9 3/8	9	5,831	106,415
GROSS TELECASTING	GGG	A 10 3/4	10 1/2	+ 1/4	+ 2.38	13 5/8	6 3/8	7	800	8,600
LIN	LINB	D 7	5 1/2	+ 1 1/2	+ 27.27	7	2	7	2,297	16,079
MOONEY*	MOON	D 2 1/2	2 3/8	+ 1/8	+ 5.26	3 5/8	1	7	385	962
RAHALL	RAHL	D 4 7/8	3 5/8	+ 1 1/4	+ 34.48	6	1 3/4	10	1,297	6,322
SCRIPPS-HOWARD	SCRIP	D 17 1/4	17	+ 1/4	+ 1.47	17 1/2	13 1/2	7	2,589	44,660
STARR	SBG	M 4	4 1/8	- 1/8	- 3.03	9	3 1/4	3	1,091	4,364
STORER	SBK	N 16 1/2	16 1/8	+ 3/8	+ 2.32	17 3/8	10 7/8	8	4,717	77,830
TAFT	TFR	N 23 3/8	21 5/8	+ 1 3/4	+ 8.09	23 3/8	10 3/4	8	4,011	93,757
WOODS COMM.***	D	1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL									77,895	2,239,802
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 1 1/4	1 5/8	- 3/8	- 23.07	2 1/2	3/4	7	1,265	1,581
AVCO	AV	N 4 3/8	4 3/8		.00	8 7/8	2 1/8	12	11,481	50,229
BARTLETT MEDIA	8MC	A 1 1/4	1 1/2	- 1/4	- 16.66	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	BJ	N 4 1/2	4 3/8	+ 1/8	+ 2.85	7 1/2	3 1/2	15	2,403	10,813
CAMPDOWN IND.***	D	1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N 3 7/8	3 1/8	+ 3/4	+ 24.00	4 1/4	1 1/2	8	4,162	16,127
COMBINED COMM.	CCA	N 14 1/4	11 1/2	+ 2 3/4	+ 23.91	16 1/8	5 1/8	9	4,568	65,094
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 29 7/8	25 7/8	+ 4	+ 15.45	36	14 5/8	20	26,509	791,956
FAIRCHILD IND.	FEN	N 6 3/4	6 1/8	+ 5/8	+ 10.20	6 3/4	3 3/4	5	4,550	30,712

	Stock symbol	Exch.	Closing Wed. April 16	Closing Wed. April 9	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
FUQUA	FOA	N	5 5/8	5 1/4	+	3/8	+	7.14	10 3/4	3 1/8	5	7,273	40,910
GANNETT CO.	GCI	N	34	32 1/2	+	1 1/2	+	4.61	38 1/4	20 1/2	22	21,080	716,720
GENERAL TIRE	GY	N	13 3/4	13 1/2	+	1/4	+	1.85	18 1/4	10 1/4	4	21,953	301,853
GLOBETROTTER	GLBTA	O	3	3 1/4	-	1/4	-	7.69	4 3/4	7/8	7	2,731	8,193
GRAY COMMUN.*		O	6	6				.00	8 1/2	5	4		475
HARTE-HANKS	HHN	N	14 1/2	12 3/8	+	2 1/8	+	17.17	14 1/2	6	10	4,340	62,930
JEFFERSON-PILOT	JP	N	34	32 7/8	+	1 1/8	+	3.42	38 1/4	20 1/2	14	24,188	822,392
KAISER INDUSTRIES*	KI	A	8 7/8	6 7/8	+	2	+	29.09	8 7/8	4 1/4	8	27,487	243,947
KANSAS STATE NET.*	KSN	D	3 5/8	3 5/8				.00	3 7/8	2 3/4	6	1,741	6,311
KINGSTIP	KTP	A	4	3 1/2	+	1/2	+	14.28	6 3/4	1 1/2	10	1,154	4,616
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	P	1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	16 1/8	15 7/8	+	1/4	+	1.57	16 1/2	10 3/4	9	3,352	54,051
LIBERTY	LC	N	10 1/4	10	+	1/4	+	2.50	15 5/8	7 1/8	5	6,598	67,629
MCGRAW-HILL	MHP	N	10 1/2	10 1/2				.00	10 1/2	5 1/2	9	23,291	244,555
MEDIA GENERAL	MEG	A	26 1/8	25	+	1 1/8	+	4.50	26 1/2	15 1/2	11	3,552	92,796
MEREDITH	MOP	N	10 5/8	10 1/4	+	3/8	+	3.65	11 1/2	8	4	2,984	31,705
METROMEDIA	MET	N	9 3/4	9 3/8	+	3/8	+	4.00	10 5/8	4 1/2	10	6,539	63,755
MULTIMEDIA	MMED	D	13 1/4	12 3/4	+	1/2	+	3.92	14 1/4	8 3/4	9	4,388	58,141
NEW YORK TIMES CO.	NYKA	A	11	11 1/8	-	1/8	-	1.12	13 3/4	6 7/8	7	10,231	112,541
OUTLET CO.	OTU	N	12 1/8	11 1/2	+	5/8	+	5.43	12 1/8	7	5	1,380	16,732
POST CORP.	POST	O	6 1/4	6 1/4				.00	16 1/2	4 3/4	4	882	5,512
PSA	PSA	N	4 3/4	4 5/8	+	1/8	+	2.70	10	3 3/4	10	3,181	15,109
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 7/8	18 1/4	+	5/8	+	3.42	19 3/4	6 1/2	14	13,341	251,811
RUST CRAFT	RUS	A	6 7/8	6 1/4	+	5/8	+	10.00	10 1/4	5 1/8	5	2,341	16,094
SAN JUAN RACING	SJR	N	7	7 1/2	-	1/2	-	6.66	13 3/8	5 1/2	5	2,509	17,563
SCHERING-PLOUGH	SGP	N	61 1/4	59 1/4	+	2	+	3.37	74 3/8	44 3/4	27	53,823	3,296,658
SONDERLING	SOB	A	6 3/8	5 7/8	+	1/2	+	8.51	10	3 1/2	5	731	4,660
TECHNICAL OPERATIONS	TO	A	4 3/4	4 5/8	+	1/8	+	2.70	6 3/4	2 3/8	4	1,344	6,384
TIMES MIRROR CO.	TMC	N	17 1/2	17	+	1/2	+	2.94	17 3/4	9 1/4	10	31,385	549,237
WASHINGTON POST CO.	WPD	A	23	22 3/4	+	1/4	+	1.09	24 1/2	14 3/4	8	4,750	109,250
WOMETCO	WOM	N	10 5/8	10 1/2	+	1/8	+	1.19	10 3/4	6 1/4	7	5,947	63,186
TOTAL										368,429		8,375,121	

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	10	9 1/2	+	1/2	+	5.26	19 1/4	5 1/2	19	3,295	32,950
ATHENA COMM.**		O	1/4	1/4				.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	4	3 3/4	+	1/4	+	6.66	24 1/8	2 1/2	8	7,933	31,732
CABLECOM-GENERAL	CCG	A	4 1/4	3 7/8	+	3/8	+	9.67	4 1/2	1 1/2	10	2,560	10,880
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	1 1/8	7/8	+	1/4	+	28.57	4 1/4	7/8	1	2,697	3,034
COMCAST*		O	2	2				.00	3	3/4	8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 3/4	1 7/8	-	1/8	-	6.66	3 3/8	1	22	4,761	8,331
COX CABLE	CXC	A	12	12				.00	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	11	10 5/8	+	3/8	+	3.52	17 1/8	5/8	6	7,060	77,660
GENERAL TV*		O	1/4	1/4				.00	1 1/2	1/4	13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	12	11 1/8	+	7/8	+	7.86	12	4	11	963	11,556
TELE-COMMUNICATION	TCOM	O	2	2 3/8	-	3/8	-	15.78	5 3/4	7/8	1	5,181	10,362
TELEPROMPTER	TP	N	5 3/8	5	+	3/8	+	7.50	8 1/4	1 3/8	3	16,013	86,069
TIME INC.	TL	N	42 1/4	36 1/8	+	6 1/8	+	16.95	42 1/4	24 7/8	8	9,957	420,683
TOCOM*	TOCM	O	2	1 7/8	+	1/8	+	6.66	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	9 3/4	8	+	1 3/4	+	21.87	9 3/4	3 3/4	15	1,787	17,423
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	6	5 7/8	+	1/8	+	2.12	7 1/2	2 5/8	8	3,850	23,100
VIKOA**	VIK	A	1 1/4	1 1/4				.00	4	1/2	1	2,534	3,167
TOTAL												85,757	799,616

Programming

COLUMBIA PICTURES	CPS	N	8 1/4	7 7/8	+	3/8	+	4.76	8 1/4	1 5/8	32	6,748	55,671
DISNEY	DIS	N	48 7/8	49 1/2	-	5/8	-	1.26	54 1/2	18 3/4	29	29,755	1,454,275
FILMWAYS	FWY	A	5 1/8	5 1/8				.00	6	2 1/8	7	1,812	9,286
FOUR STAR			1/4	1/4				.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	34 1/4	34 1/4				.00	34 1/4	18 3/8	5	14,470	495,597
MCA	MCA	N	59 1/4	54 1/4	+	5	+	9.21	59 1/4	19 1/4	10	8,465	501,551
MGM	MGM	N	14 3/4	15 5/8	-	7/8	-	5.60	32 1/2	9 1/4	3	4,870	71,832
TELE-TAPE****		O	1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.*		O	5	5				.00	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	10 5/8	11	-	3/8	-	3.40	11	4 1/2	11	7,532	80,027
WALTER READE**	WALT	O	3/8	1/4	+	1/8	+	50.00	1/2	1/8		4,467	1,675
WARNER	WCI	N	15 1/8	12 5/8	+	2 1/2	+	19.80	18 1/2	6 7/8	6	16,317	246,794
WRATHER	WCO	A	3 3/4	3 1/4	+	1/2	+	15.38	8 1/8	1 1/4	47	2,229	8,358
TOTAL											165,470	3,499,296	

Service

BRDO INC.		O	14 1/4	15	-	3/4	-	5.00	15 1/4	10	6	2,513	35,810
COMSAT	CO	N	35 1/2	36	-	1/2	-	1.38	40 3/8	23 3/4	8	10,000	355,000
DOYLE OANE BERNBACH	DOYL	O	8 5/8	9 1/8	-	1/2	-	5.47	11 1/2	5 5/8	5	1,816	15,663
ELKINS INSTITUTE****	ELKN	O	1/8	1/8				.00	5/8	1/8		1,897	237

	Stock symbol	Exch.	Closing Wed. April 16	Closing Wed. April 9	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
FOOTE CONE & BELDING	FCB	N	8 1/8	8 1/4	-	1/8	-	1.51	11 1/4	5 3/8	5	2,042	16,591
GREY ADVERTISING	GREY	O	6 5/8	6 5/8			.00	8 3/8	5 5/8	4		1,255	8,314
INTERPUBLIC GROUP	IPG	N	15 1/4	13 3/4	+	1 1/2	+	10.90	15 1/4	8 1/8	5	2,319	35,364
MARVIN JOSEPHSON*	MRVN	O	6 3/4	6 1/2	+	1/4	+	3.84	8 1/2	3 1/4	5	802	5,413
MCI COMMUNICATIONS	MCIC	O	2 1/4	2 3/8	-	1/8	-	5.26	6 1/2	1		13,339	30,012
MOVIELAB	MOV	A	1 1/8	1	+	1/8	+	12.50	1 5/8	1 1/2	7	1,407	1,582
MPO VIDEOTRONICS	MPO	A	2 3/4	2 3/4			.00	2 3/4	1		4	539	1,482
NEEDHAM, HARPER	NDHMA	O	5 1/2	5 3/4	-	1/4	-	4.34	7 1/2	3 5/8	4	918	5,049
A. C. NIELSEN	NIELB	O	19 7/8	19 1/4	+	5/8	+	3.24	28	7 3/8	20	10,598	210,635
OGILVY & MATHER	OGIL	O	20 1/2	22 1/4	-	1 3/4	-	7.86	23 1/2	10	7	1,807	37,043
J. WALTER THOMPSON	JWT	N	5 3/4	6 1/8	-	3/8	-	6.12	12	4 1/4	17	2,624	15,088
UNIVERSAL COMM.***		O	1/4	1/4			.00	3/4	1/8			715	178
TOTAL										54,591	773,461		

Electronics/Manufacturing

AMPEX	APX	N	4 3/4	5	-	1/4	-	5.00	5 3/8	2 1/4	5	10,885	51,703
CCA ELECTRONICS***	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	2 1/8	2 1/4	-	1/8	-	5.55	3 7/8	1 1/4	9	1,619	3,440
CONRAC	CAX	N	19	16 5/8	+	2 3/8	+	14.28	21	10	8	1,261	23,959
EASTMAN KODAK	EASKD	N	102 1/2	92 3/4	+	9 3/4	+	10.51	102 1/2	63	26	161,331	16,536,427
GENERAL ELECTRIC	GE	N	48	46 3/4	+	1 1/4	+	2.67	65	30	14	182,120	8,741,760
HARRIS CORP.	HRS	N	19 1/8	17 3/4	+	1 3/8	+	7.74	33 1/2	13 1/8		6,175	118,096
INTERNATIONAL VIDEO	IVCP	O	2 3/4	1 7/8	+	7/8	+	46.66	7 1/2	1 1/4	34	2,730	7,507
MAGNAVOX	MAG	N	6 3/4	6	+	3/4	+	12.50	9 7/8	3 3/4	8	17,799	120,143
3M	MMM	N	54 5/8	49 7/8	+	4 3/4	+	9.52	80 1/2	44 1/8	21	113,831	6,218,018
MOTOROLA	MDT	N	55	49	+	6	+	12.24	61 7/8	34 1/8	22	28,053	1,542,915
OAK INDUSTRIES	OEN	N	7 7/8	7 1/2	+	3/8	+	5.00	12 7/8	5 1/4	3	1,639	12,907
RCA	RCA	N	16 1/4	16	+	1/4	+	1.56	21 1/2	9 7/8	11	74,463	1,210,023
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	6,916
SONY CORP.	SNE	N	10 1/8	10	+	1/8	+	1.25	29 7/8	4 3/4	21	172,500	1,746,562
TEKTRONIX	TEK	N	34 1/8	30 1/4	+	3 7/8	+	12.80	47 3/4	18 1/2	13	8,651	295,215
TELEMATION	TMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*		O	9	8	+	1	+	12.50	9	2 1/2	56	475	4,275
VARIAN ASSOCIATES	VAR	N	9	9 3/8	-	3/8	-	4.00	13 1/4	6	8	6,838	61,542
WESTINGHOUSE	WX	N	14 5/8	13 3/4	+	7/8	+	6.36	26	8 1/2	47	87,770	1,283,636
ZENITH	ZE	N	20 1/8	17 1/4	+	2 7/8	+	16.66	31 5/8	10	16	18,797	378,289
TOTAL											935,452	38,968,908	

GRAND TOTAL 1,687,594 54,656,204

Standard & Poor's Industrial Average 97.5 93.0 +4.5

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. Earn-
ing figures are exclusive of extraordinary
gains or losses.
††Stock split.

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

Fates & Fortunes®

Media



Dowden

Jane Dowden, president of Show Biz Inc., Nashville, elected VP-general manager, WTVC(TV) Chattanooga, succeeding R. Reeve Owen, who retires after 17 years as manager.

Marjorie W. Holyoak, administrative secretary to John A.

Schneider, president of CBS/Broadcast Group, named director of audience services, CBS/Broadcast Group. She succeeds

Kay Wight Bovers, who moved to CBS Radio Spot Sales as account executive.

Roger Parmalee, with WLYN-AM-FM Lynn, Mass., named operations manager, WBNP(AM) Newburyport, Mass.

Nessen's new right hand. *William I. Greener*, former press officer for Cost of Living Council, later Department of Housing and Urban Development and currently for James Lynn, director of the Office of Management and Budget, was named last week as chief deputy to White House Press Secretary Ronald Nessen. He succeeds *Louis M. Thompson*, whose future plans are unannounced.

Monte H. Williams, account executive, KIXS-AM-FM Killeen, Tex., elected president of KLAU(FM) Lawton, Okla. **John Samford**, account executive, KIXS-AM-FM, named station manager, KLAU.

Paul G. Brown, program manager, KATC(TV) Lafayette, La., named manager.

Gene Sheehan, with Bodner Fox Gordon, advertising agency, Hartford, Conn., named creative director, WHCN(FM) Hartford, Conn.

Barbara Burns, with Peter Small and Associates, public relations agency, New York, named assistant to the president, responsible for public relations, WMCA-AM New York.

Newly elected officers, Southern Educational Communications Association, Columbia, S.C., are: **Lee Reeves**, KETS-TV Conway, Ark., chairman; **Henry Cauthen**, S.C. ETV Network, Columbia, vice-chairman; **Jerry D. Weaver**, WKPC-TV Louisville, Ky., secretary; **William S. Hart**, WYES-TV New Orleans, treasurer; and **Robert L. Shepherd**, WDCN-TV Nashville and **Richard L. Parker**, WVPT-TV Harrisonburg, Va.; members-at-large.

Eva Matacia, assistant promotion manager, WAGA-TV Atlanta, elected president, Atlanta chapter, American Women in Radio and Television. **Judy Powers**, media buyer, Lowe & Stevens, chosen president-elect.

Broadcast Advertising

A. E. (Gene) McKeough, senior VP-management director, Leo Burnett U.S.A., Chicago, elected executive VP and member of executive committee and member of board, Leo Burnett Co. Inc.

Steven A. Edwards, retail sales director, KABL(AM) San Francisco, named general sales manager, KFI(AM) Los Angeles.

William M. Peniche, general manager, J. Walter Thompson/Caribbean, named general manager, J. Walter Thompson/Los Angeles. **Alvaro Gurjao**, with J. Walter Thompson/Caribbean, succeeds Mr. Peniche as president of that division.

Jay Holland, previously with Tatham-Laird & Kudner, Chicago, and Cunningham & Walsh, New York, rejoins C&W as manager, spot broadcasting.

Paul Hughes, account executive, KLAU(FM) Lawton, Okla., named sales manager.

Barry Goldberg, sales manager, WRTH(AM) Wood River, Ill., named general sales manager, KEZK(FM) St. Louis.

John E. Reiplinger, account executive, WLW(AM) Cincinnati, named director of sales, WGBF(AM) Evansville, Ind.

Stanton Vogin, VP and manager, Metro Radio Sales, Philadelphia, named full partner, Norman Robert Associates, Philadelphia advertising agency.

Larry Wynn, with WABC(AM) New York, named director of commercial development, SJR Communications, New York, station group.

Newly elected officers, Broadcast Advertising Producers Society of America, New York, are: **John Sircus**, Clyne Dusenberry, president; **David Freyss**, J. Walter Thompson, VP; **Diana Dorken**, Scott Paper Co., secretary; **Judith Stone**, N. W. Ayer, ABH International, treasurer; elected to board of directors: **Catherine Ames**, JWT; **Nicholas DeMarco**, JWT; **Lincoln Diamant**, Spots Alive Inc.; **Susan Fireman**, Benton & Bowles; **Raymond Fraggasso**, JWT; **Sy Frolick**, William Esty Co.; **John Held**, Cunningham & Walsh; **Daniel Kohn**, Wells, Rich, Greene; **Catherine Land**, Grey Advertising; **Gene Robins**, C&W and **Leslie Stark**, B&B.

Arnold C. Hansen, creative group head, Panasonic Co.'s advertising unit, New York, named advertising manager for industrial and special products, Panasonic's



USC's highest distinction. Robert D. Wood, president, CBS Television Network (I), was honored by his alma mater, University of Southern California, with Asa V. Call Achievement Award at ceremonies on the Los Angeles campus April 13. Dr. John R. Hubbard, USC president, presented the award to the 1949 alumnus "who by reason of his achievement has brought the greatest honor to the university."

Communications Division.

Bill Becker, senior associate, Vitt Media International, New York, named associate media director, S. Jay Reiner Co., New York.

Adair Wooden, controller and secretary, Lindsey, Bradley and Johnston Advertising Agency, Chattanooga, elected VP-accounting.

Linda Wash, assistant director of market research and strategic planning, Warren, Muller, Dolobowsky, New York, named manager of consumer marketing and research, Ketchum, MacLeod & Grove, Pittsburgh.

Karl A. Soderlund, executive producer of own production firm, Miami, named director of special projects, Ford Models Inc., New York, with duties that include talent and sales development for TV commercials.

Programing

Thomas F. Piskura, assistant to VP for prime-time series television, ABC Entertainment, Los Angeles, appointed to newly created post of director of dramatic program development.

Marvin Korman, director of corporate public relations, Columbia Pictures Industries Inc., elected VP, corporate affairs, based in New York. He continues as VP in charge of advertising for CPI's television subsidiary, Columbia Pictures Television.

Dan D. Acree, operations manager, KIXS-AM-FM Killeen, Tex., named director of programing, KLAU(FM) Lawton, Okla. and KIXS-AM-FM.

Gayle Helms, traffic manager, KLTU(TV) Tyler, Tex., named program director, KLTU and KTRE-TV Lufkin, Tex. Both are Buford Television stations.

Don Eberle, assistant research director, McGavren-Guild, New York, named network coordinator for MOR programing

for London Wavelength Inc., which will syndicate MOR specials produced by British Broadcasting Corp. beginning this summer.

Jack Drees, formerly Chicago White Sox announcer, named sports director, WKRG-TV Mobile, Ala.

Tom Maule, announcer, KFRE(AM) Fresno, Calif., named chief announcer and weather reporter, KJEO(TV) Fresno.

Broadcast Journalism

Robert Chandler, VP of public affairs broadcasts, CBS News, New York, named VP-administration and assistant to president, succeeded by **David Fuchs**, CBS News documentary producer.

Jim Gordon newscaster with WINS(AM) New York, named news director, WNEW(AM) New York.

William H. Rohrer, from WINS(AM) New York, named director of editorials and community affairs, WCAU-AM-FM Philadelphia.

Bob Jordan, anchorman, WBNS-TV Columbus, Ohio, named news director and anchorman, WKRG-TV Mobile, Ala.

Teresa DiTore, with community affairs department, WCBS(AM) New York, named manager of community affairs, that station.

Stu Batt, assignment editor, KFMB-TV San Diego, named to same position, KCST-TV San Diego.

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Sports Reporters
Sales Managers
Meterologists
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News Reporters
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Mike Barnard, reporter-anchorman, WLKY-TV Louisville, Ky., named producer-anchorman, WLOS-TV Asheville, N.C.

Dave Walker, news anchorman, KDFW-TV Dallas, named co-anchorman, WLKY-TV Louisville, Ky.

John Tesh, anchorman and news producer, WTVD-TV Raleigh-Durham, N.C., named anchorman, WFTV-TV Orlando, Fla.

Vivian Rosenberg, news producer, WGR-TV Buffalo, N.Y., named general assignment reporter, WBEN-TV Buffalo.

Jan Carson, reporter and anchorwoman, WAVE-TV Louisville, Ky., named reporter, KTRK-TV Houston.

John Chadderton, with WHDH(AM) Boston, named to news and production staff, WLYN-AM-FM Lynn, Mass.

Naurice Roberts, with Lee King & Partners Advertising, Chicago, named news and public affairs manager, WFLD-TV Chicago.

Cable

Charles Hermanowski, chairman, president and director of Vikoa Inc., CATV system operator, Hoboken, N.J., has resigned. He is succeeded as president and director by **Samuel J. Phillips**, president of Parkwood Laminates Inc. Chairmanship remains vacant.

Lawrence Herzog, in franchise development, Cox Cable Communications, Atlanta, named general manager of Cox subsidiary, Santa Barbara (Calif.) Cable TV. **Thomas Beltram**, operations manager, South Bay area, San Diego county, named operations manager, Santa Barbara Cable TV.

George L. Mild, manager of market planning, B. F. Goodrich Co., Akron, Ohio, named manager of Warner Cable Corp.'s Akron system.

Newly elected officers, Alabama Cable Television Association: **Alton Elliott**,

Guntersville TV Cable Co., president; **R. Calvin Sutliff**, Pinebelt Cablevision Inc., Brewton, VP, **Wayne Lee**, Cablevision of Anniston, secretary-treasurer. New directors: **Ralph Boutwell**, Greenville; **Leo Levisay**, Mobile; **Art Smith**, Pell City; **Jack Gilbert**, Auburn; and **M. Dobbie McGuire**, Huntsville.

Equipment & Engineering

Peter H. Dohm, assistant chief engineer, WMYQ(FM) Miami, named chief engineer, WWOX(AM)-WIGL(FM) Miami.

Larry L. Hayes, with Hughes Aircraft Co., Culver City, Calif., named senior research and development engineer, Coastcom, Concord, Calif., manufacturer of multiplex transmitting and receiving broadcast systems.

Guy Marcot, VP-commercial development, Orrox Corp., named president of new MM&M Consulting Services, Pulaski, Va., serving magnetic materials and communications industries.

Allied Fields

Sid Sheinberg, president and chief operating officer, MCA Inc., and vice chairman of Association of Motion Picture and Television Producers, elected chairman, AMPTP, replacing **Gordon Stulberg**, resigned. **Barry Diller**, chairman of Paramount Pictures, elected vice chairman, AMPTP board.

Tad Maloney, membership representative, American Society of Composers, Authors and Publishers, Hollywood, named assistant Western regional director.

Deaths

Frank (Red Cross) Crowther, 74, former general manager, WMAZ-AM-FM-TV Macon, Ga., died April 9 in Macon. He is survived by a daughter, a son and two grandchildren.

John E. Robertson, 62, vice president and manager, West Coast program production office, Compton Advertising, Los Angeles, died April 5 of coronary at his Santa Barbara, Calif., home. Mr. Robertson initially was with WXYZ(AM) Detroit, in thirties and was in original cast of *The Lone Ranger* and *The Green Hornet* there, and later was producer-director with CBS and McCann-Erickson. Survivors include his wife, June.

Louise Levy, 38, timebuyer for BBDO New York, died of cancer in that city on April 12. She is survived by twin daughters, Amy and Liddia, 13.

Ralph Melvin Quinn, 61, producer-editor-director-announcer of Voice of America's *Magazine Show*, Washington, died April 10 at Prince George's (Md.) General hospital after cerebral hemorrhage. Survivors include his wife, LaRay, two sons and one daughter.

Arthur Settler, 63, CBS News staffer under Edward R. Murrow in 1953 before becoming public information director of U.S. Customs Service for 14 years, died April 10 in Miami after heart surgery. He is survived by his wife, Helen, and two sons.

Val Carter, 54, radio personality with WDOT(AM) Burlington, Vt., died April 5 of heart attack. He is survived by his wife, Bernice, one son and two daughters.

Glenn W. Williams, 71, news director of WNDR(AM) Syracuse, N.Y., died April 6 in Town of Clay, N.Y. He is survived by his wife, Kathleen, and one daughter.

Albert B. Enion, 58, former television director, WHEN-TV Syracuse, N.Y., died April 7 at his home in Jensen Beach, Fla. He is survived by one brother, Daniel.

Alfred Lowe Sr., 57, one of three original owners and general manager, WNEX(AM) Macon, Ga., died March 19 in Emory University hospital, Atlanta, after extended illness.

For the Record®

As compiled by BROADCASTING, April 7 through April 11 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 applications

■ Birmingham, Ala.—Alabama Educational Tele-

vision Commission seeks ch. 10 (192-198 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 1,046 ft.; ant. height above ground 795 ft. P.O. address: 2101 Magnolia Ave., Birmingham, Ala. 35205. First-year operating cost \$1,605,000. Legal counsel Hogan and Hartson, Washington. Principals: Robert E. Dod, general manager. Ann. April 8.

■ Demopolis, Ala.—Alabama Educational Television Commission seeks ch. 41 (632-638 mhz); ERP 447 kw vis., 4.47 kw aur., HAAT 1,082 ft. (See above.)

■ Dozier, Ala.—Alabama Educational Television Commission seeks ch. 2 (54-60 mhz); ERP 100 kw vis., 10 kw aur., HAAT 695 ft. (See above.)

■ Florence, Ala.—Alabama Educational Television Commission seeks ch. 36 (602-608 mhz); ERP 589 kw vis., 58.9 kw aur., HAAT 760 ft. (See above.)

■ Huntsville, Ala.—Alabama Educational Television Commission seeks ch. 25 (536-542 mhz); ERP 631 kw vis., 126 kw aur., HAAT 1,170 ft. (See above.)

■ Louisville, Ala.—Alabama Educational Television Commission seeks ch. 43 (644-650 mhz); ERP 708

kw vis., 70.8 kw aur., HAAT 940 ft. (See above.)

■ Mobile, Ala.—Alabama Educational Television Commission seeks ch. 42 (638-644 mhz); ERP 234 kw vis., 23.4 kw aur., HAAT 600 ft. (See above.)

■ Montgomery, Ala.—Alabama Educational Television Commission seeks ch. 26 (542-548 mhz); ERP 229 vis., 22.9 kw aur., HAAT 590 ft.; ant. height above ground 553 ft. (See above.)

■ Mt. Cheha, Ala.—Alabama Educational Television Commission seeks ch. 7 (174-180 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 2,000 ft.; height above ground 581 ft. (See above.)

FM applications

■ Marietta, Ga.—Southern Technical Institute Radio Communications Board seeks 104.5 mhz, 10 w. P.O. address: 534 Clay St., Marietta, Ga. 30060. Estimated construction cost \$4,257; first-year operating cost \$7,500. Principal: Gary A. Pearcey, general manager. Ann. April 7.

■ Bardstown, Ky.—Nelson County Broadcasting seeks 96.7 mhz, 3 kw., HAAT 160 ft. P.O. address:

103 W. Stephen Foster Ave., Bardstown, Ky. 40004. Estimated construction cost \$2,000; first-year operating cost \$17,340; revenue \$10,000. Format: C&W, standard pop. Principals: Ronald E. Felty (40%), Donald J. Wickizer (20%), Scott Cederholm (20%) and T. L. Isaac (20%) own WBRT(AM) Bardstown. Mr. Isaac is also manager and part owner of WWWY(FM) Columbus, Ind. Ann. April 8.

■ *Greensboro, N.C.—North Carolina Agricultural and Technical State University seeks 90.5 mhz, 10 w. P.O. address: 312 N. Dudley St., Greensboro, N.C. 27411. Estimated construction cost \$33,050; first-year operating cost \$32,965. Principal: Lewis C. Dowdy, chancellor. Ann. April 9.

■ Sharpsville, Pa.—Sanford A. Schafitz seeks 95.9 mhz, 3 kw., HAAT 300 ft. P.O. address: WFAZ Radio, 147 Radio Rd., Farrell, Pa. 16121. Estimated construction cost \$74,000; first-year operating cost \$36,000; revenue \$12,000. Format: light concert music. Principal: Sanford A. Schafitz owns WFAZ(AM) Farrell, Pa. Ann. April 8.

■ *York, Pa.—York College of Pennsylvania seeks 91.1 mhz, 10 w. P.O. address: Country Club Rd., York, Pa. 17405. Estimated construction cost \$3,935; first-year operating cost \$9,750. Principal: Ray A. Miller, pres. Ann. April 9.

■ Sweetwater, Tex.—Stein Broadcasting Co. seeks 96.7 mhz, 2.6 kw., HAAT 58 ft. P.O. address: 1801 Hoyt St., Sweetwater, Tex. 79566. Estimated construction cost \$21,415; first-year operating cost \$9,000; revenue \$12,000. Format: Easy listening. Principals: Jack H. Stein (45%) and Myrl H. Stein (55%) own KXOX(AM) Sweetwater. Ann. April 8.

■ *Lyndonville, Vt.—Board of Trustees, Vermont State Colleges seeks 91.7 mhz, 10 w. P.O. address: Lyndon State College, Vail Hill, Lyndonville, Vt. 05851. Estimated construction cost \$2,145; first-year operating cost \$1,255. Principal: H. Franklin Irwin Jr., president. Ann. April 7.

FM action

■ Greeley, Colo.—Broadcast Bureau rescinded February 26 grant to RG Inc. for new station (BPH-9189). Action March 19.

FM starts

■ KLCM-FM Lewistown, Mont.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 228 ft. Action March 31.

■ WBSU St. Bonaventure, N.Y.—Authorized program operation on 88.3 mhz, TPO 10 w. Action March 27.

■ *WLIU Lincoln University, Pa.—Authorized program operation on 88.7 mhz, TPO 10 w. Action March 28.

■ WCVN Middlebury, Vt.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT —146 ft. Action March 31.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WSLX New Canaan, Conn., St. Luke's Foundation (BLED-1366). Action April 3.

■ *WCNI New London, Conn., Connecticut College Broadcast Association (BLED-1314). Action April 3.

■ *WHSN Bangor, Me., Husson College (BLED-1296). Action April 3.

■ *WUSM North Dartmouth, Mass., Southeastern Massachusetts University (BLED-1304). Action April 3.

■ WGRG-FM Pittsfield, Mass., Radio Pittsfield (BLH-6569). Action April 3.

■ *WSKB Westfield, Mass., President and Trustees of Westfield State College (BLED-1313). Action April 3.

■ *WJMF Smithfield, R.I., Bryant College of Business Administration (BLED-1297). Action April 3.

■ KDUV Brownsville, Tex., Media Properties (BLH-6585). Action March 31.

■ WORK Barre, Vt., Radio Barre (BLH-6346). Action April 3.

Ownership changes

Applications

■ KAHU(AM)-KULA(FM) Waipahu, Hawaii (AM: 940 khz, 10 kw; FM: 92.3 mhz, 60 kw)—Seeks transfer of control of Royal Hawaiian Radio Co. from George M. Mardikian, B. Floyd Farr and George D. Snell (100% before; none after) to W. Russell Withers Jr. (none before; 100% after). Consideration: \$395,342. Principals: Mr. Mardikian, Mr. Farr and Mr. Snell are all over retirement age. W. Russell Withers Jr. (100%) has interest in WDTV(TV) Weston, W.Va.; WMIX-AM-FM Mt. Vernon, Ill.; KGMQ-AM-FM Cape Girardeau, Mo. and KAUS-AM-FM Austin, Minn. Ann. April 11.

■ WOW-TV Omaha—Seeks assignment of license from Meredith Corp. to Chronicle Broadcasting Co. for \$9,158,500. Seller: Meredith Corp., publicly traded, also owns WOW(AM)-KEZO(FM) Omaha; 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 publishing and printing plants. Buyer: Chronicle Publishing, parent company, owns KRON-FM-TV San Francisco and San Francisco Chronicle. Ann. April 8.

■ WLNH-AM-FM Laconia, N.H. (AM: 1350 khz, 5 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw)—Seeks transfer of control of Condit Broadcasting Corp. from Robert Y. Condit and Robert D. S. Condit (jointly 100% before; none after) to WLNH Radio (none before; 100% after). Consideration: \$427,000. Principals: WLNH Radio is subsidiary of Scannix Group Broadcasting, licensee of WCVF(AM) Randolph and WCFR-AM-FM Springfield, both Vermont. Ann. April 11.

■ WBUX(AM) Doylestown, Pa. (1570 khz, 5 kw-D, DA)—Seeks assignment of license from Norwalk Broadcasting Co. to Central Bucks Broadcasting Co. for \$219,000. Seller: Norwalk Broadcasting is also in process of selling WNLK(AM)-WDRN(FM) Norwalk, Conn. Buyer: Central Bucks Broad-

The FCC last week released its First Report and Order in Docket No. 18785, amending its rules affording stations nonduplication protection for their network programming. It illustrated application of its new rules, which call for zones of protection—35 miles for top 100-market stations, 55 miles for stations in smaller markets—with following text and illustration:

Figure 1 represents a hypothetical television broadcast market situation. It has been designed to illustrate various nonduplication circumstances and should not be considered as generally representative of an actual market situation.

Four television markets are illustrated, identified by the large letters A, B, C, and D. Markets A and D represent two smaller markets (i.e., below 100), and markets C and B are underscored and represent major markets (i.e., top 100). Stations located in all four markets receive a 35-mile (radius) specified zone of protection (see paragraph 57). This zone will be referred to as the primary zone of the respective market. In addition, smaller markets (A and D) receive an added 20-mile (radius) area beyond the primary zone of protection. This added zone will be referred to as the secondary zone of the respective market.

The application of the nonduplication rules to various hypothetical cable system locations can be determined by noting relative priorities of the various primary and secondary zones encompassing the particular systems, as discussed below.

CABLE SYSTEM 1—is located within the primary zone of market D and, since there are no other equal or higher priority zones that encompass the cable system, it must provide nonduplication protection to all network affiliated stations in market D against all other similarly affiliated signals carried by the cable system.

CABLE SYSTEM 2—is located within the secondary zone of market D and, since there are no other equal or higher priority zones that encompass the cable system, it must provide nonduplication protection to all network affiliated stations in market D against all other similarly affiliated signals carried by the cable system.

CABLE SYSTEM 3—is located within the overlapping secondary zones of both markets A and D. Since the cable system is within overlapping zones of equal priority, it is not required to protect affiliated stations in market A or D against each other. Affiliates in both markets A and D, however, may take advantage of their individual secondary zones by requesting nonduplication protection from cable system 3 with respect to similar affiliates from any other market (e.g., C and B).

CABLE SYSTEM 4—is located within the primary zone of market A and, since there are no equal or higher priority zones that encompass the system, it must provide nonduplication protection to all network affiliated stations in television market A against all other similarly affiliated signals from other markets carried by the cable system.

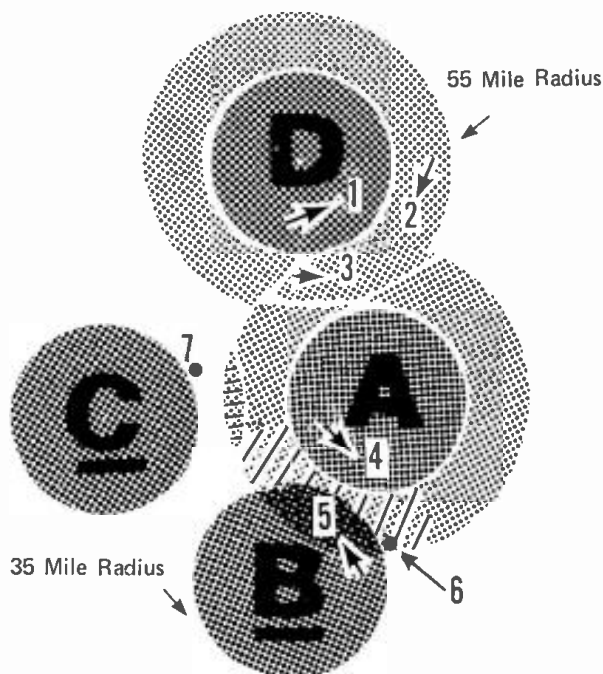
CABLE SYSTEM 5—is located within the primary

zone of market B and the secondary zone of market A. Since the primary zone is of higher priority, the cable system must provide nonduplication protection to all network affiliated stations in market B against all other similarly affiliated signals from other markets.

CABLE SYSTEM 6—is located within the secondary zone of market A and outside the primary zone of market B. If the usual system of priorities would govern, the cable system would be required to provide nonduplication protection to affiliated stations in market A against similarly affiliated signals from all other markets, including market B. However, since this might result in the blacking out of a closer signal (from market B) to protect a more distant signal (from market A), § 76.92(f) applies and a 55 mile area of protection must be drawn around the primary zone of market B, wherever it may overlap a smaller market secondary zone. Cable systems lo-

cated within this major-minor market overlap area (illustrated here by the striped portion) need not provide nonduplication protection to affiliated stations in either market A or B against each other. Nor would such a cable system have to provide nonduplication protection to affiliated stations in major market B against similar affiliates in any other market. The cable system must, however, recognize the secondary zone of protection of affiliated stations in smaller market A with respect to similar affiliates in all markets other than market B.

CABLE SYSTEM 7—is located outside all primary and secondary zones and, therefore, is not required to provide nonduplication protection to affiliated stations in any market. § 76.92(f), discussed above, is inapplicable because, although it is within 55 miles of major market C, there is no overlap from the secondary zone of smaller market A.



casting is made up of several investors with various business interests including James Michener, author and Don Meredith, sports announcer. Ann. April 11.

■ **KVOP(AM)-KPLA(FM)** Plainview, Tex. (AM: 1400 khz, 1 kw-D; 250 w-N; FM: 97.3 mhz, 3 kw) —Seeks assignment of license from KVOP Inc. to Plainview Broadcasting Co. for \$500,000. Sellers: W. J. "Bill" Harpole, pres.; Kermit Ashby, general manager and Wilbon "Tut" Tawwater, station manager have no other broadcast interests. Buyers: William W. Jamar owns KBWD(AM) Brownwood, KQTY(AM) Borger and KVKM(AM) Monahans, all Texas. William R. Rice is former employee of WLCY-FM St. Petersburg, Fla. Ann. April 8.

Actions

■ **KCRI(FM)** Helena, Ark. (103.1 mhz)—Seeks assignment of CP from Radio Helena Inc. to Twin Cities Broadcasting for \$85,000. Seller: Charles D. Sanders, sole stockholder, wishes to devote more time to other interests. **WSWG-AM-FM** Greenwood and **WXXX(AM)** Hattiesburg, both Mississippi. Buyer: Edward O. Fritts (100%) owns **KMAR-AM-FM** Winnesboro, La. and has interest in **WNLA-AM-FM** Indianola, Miss. Ann. April 8.

■ **WPLB-AM-FM** Greenville, Mich.—Broadcast Bureau granted transfer of control of Flat River Broadcasting Co. from Robert G. Lewis, as executor of estate of Earl N. Peterson (50% before; 30% after) to Pearl C. Lewis (50% before; 60% after) in settlement of estate. Consideration: none (BTC-7674). Action March 31.

■ **WGUF(FM)** Gulfport, Miss. (96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of CP from Gulf Broadcasting Co. to WGUF Inc., new corporation comprised of same partners, each retaining same interest, as Gulf Broadcasting Co. (BAP-831). Action March 31.

■ **WHPY(AM)** Clayton, N.C. (1590 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Dr. John N. Denning and William R. Britt (Clayton Broadcasting Co.) to Clayton Broadcasting Co. (BAL-8361). Action April 3.

■ **WDKD-AM-FM** Kingstree, S.C. (AM: 1310 khz, 5 kw-D; FM: 100.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Santee Broadcasting Co. from William H. Cox, C. G. Bass Sr., Charles Walker and D. E. McCutchen (100% before; none after) to John W. Davidson (none before; 100% after). Consideration: \$300,000. Principals: John W. Davidson is president of Jessup Broadcasting Corp., licensee of **WLOP(AM)-WFO-FM** Jesup, Ga.; sales manager for Metromedia Producers Corp. and president of Jessup Plate Glass (BTC-7686). Action March 31.

■ **WASC(AM)** Spartanburg, S.C. (1530 khz, 1 kw-D)—Broadcast Bureau granted relinquishment of negative control of Carolina Radio Broadcasting Co. from George G. Beasley (50% before; 10% after) to James E. Harrelson (none before; 40% after) (BTC-7706). Action March 31.

■ **KISO(AM)-KLOZ(FM)** El Paso (AM: 1150 khz, 1 kw-D; FM: 102.1 mhz, 27 kw)—Broadcast Bureau granted assignment of license from Sunland Broadcasting Co. to Mesa Radio Inc. Sunland is owned 100% by Mesa (BAL-8365, BALH-2108). Action March 31.

■ **KBUS(AM)** Mexia, Tex.—Broadcast Bureau granted transfer of control of Limestone Broadcasting from Lucile U. Herrin (100% before; none after) to Sarah Frances Collins (none before; 100% after), niece. No consideration (BTC-7610). Action April 3.

■ **KIXY-AM-FM** San Angelo, Tex. (AM: 1260 khz, 1 kw-D; FM: 94.7 mhz, 39 kw)—Broadcast Bureau granted acquisition of positive control of Solar Broadcasting Co. from Walton A. Foster II (12% before; none after) and corporate treasury to Walton A. Foster (50% before; 66% after). No consideration (BTC-7724). Action April 8.

Facilities changes

TV application

■ **KNMT** Walker, Minn.—Seeks CP to change ERP to 316 kw vis., 63 kw aur. and change type of trans. Ann. April 10.

TV action

■ **WDHO-TV** Toledo, Ohio—Broadcast Bureau granted request to decrease aural ERP to 36.3 kw, with instrument of authorization being withheld until final determination on pending renewal. Action March 31.

AM applications

■ **WKDC** Elmhurst, Ill.—Seeks CP to delete monitor point. Ann. April 7.

■ **KSWS(AM)** Roswell, N.M. and **KGBS(AM)** Los Angeles—FCC accepted for filing applications of **KSWS(AM)** Roswell, N.M. and **Storer Broadcasting Co.**, licensee of **KGBS(AM)** Los Angeles for major changes in stations' modes of operation. **KSWS** proposed increasing nighttime power from 10 kw to 50 kw, using different directional ant. system at night. Design and construction of system would be underwritten by **Storer**, which also proposed changing trans. site of **KGBS** class II limited-time station, and adding nighttime operation. Both **KSWS** and **KGBS** operate on clear channel 1020 khz. **KSWS** is unlimited-time class II-A facility permitted on channel. Action April 2.

AM actions

■ **KKYN** Plainview, Tex.—Broadcast Bureau granted mod. of CP to change ant. location coordinates (BMP-13936). Action March 31.

■ **WHAR** Clarksburg, W.Va.—Broadcast Bureau granted CP to change ant. trans. location to 1.6 miles northeast of Clarksburg City Hall, Clarksburg, and install a new type trans.; conditions (BP-19874). Action March 31.

FM applications

■ **KSND** Gilroy, Calif.—Data filed in accordance with commission's first report and order in Doc. 19983 to change frequency to 94.5 mhz; change ant.; change TPO; ERP 4.5 kw and HAAT 1,323. Ann. April 11.

■ ***WUAG** Greensboro, N.C.—Seeks CP to change frequency to 89.7. Ann. April 9.

■ ***WRIU** Kingston, R.I.—Seeks CP to change frequency to 90.3 mhz; change ant. trans. site: 37 Upper College Rd., University of Rhode Island, Kingston; install new trans.; make change in ant. system; change TPO; ERP: 3 kw and HAAT: 267 ft. Ann. April 9.

FM actions

■ **WCGQ** Columbus, Ga.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 100 kw (horz.), 37 kw (vert.); ant. height 530 ft.; remote control permitted (BPH-9228). Action April 1.

■ ***WBUR** Boston—Broadcast Bureau granted CP to change trans. location to Law/Ed Building, 765 Commonwealth Ave., Boston; change studio location; delete remote control; install new trans. and ant.; make change in ant. system; ERP 22.5 kw; ant. height 260 ft. (BPED-1862). Action April 1.

■ ***WZBC** Newton, Mass.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 1 kw; ant. height 220 ft.; remote control permitted (BPED-1861). Action April 1.

■ **WRLX-FM** Auburn, N.Y.—Broadcast Bureau granted CP to install new trans.; change transmission line; ERP 45 kw; ant. height 530 ft. (horz.), 470 ft. (vert.); remote control permitted (BPH-

9336). Action March 31.

■ **WNCR** Cleveland—Broadcast Bureau granted CP to install new aux. trans. for aux. purposes only; ERP 8.7 kw; ant. height 500 ft.; remote control permitted (BPH-9346). Action March 31.

■ **WZAR** Ponce, P.R.—Broadcast Bureau granted CP to install new alt. main trans.; ERP 11.5 kw; ant. height 2,580 ft.; remote control permitted (BPH-9356). Action April 3.

■ **KIXS-FM** Killeen, Tex.—Broadcast Bureau granted CP to install new ant.; make changes in transmission line; ERP 2.3 kw; ant. height 175 ft.; conditions (BPH-9344). Action April 3.

FM starts

■ Following stations were authorized program operation authority for changed facilities on date

Call letters

Applications

Call	Sought by
------	-----------

New AM's	
KCGS	Marshall Broadcasting Co., Marshall, Ark.
KDLG	Dillingham City School District, Dillingham, Alaska

New FM's	
*WBQM	Grace Baptist Schools, Decatur, Ala.
WCSS-FM	Community Service Broadcasting Corp. of Amsterdam, N.Y., Amsterdam, N.Y.
*KSBR	Saddleback Community District, Mission Viejo, Calif.
KLGT	Breckenridge Broadcasting Co., Breckenridge, Colo.
*WPAC	Pacific Foundation, Washington, D.C.
WKWI	Kilmarnock Broadcasters, Kilmarnock, Va.
*KDUR	Fort Lewis College, Durango, Colo.
WFGM	Mountain Broadcasting, Fairmont, W. Va.

Existing FM's	
KEAZ	KDLA-FM DeRidder, La.
WCTY	WICH-FM Norwich, Conn.
WMFM	WDMW Menomonee, Wis.
KSEA	KIRO-FM Seattle

Grants	
Call	Assigned to

New TV's	
KORO	Telecorpus Inc. Corpus Christi, Tex.

New AM's	
WVUV	Radio Samoa Ltd., Leone, American Samoa

New FM's	
*KYDZ	Park County School District No. 6, State of Wyoming, Cody, Wyo.

*WLJS-FM	Board of Trustees Jacksonville State University, Jacksonville, Ala.
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WSNT-FM	Radio WSNT, Sandersville, Ga.
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KKYS	Kings Broadcasters, Hanford, Calif.
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KIBC	Industrial Business Corp., Ogallala, Neb.
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KSUE-FM	Radio Lassen, Susanville, Calif.
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*WJSU	Jackson State University, Jackson, Miss.
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Existing TV's	
WYUR	WMSL-TV Huntsville, Ala.

Existing AM's	
KQIZ	KRAY Amarillo, Tex.
WHND	WQTE Monroe, Mich.

Existing FM's	
WBYG	WKAK Kankakee, Ill.
KDDI	KWCL-FM Oak Grove, La.
KQQQ	KFUL-FM Pullman, Wash.

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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

shown: KISW Seattle (BPH-8183) March 31; KREX-FM Grand Junction, Colo. (BPH-8958) March 27; KROG Sonora, Calif. (BPH-8896) March 31; WAZI Morristown, Tenn. (BPH-9221) March 31; WBFB Seneca, S.C. (BPH-8990) March 31; WKOK-FM Selingsgrove, Pa. (BPH-9071) March 27; WPCB Atlanta (BPH-8978) March 21 and *WHRW Binghamton, N.Y. (BPED-1791) March 31.

In contest

Designated for hearing

■ **KAFF-AM-FM** Flagstaff, Ariz. and **KXXL(AM)** Bozeman, Mont., combined proceedings: Empire Broadcasting Corp. (Doc. 20424-6)—FCC designated for hearing five separate applications filed by Empire Broadcasting Corp. to determine whether it possesses requisite qualifications to be or to remain licensee and whether grant of any applications would serve public interest. Commission designated Empire's applications for renewal of license; license covering changes in the KXXL facilities; transfer of control of Empire from majority of present stockholders to Gary Petersen (17%), general manager and assignment of licenses of KAFF-AM-FM from KAFF Broadcasting Co. to Empire. Action April 2.

■ **KTXL-TV** Sacramento, Calif., renewal and facilities change proceeding: Camellia City Telecasters (Doc. 20125)—FCC designated the application of Camellia City Telecasters for renewal of license for consolidated hearing with application of Camellia to change authorized facilities. Issues include whether Camellia demonstrated lack of candor with FCC, whether it or its principals possess requisite character qualifications to be licensee and if Camellia is not disqualified, whether grant of its license would serve public interest. Action April 1.

Case assignments

Chief Administrative Law Judge Arthur A. Gladstone made following assignments on date shown:

■ **WJAM(AM)** Marion, Ala., renewal proceeding: Radio Marion (Doc. 20383)—designated ALJ Reuben Lozner to serve as presiding judge; scheduled hearing for June 16 in Marion. Action April 3.

■ **Bennington, Vt., FM proceeding:** Catamount Broadcasters, Equinox Wireless Co. and Bennington Radio, competing for 94.3 (Docs. 20391-3)—designated ALJ Reuben Lozner to serve as presiding officer and scheduled hearing for June 18. Action April 4.

Procedural rulings

■ **Cape Coral, Fla., FM proceeding:** Dr. E. Paul Eder and C. C. Broadcasting, competing for 103.9 mhz (Docs. 20345-6)—ALJ Ernest Nash cancelled all procedural dates scheduled for exchange of exhibits, witness notification and hearing pending action on joint petition for approval of agreement by parties. Action April 7.

■ **WJIM-AM-FM** Lansing, Mich., renewal proceeding: Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison scheduled further prehearing conference for April 17 and hearing for June 16 at Lansing, Mich. Action April 2.

■ **St. Charles and Florissant, Mo., FM proceeding:** St. Charles Broadcasting Co., Changing Waves, both for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20227-9)—ALJ David I. Kraushaar postponed hearing dates of April 18 and 21, and rescheduled hearing for May 19 due to conflict. Action April 4.

Dismissed

■ **Crest Hill, Ill., FM proceeding:** Crest Hill Communications and Nelson Broadcasting Co., competing for 98.3 mhz (Docs. 20323-4)—ALJ Chester F. Naumowicz Jr. granted motion by Crest Hill and dismissed application and granted application of Nelson Broadcasting subject to condition. Action March 31.

Joint agreements

■ **Santa Paula and Fillmore, both California, FM proceeding:** William F. and Anne K. Wallace, at Santa Paula, and Class A Broadcasters and Clark Ortone Inc., at Fillmore, competing for 96.7 mhz (Docs. 19866-8)—ALJ John Conlin granted in all respects joint petition for approval of agreement by William F. and Anne K. Wallace and Class A Broadcasters and approved agreement, which was granted only in part in earlier order. Broadcast Bureau indicated agreement sum (\$10,000) was not in excess of expenses incurred by Class A and Review Board denied petition to enlarge issues against Class A. Action April 4. (FCC 75R-138 released April 2) (Dockets 19866, 19868).

■ ***Elgin and Glen Ellyn, Ill., educational FM proceeding:** Board of Education, Union School District #46 (WEPS(FM) Elgin) and College of DuPage District 502, competing for 90.9 mhz (Docs. 19820-2)—ALJ James F. Tierney granted joint petition by parties applicant for leave to amend applications to reflect share-time arrangement, joint agreement having been approved March 6; accepted amendments and terminated proceeding. Action April 3.

■ **Neenah-Monasha, Wis., FM proceeding:** Total Radio and Evangel Ministries, competing for 100.1 mhz (Docs. 20103-4)—ALJ Byron E. Harrison approved joint petition by Total and Evangel to provide that Total will dismiss application and that Evangel will reimburse Total for its reasonable and prudent expenses incurred in preparation, filing, and prosecution of application in amount of \$12,000 or such lesser amount as is approved by commission, dismissed with prejudice Total's application and retained in hearing status Evangel's application. Action April 2.

Initial decisions

■ **Anaheim, Calif., TV proceeding:** Orange County Broadcasting Co., Voice of Orange Empire and Golden Orange Broadcasting Co., competing for ch. 56 (Docs. 18295-8, 18300)—ALJ Forest McClenning granted application of Golden Orange Broadcasting Co. Inc. for a construction permit in initial decision. Action April 15.

■ **Sacramento, Calif., FM proceeding:** Royce International Broadcasting, seeking 106.5 mhz (Doc. 19611)—Initial decision released February 10 granting application of Edward Royce Stolz II became effective April 1. Royce International Broadcasting granted 106.5 mhz, 50 kw., P.O. address: 3738 Robertson Ave., Sacramento, Calif. 95821. Estimated construction cost \$31,350; first-year operating cost \$32,800; revenue \$131,400. Format: MOR. Principal: Edward Royce Stolz II owns UHF transmitting-receiving apparatus importing firm.

■ **KCTY(FM)** Salinas and **KTRB(FM)** Modesto, both California, facilities changes proceeding: JECO Inc. and Big Valley Broadcasting (Docs. 20275-6)—ALJ Walter C. Miller granted application by JECO Inc. for authority to change trans. site of KCTY-FM Salinas in initial decision. Action April 1.

Fines

■ **KLIL Ukiah, Calif.**—Broadcast Bureau notified K-LIL Inc. that it incurred apparent liability for forfeiture of \$200 for willful or repeated violation of rules by failing to have operator signed on duty in operating logs; failing to log time trans. started and stopped supplying power to ant. and allowing more than three hours to elapse between entries of trans. plate voltage and plate current in operating logs. Action April 2.

■ **KANA(AM)** Anaconda, Mont.—Broadcast Bureau ordered Radio Station KANA to forfeit \$2,000. for repeated violation of rules and terms of station license by operating with full daytime power during presunrise periods. Action April 2.

■ **WNON Indianapolis**—Broadcast Bureau notified Boone Communications that it incurred apparent liability for \$600 for willful or repeated violation of

rules by permitting operator to be in actual charge of transmitting system who did not hold valid radio operator license; allowing that operator to make entries in operating log and failing to have operators sign operating logs when going off duty. Action April 2.

■ **WWKI Kokomo, Ind.**—Broadcast Bureau notified BGS Broadcasting licensee that it incurred apparent liability of \$1,000 for willful or repeated violation of rules by failing to have properly licensed operator in actual charge of the transmitting apparatus; failing to have operators sign operating log when starting or going off duty and failing to record required meter readings in operating log at intervals not exceeding three hours. Action April 2.

■ **WALM(AM)** Albion, Mich.—Broadcast Bureau ordered Triad Stations to forfeit \$500 for repeated violation of rules by failing to reply to official communications. Action April 1.

■ **KOWH-AM-FM** Omaha—Broadcast Bureau denied application for mitigation or remission of \$1,000 forfeiture. Action April 1.

■ **WGLI(AM)** Babylon, N.Y.—Broadcast Bureau notified WGLI Inc. that it incurred apparent liability of \$2,000 for willful or repeated violation of rules by failing to operate station using proper power and ant. pattern; failing to have at least one properly licensed operator on duty at trans. location and in actual charge of the transmitting system; and failing to make entries in the operating log with actual knowledge of facts prior to making entry. Action March 31.

■ **WAYS(AM)** Charlotte, N.C.—Broadcast Bureau notified Sis Radio Inc. that it incurred apparent liability of \$1,500 for willful or repeated violation of rules by failing to maintain power within prescribed limits or by making incorrect entries in operating log. Action April 2.

■ **WSJS(AM)** Winston-Salem, N.C.—Broadcast Bureau ordered Summit Communications to forfeit \$1,000 for repeated violation of rules by making incorrect log entries. Action April 2.

■ **WOIO(AM)** Canton, Ohio—Broadcast Bureau notified Douglas Properties Corp. that it incurred apparent liability of \$600 for willful or repeated violation of rules by failing to record directional parameters once a day and failing to conduct field intensity measurements once a week. Action April 2.

■ **KAGT(AM)** Anacortes, Wash.—Broadcast Bureau denied application for mitigation or remission of \$500 forfeiture assessed for repeated operation of station by improperly licensed operator, in violation of rules. Action April 2.

Other actions

■ **FCC** granted Public Broadcasting Service authority to continue second phase of experimental TV broadcast service that will provide deaf and hearing-impaired viewers with seven hours of captioned or subtitled programming each week. Action April 3.

■ **KFRC-AM-FM** San Francisco—FCC granted applications of RKO General for renewal of license for KFRC-AM-FM San Francisco, subject to whatever action it may deem appropriate following outcome of discrimination complaint still pending against licensee. Renewal also was conditioned on final action in comparative proceedings involving RKO General's applications for renewal of KHJ-TV Los Angeles and WNAC-TV Boston and five civil antitrust actions still pending in U.S. District Court against licensee's parent, General Tire and Rubber Co. Action April 2.

■ **KICU-TV** Visalia, Calif.—FCC dismissed applications of Sierra Broadcasting for renewal of license for KICU-TV and for change in trans. site and studio location. It ordered station's call letters deleted and terminated Sierra's authorization to operate. KICU-TV has been off air since 1968 and Sierra has sold its transmitting antenna tower. Commission said Sierra had failed to notify local FCC field office when it first went dark and has been continuously silent without FCC authorization since 1970. Action April 1.

■ **WYFL-FM** Jacksonville, Fla.—License forfeited and call letters deleted at request of licensee. Ann. April 7.

■ **WUHQ-TV** Battle Creek, Mich.—FCC granted application for license renewal. Petition by Jackson Television Corp. and Television Associates requesting that commission designate application for hearing in consolidated proceeding with Jackson's application for assignment of construction permit of WWLD-TV Jackson, Mich. was denied. Petitioners contended operation of two stations "would be mutually exclusive." FCC said petitioners had failed to establish legal basis either for hearing on WUHQ-TV's renewal application or consolidated hearing with Jackson's application. Action April 1.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. April 7):

- J. J. Rabun, Mayor, Wrens, Ga.—Seeks to assign either ch. 232A or 244A to Wrens, Ga. (RM-2538).
- WLBN(AM) Lebanon, Ky.—Seeks to assign ch. 292A to Versailles; assign ch. 265A to Lebanon; delete ch. 265A from Lawrenceburg and delete ch. 292A from Lancaster, all Kentucky (RM-2535).
- Hamilton Inc., Goldsboro, N.C.—Seeks to assign ch. 249A to Snow Hill, N.C. and delete ch. 249A from Kinston, N.C. (RM-2533).
- Vichroski, Eddy, Taggart and Thedwell, Lakewood, Ohio—Seek to assign ch. 244A to Zanesville, Ohio. (RM-2534).
- Pioneer Development, Rawlins, Wyo.—Seeks to assign ch. 260 to Saratoga, Wyo. (RM-2532).

Actions

FCC took following actions on FM allocations:

- Healdsburg, Calif.—FCC assigned ch. 225 to Healdsburg as FM channel. Action, which also gives community first local aural service, necessitated substitution of ch. 288A for unoccupied ch. 224A at Willows, Calif. Assignment was proposed by Wallace Heusser. Action April 1.
- Crestview, Destin and Fort Walton Beach, Fla.—Broadcast Bureau proposed assigning ch. 221A to Fort Walton Beach as second assignment, substituting ch. 243 for 285A at Crestview, and assigning ch. 285A to Destin as first assignment. Action was in response to petitions by White Sands Broadcasting Co. for assignment of ch. 221A to Fort Walton Beach, John Matkowski for assignment of ch. 243 to Destin, WFTW-AM-FM Fort Walton Beach, and Holly A. Rogers, both for assignment of ch. 243 to Fort Walton Beach and WJSB-AM-WAAZ-FM Crestview, for assignment of ch. 243 to Crestview and transfer of 285A from Crestview to Destin. Action April 1.
- Boise, Idaho—FCC assigned chs. 282 and 286 as third and fourth assignments to Boise. Broadcast Bureau requested comments on petition by KGEN(AM) Boise, proposing assignment of ch. 286 to Boise and petition by KYME(AM) Boise proposing assignment of ch. 282 to Boise. The FCC said considering city's size, its past and anticipated steady growth, and fact that unused channel assignments still were available for communities in affected areas that could not receive assignment, it believed assignment of channels would serve public interest. Action April 1.
- Iowa and Nebraska—Broadcast Bureau proposed assignment of ch. 292A to Harlan or, in alternative ch. 292A to Red Oak, Iowa and ch. 272A to Blair, Neb., as first FM assignments. Action was in response to petitions by KOAK(AM) Red Oak and W.B.B.C. Enterprises. KOAK requested assignment of ch. 292A to Harlan, which would require substitution of ch. 272A for unoccupied and unapplied for ch. 292A at Onawa. That substitution in turn would require substitution of ch. 221A for unoccupied but applied for ch. 272A at Cherokee, Iowa. Broadcast Bureau said in order to decide which conflicting proposal to adopt it requested that proponent of each proposal submit study indicating first and second FM service that its proposal would provide in terms of area and population. Action March 31.
- Portland, Me.—FCC added ch. 226 in Portland, fourth FM channel in that city. Action was requested by WLOB(AM) Portland. Action March 25.
- Fuquay-Varina, N.C.—FCC approved first FM assignment and provided for first full-time radio outlet for Fuquay-Varina. Action amended table of assignments to reflect addition of ch. 280A to Fuquay-Varina proposed by WAKS(AM) Fuquay-Varina. Action March 25.
- White Haven and Leighton, Pa.—FCC denied request by WYNS Leighton to assign ch. 276A to Leighton as its first FM assignment. Ch. 276A is now assigned to White Haven and application for construction permit for station there has been filed by Mountain Broadcasting Co. Commission said it would consider new petition to move ch. 276A to Leighton if Mountain Broadcasting failed "to prosecute its application or build authorized station at White Haven." FCC added that Valley Broadcasting could re-file request if it located usable alternative assignment for White Haven. Action March 25.
- Texas—FCC approved double exchange of FM channels among four Texas towns to eliminate potential interference problem. Broadcast Bureau proposed exchanging ch. 271 assigned to Midland with ch. 277 at Monahans and exchanging ch. 292A at Brownfield with ch. 280A at Seminole. The FCC said Midland Broadcasting Co., applicant for ch. 271, proposed exchanges to eliminate intermediate frequency interference. Noting that four channels are now unoccupied at four locations and there are no applications now pending except Midland Broadcasting's, Commission foresaw no technical problems. Action March 25.
- Mauston, Wis.—FCC assigned ch. 221A to Mauston as first FM assignment for that community. Because interference would occur between station operating on ch. 221A at Mauston and one operating on ch. 220 at Wausau, commission ordered *WHRM(FM) Wausau to change its channel of operation from ch. 220 to ch. 215. Action was in response to rulemaking notice issued at request of WRJC(AM) Mauston, who sought assignment of ch. 221A to that community. Action April 1.

Rulemaking

Petitions

- Fletcher, Heald, Rowell, Kenenah and Hildreth, Washington—Seeks to amend rules to require use of type-accepted equipment and to permit replacement of transmitting equipment upon notification if type-accepted equipment is used (RM-2536). Ann. April 7.
- National Association of Broadcasters, Washington—Seeks to amend rules with respect to carriage of TV broadcast signals and program exclusivity protection by cable TV systems. (RM-2537). Ann. April 7.

Actions

- FCC adopted rules providing for dual-language TV/FM programming in Puerto Rico. Dual-language programming involves telecast of program in one language with simultaneous transmission on participating FM station of sound track information in different language. Commission found that dual-language programming would serve unique bilingual requirements of Puerto Rican society and that it should be available to TV broadcast licensees throughout island on equal footing. Commission said time devoted to dual-language programming on both TV stations and participating FM stations would be limited to 15 hours per week and three hours per day.
- FCC proposed new, shorter license renewal application form for commercial radio broadcast stations in notice of inquiry and proposed rulemaking. Commission also is seeking comments on new, more precise definition of public affairs programming. Comments may be filed by June 3 and reply comments by June 18. Action April 1.
- FCC reconsidered several portions of revised fee schedule adopted January 15. Action affects fees for international stations, assignment and transfer of control, sales of part or all of joint AM-FM operations and changes in ant./trans. sites, increase in ant. height or changes in ant. patterns. Action April 1.

Translators

Applications

- Midnight Sun Broadcasters, Fort Liscum, Valdez Pipeline Camp, Alaska—Seeks ch. 7, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5267) Ann. April 9.
- Midnight Sun Broadcasters, Pipeline Pump Station #3, Alaska—Seeks ch. 2, rebroadcasting KFAR-TV and KTVF Fairbanks, Alaska (BPTTV-5268) Ann. April 9.
- Northern Television, Pipeline Pump Station #3, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVK-TV Fairbanks, Alaska (BPTTV-5265). Ann. April 17.
- Northern Television, Pipeline Pump Station #10, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVK-TV Fairbanks, Alaska (BPTTV-5264). Ann. April 7.
- David W. Wilkinson, Fresno, Calif.—Seeks ch. 59, rebroadcasting *KQED San Francisco (BPTT-2831). Ann. April 7.
- Thomas J. Fisher, Fisher Ranch area, Mont.—Seeks ch. 1, rebroadcasting KRTV and ch. 13, rebroadcasting KFBB-TV, both Great Falls, Mont. (BPTTV-5269-70). Ann. April 10.
- NTV Enterprises, Bassett, Neb.—Seeks ch. 56, rebroadcasting KCNA-TV Albion, Neb. (BPTT-2832). Ann. April 9.
- Carlin TV District, Beowawe and Crescent Valley, Nevada—Seeks ch. 9, rebroadcasting KTVB-TV Boise, Idaho (BPTTV-5266). Ann. April 8.

Actions

- K12CQ Broadus, Mont.—Broadcast Bureau granted CP to change primary TV station to KTVQ Billings, Mont. (BPTTV-5229). Action March 31.
- K252AB Livingston, Mont.—Broadcast Bureau granted CP for translator on ch. 252, rebroadcasting KGVW-FM Belgrade, Mont. (BPTT-196). Action March 31.
- Gallup, N.M.—Application for CP by Hubbard Broadcasting dismissed at request of applicant (BPTTV-4948). Ann. April 11.
- Rhame Friendly Community Club, Rhame, N.D.—Application for CP for translator on ch. 13, rebroadcasting KHSD-TV Lead, S.D. dismissed (BPTTV-5102). Ann. April 9.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

- Tahquamenon Cable Vision, 808 Ludington St., Escanaba, Mich. 49829, for Mackinaw City (CAC-4910), Cheboygan (CAC-4911), Iyerness township (CAC-4912), St. Ignace (CAC-4913) and St. Ignace township (CAC-4914), all Michigan; Add WCMC-TV Alpena and WJMN-TV Escanaba, both Michigan.
- Valley Microwave Transmission, 77 Sunshine Strip, Harlingen, Tex. 78550, for Edinburg (CAC-4917), San Juan (CAC-4918), Alamo (CAC-4919), Weslaco (CAC-4921), Donna (CAC-4922), Mercedes (CAC-4923) and La Feria (CAC-4924), all Texas; Add KHTV Houston; XERV Reynosa, Mexico and delete KTVT Ft. Worth, Harlingen (CAC-4925), San Benito (CAC-4926), Raymondville (CAC-4927); Southwest CATV, for Brownsville (CAC-4928) and Mission (CAC-4920), all Texas; Add KHTV Houston and delete KTVT Ft. Worth, Southwest CATV, for Pharr, Tex. (CAC-4915); Add KHTV Houston; XERV Reynosa, Mexico and delete KTVT Ft. Worth.
- Valley Cable TV, for McAllen, Tex. (CAC-4916): Add KHTV Houston; XERV Reynosa, Mexico and delete KTVT Fort Worth.
- Badger CATV, 413 River St., Spooner, Wis. 54801, for Spooner, Wis. (CAC-4909): Requests certification of existing operations.
- Hazelwood, Mo.—Request for certificate of compliance by Missouri Cable TV dismissed at request of applicant (CAC-1784). Action April 3.
- Islip, N.Y.—Request for certificate of compliance by Inter-County Television of Suffolk dismissed (CAC-2497). Action April 4.

Certification actions

- Ashdown, Ark.—FCC denied application of Ashdown TV Cable Co. for certificate of compliance for system at Ashdown, located in Texarkana, Tex.—Shreveport, La. major TV market. Ashdown TV Cable proposed carriage of KTBST-TV, KSLA-TV Shreveport, La., KATL-TV Texarkana, Tex., and *KETS, KARK-TV, KATV, KTHV Little Rock, Ark. Commission said it would allow waiver of rule requiring carriage of two independent stations, noting that in past it had recognized value of making in-state signals available. It added there were no independent stations located in Arkansas (CAC-3809). Action April 1.
- Denver—FCC granted Mountain States Video certificates of compliance for 13 systems located in Denver major TV market. Mountain States was certified to carry KBTU, KOA-TV, KMGH-TV, KWGN-TV and *KRMA-TV Denver, KTVT Fort Worth, KXTV-TV Dallas and XEJ-TV Juarez, Mexico on systems at Arvada, Westminster, Greenwood, Federal Heights, Englewood, Commerce City, unincorporated areas of Jefferson county, Sheridan, Golden, Edgewater, Brighton, Broomfield and Aurora, Colo.
- Champaign and Urbana, Ill.—FCC reconsidered earlier action and granted applications of Champaign-Urbana Communications for certificates of compliance to operate systems at Champaign and Urbana. Commission said franchises now comply with rules and grant was in public interest (CAC-2280, 2352). Action April 1.
- Paxton, Ill.—FCC granted application by Paxton Community Antenna System for certificate of compliance to add WMAQ-TV, WLS-TV Chicago and WTOG-TV Haute, into its system at Paxton. Paxton asserted that distant signals were authorized since they were grandfathered (CAC-3959). Action April 2.
- Versailles, Ohio—FCC granted application of Norseman Communications for certificate of compliance to begin service at Versailles, located partially in the Dayton-Kettering, Ohio, major market. Norseman will provide subscribers with WLWD, WHIO-TV, WKCF Dayton, *WOET-TV Cincinnati; WXIX-TV Newport, Ky., WLIO Lima and WBNS-TV Columbus, both Ohio. Norseman requested waiver of rules to consider system as being outside all TV markets. Considering facts presented by Norseman and FCC's estimate that total land area of Versailles in Kettering 35-mile zone was negligible commission said granting waiver was justified. Action April 1.
- Virginia—FCC granted applications of V-R Corp. of Virginia, Hillsville and Independence, for certification to extend operations from two communities into immediately contiguous unincorporated areas of surrounding counties. In addition to stations carried on Hillsville and Independence systems, Grayson county system will carry WKPT-TV Kingsport, Tenn. and Carroll county system will carry WRFT-TV Roanoke (CAC-4073, 4075). Action April 1.

Other action

- Reno and Sparks, Nev.—FCC denied request of Teleprompter Cable Communications Corp. for reconsideration of commission's Community Antenna Co. ruling. That decision reversed FCC decision that had authorized carriage of four distant Los Angeles independent stations—KTLA, KHJ-TV, KTTV and KCOP—on systems at Reno and Sparks, now owned by Teleprompter. Commission said Teleprompter had presented no new evidence to persuade it to depart from its 1974 ruling. Action March 26.

Classified Advertising

RADIO

Help Wanted Management

Small market Maryland station. Individual with first ticket who can handle programming and sales, and work closely with manager. Send wage demands, photo and resume. Box D-15, BROADCASTING.

General Sales Manager. Established contemporary station major south eastern market. Must have sales management experience. Be capable of directing ten man sales staff. E.O.E. Box D-116, BROADCASTING.

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.

Looking to move to Sales Manager position? We need sales mgr./salesperson for medium-small market station. Must have successful record (min. 5 yrs. in small-medium market). Must be able to manage other sales personnel, local, and national accounts. Station currently successful, local owner has too many irons in fire. Excellent pay if you do the job. Northern Illinois. Box D-110, BROADCASTING.

Central New Hampshire station has immediate opening for sales manager in unique tri-market area. Lots of opportunity for aggressive salesperson who can develop sales department. Box D-113, BROADCASTING.

Radio syndication salesperson wanted for several areas of the country. Knowledge of radio sales and willingness to travel essential. Excellent commission arrangement for highly saleable program. Box D-119, BROADCASTING.

Texas MOR/AEN radio experienced sales manager, excellent long range opportunity for permanent placement, resume, track record, and picture, first letter. Career opportunity, no transients. Box D-125, BROADCASTING.

Central Illinois rich rural market. Long established AM-FM. Please tell us all about yourself. Box D-158, BROADCASTING.

Sales-Announcer combination person. Experienced. Write KKOK, 3640 Buellton Rd., Lompoc, CA 93436.

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.

Enjoy the beautiful Finger Lakes. Handle sales and some announcing. Immediate opening. WCGR, P.O. Box 155, Canandaigua, NY 14424.

Help Wanted Announcers

Morning Drive Personality for medium market Mid-west 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.

If you are a Morning Person and dig soul music a major midwestern market radio station needs you. Salary open. Fringe Benefits. Send complete resume. Box D-121, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

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.

If you have a couple of years experience and a First Phone, WPRW has an opening. 5 kw contemporary. Salary \$8,000 plus. Move up. 703-368-3108 before 2 p.m. No collect calls.

Top-rated beautiful MOR music station has opening for Staff Announcer. Continuous music format. No automation. Additional skills with copy, production and news helpful. New facilities. Stability. Equal Opportunity Employer. Tape & resume. WRS5, Box 961, West Side Station, Worcester, MA 01602.

Help Wanted Announcers Continued

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.

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.

June 1 opening for experienced program director/announcer. AM is Contemporary daytime and FM is MOR. Send tapes and resume to Tad Fogel, President & General Manager, P.O. Drawer W, Georgetown, SC 29440.

1st Phone Personality. Jock needed for Maryland Roker. Super Sound demands super people. Send tape, resume, and salary requirements to Programmer, Box 576, Greencastle PA 17225.

Small market adult top 40 has immediate opening for DJ/production announcer, call program director at 414-748-5111.

Help Wanted Technical

Medium market station needs part-time engineer to work 15 to 20 hours per week. An equal opportunity employer. Box D-108, BROADCASTING.

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 maintenance. 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.

Chief Engineer by May 15 or 31. KZAM-KZAM FM Bellevue, Washington. Simulcast 100 kw-E.R.P.-FM., 5 kw-3 tower directional AM, R.P.U. & Mobile. Studio installation & maintenance. Send resume and salary requirements or call 206-454-1540. Mr. Ballinger or Mr. Leendertsen, Bellevue Eastside Radio Ltd., 1200 112th N.E., Bellevue, WA 98004.

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.

Florida Coastal Station wants chief engineer experienced in high power FM/AM and digital automation. Send resume: Hudson Millar, WIRA-WOVV Fort Pierce. Equal opportunity employer.

Chief engineer for campus radio station. First Phone and experience required. Texas Tech University, Box 4080, Lubbock, TX 79409. 806-742-4250. E.O.E.

Midwest AM-FM offers permanent position to qualified engineer. Excellent working conditions including health & free life insurance. Duties include some announcing, full responsibility as chief. Send full resume at once to P.O. Box 177, Rochelle, IL 61068.

Help Wanted News

50,000 Watt'er, Eastern Capital, desires news director. Only experienced apply. Confidential. Resume to Box D-9, BROADCASTING.

Help Wanted Programing, Production, Others

Medium market CW in suburban Detroit looking for creative programmer with five years experience for PD. Box D-133, BROADCASTING.

Situations Wanted Management

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.

Situations Wanted Management Continued

Young, experienced, successful sales manager and GM seeking advancement opportunity in small to medium market. Extensive sports play-by-play background. Contact Box D-129, BROADCASTING.

V.P. or GM. 11 yrs. experience from small market to Top Ten, profit oriented, knowledgeable of sales FCC and programming. 32, married and ready to help you. Box D-139, BROADCASTING.

Sales manager, AE with proven track record in medium market ready for more responsibility. Resume Prefer Pennsylvania or northeast. Box D-160, BROADCASTING.

Wanted: FM in Southeast that can be converted to Christian format. Write Box D-163, BROADCASTING

Increase sales and ratings, while reducing overhead with nationally recommended broadcaster. 15 yrs. exp in sales, administration, programming, engineering and as major mkt. personality. Top industry credentials. Know FCC. Wm. Marchak, 1001 Harvard, #423, Renc NV 89502. 702-329-7955.

Honest, hard working general manager with 9 year broadcasting experience and references. Available in mediate. Call 606-528-4518.

Situations Wanted Sales

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.

Dynamic salesman in top 10 market seeks opportunity to develop potential as sales manager; have ability potential, drive and initiative. Box D-120, BROADCASTING.

Experienced Salesman. Available now. Announcing and Program Director experience also. Dick Holiday 442 Melanie Lane, Ripon, WI 54971. 1-414-748-7261.

Situations Wanted Announcers

5 years experience. 1st phone jazz jock needs gig Creative production, consider 'round midnight. Re locate. Salary open. Box D-11, 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.

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.

Dee-Jay with one year experience seeks a progressive or contemporary station. Good personality, authoritative. I know the music. Box D-115, BROADCASTING.

English DJ, 24, 3 years in radio (DJ, music programmer) Currently Public Communications student. Seeking summer vacation work. Excellent references. Have visa. Box D-132, BROADCASTING.

Multi-talented, attractive, first phone female. Book keeping, copywriting, production, enjoy traffic, limited on-air experience. Box D-143, BROADCASTING.

Female, first phone, experienced announcer, production, sales. Presently employed. Want more than small market. Box D-162, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

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.

Experienced Country and MOR. Available now. Sales and Program Director experience also. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 1-414-748-7261.

Situations Wanted Announcers Continued

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.

Sportscaster. Current SD. Smooth. Top 100 markets or collegiate PBP. Jeff Kennedy, 815-838-1639.

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.

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.

Announcer, DJ needs break anywhere. Excellent all-rounder, 3rd. Call Maurice Charles 212-469-9713.

Versatile Announcer, right board, news, PBP, Third Endorsed. College graduate, two years experience. Robert Halvaks, 2155-1 Cram Place, Ann Arbor, MI 48105, 313-668-7846.

First-phone announcer. Three years experience, includes production, music directing, & sports. Seeks staff position—all formats. Will go anywhere. Contact: Jerry Michels 406-482-3871.

Enthusiastic beginner, D.J. 3rd phone. Prefer FM rock, time sales, production. Will relocate. Tony Pellegrino, 217 Magnolia Ave., Somerdale, NJ 08083.

Young, single jock, seeking advancement. Currently employed, 3rd endorsed, go anywhere. 417-667-7952. After 6 p.m.

Two years experience. B.A. film-theatre background. Multi-faceted. 30, with family. Prefer north-midwest. Will consider all. 616-347-5546 A.M.

Personality-Communicator with medium market experience seeking MOR, country, or adult-contemporary in Top 100 market. Impeccable references with diverse track record. 812-234-6172 from 8:30-9:30 a.m., 7-8 p.m. EDT.

Experienced Top 40 Jock, third endorsed seeks air shift and production. Will relocate immediately. Kevin Hogle, 1148 Pleasant Place, Aurora, IL.

Clever, Creative, contemporary, communicator. Polished, prolific, professional. Production, personified. Box 5396, Fort Wayne, IN 46805.

Top-40 Entertainer, comes complete with first phone, strong production and heavy experience. Call now for a free sample. 602-881-2487.

Progressive or top 40 jock is ready now! 2 years experience, plus can also do play by play. Tape and resume available. Robert Wolf, 303 Davis Street, Prestonsbury, KY 41653. 606-886-6544.

Black staff announcer, five years experience in AM and FM, MOR, would like air position in Los Angeles. Currently employed part time in FM just outside L.A. Two years college, excellent voice, excellent reader. Carl Adams, 1715 Harvard Blvd., Los Angeles, CA 90006, 388-0427.

Situations Wanted Technical

Competent Chief. Excellent references, currently chief of financially unstable small group. No small market stations. Box D-117, BROADCASTING.

1st phone technical. Have brains, will relocate. Solid electronics and recording equipment training. Resume available. Box D-150, BROADCASTING.

Chief Engineer, technical director + 7 years at present 50 kw. Experienced all phases of AM, FM. Strong on maintenance and quality audio. 15K min. 405-794-6088.

30 years experience chief engineer construction maintenance operation. Irwin Harr, Box 122, Baltimore, MD 21203.

Situations Wanted News

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.

Talk Host. Top ratings and demographics, news oriented, award winning. Major markets. Radio or TV. Box D-57, BROADCASTING.

Situations Wanted News Continued

Newsman, experienced reporter/writer with major NYC all-news station. 12 years experience, general news, NY and NJ. Specially, investigative news. Interested reporting or writing-editing work, NYC or vicinity. Box D-75, 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.

Dedicated female news director with 1st phone is seeking a new medium market challenge. Box D-123, BROADCASTING.

Professional all the way. Two years experience, BA degree. Hard working and dedicated. Prefer West Coast. Box D-124, BROADCASTING.

Talented newsman. 5 years experience, entire spectrum. Human interest to documentary. Conversational delivery. Production skills. Reply to: Box D-126, BROADCASTING.

Young ND of heavy-news public stations seeks ND or reporter position in Midwest medium-major market. Box D-130, BROADCASTING.

News director, music director. Five years experience. B.A. degree. Seeking position in news in midwest. 313-982-1203. Box D-141, BROADCASTING.

Major Market Radio News Director, 31, 15-year veteran with strong urban problems background, desires position with gung-ho staff; preferably northern California. Box D-144, BROADCASTING.

PD/Sportscaster/Salesman with large Western chain seeks Sports Director position; or smaller market sports director/sales combo. Prefer radio/TV combination. Extensive radio/TV experience. Box D-145, BROADCASTING.

Professional sportscaster seeks major college or pro PBP. Five years experience and college degree. Let me apply. Box D-156, BROADCASTING.

Experienced stringer needs full-time. Wire service audio experience. B.A., heavy broadcasting background, 3rd endorsed. Have Sony, will travel. Spencer Levine, 3408 Redondo Beach Blvd., Torrance, CA 90504, 213-329-3629.

College Grad June. AP stringer, college news, 3rd endorsed, will relocate. Bob 47/2 S. May, Athens, OH 65701.

Competent professional. 9 years experience, awards, references, married. Prefer midwest, south, 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.

Situations Wanted Programing, Production, Others

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.

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.

TELEVISION

Help Wanted Management

Major northeast market TV station is in need of experienced, aggressive, creative program director. Knowledge of production and directing desired. Send resume, references and salary requirements. An Equal Opportunity Employer. Box D-138, BROADCASTING.

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 South-eastern 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 Ms. Luis Juarez, Staff Employment, University of Washington, 1415 Northeast 45, Seattle, WA 98195.

Television Engineer. Requires First Class license and experience in broadcast maintenance and operation of cameras, VTR's and UHF transmitter. Send resume, Chief Engineer, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Equal opportunity employer.

Maintenance Engineer opening. Must have 1st phone. Position involves maintaining both studio and transmitter equipment. WVIR-TV Charlottesville, VA 804-977-7082.

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

Sports anchorperson. Top 25 VHF network affiliate looking for an on-air professional for number one slot. No amateurs please. All resumes in strictest confidence. EOE. Box D-161, BROADCASTING.

Experienced documentary producer-writer needed for best local documentary unit in country. Requires superior writing, strong journalistic sense, solid film background. Don't call unless you have at least two film samples to show us. Moore on Sunday, WCCO-TV. 612-338-0552.

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

Midwest NBC affiliate seeking a current assistant promotion manager ready to move up. Some experience required. Send resume to Box D-149, 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.

Solidly experienced, professional young executive seeks small to medium TV operation in need of new blood and dynamic ideas. Box D-1, BROADCASTING.

Experienced Promotion Manager available immediately. 13 years background in audience and sales promotion, film and tape production. Will relocate. References on request. Box D-105, BROADCASTING.

General manager-sales manager, etc. Thoroughly experienced and successful all phases, including station-ownership. Special expertise in management, sales management, sales (national, regional; local), programing, film-buying, production, network news-casting-announcing, promotion; community-involvement. Outstanding credentials. Since 1945 have practiced radio 12 years; television 18 years. Age 45. Degreed. Sales and programing specialist. Accustomed to formidable challenges; much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box D-106, BROADCASTING.

Situations Wanted Management Continued

Thoroughly experienced sales/management professional seeks move upward. Currently local sales manager medium market TV. Prefer south/southwest. Will relocate if offer right. Box D-111, BROADCASTING.

Situations Wanted Sales

Dynamic gal sell programing or time. Excellent background, strong closer, door opener all cases. Box D-109, BROADCASTING.

Situations Wanted Technical

First phone, AM-FM-TV, xmtr maintenance. Box D-114, BROADCASTING.

Engineer. Extensive experience in AM-FM-TV studio, transmitter, installations, maintenance, operations and management. Available now. Box D-135, BROADCASTING.

First phone needs first job. College grad. Some TV experience. 314-364-4264.

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.

Situations Wanted News

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.

Weathercaster. No razzle-dazzle. Sound, friendly delivery. Looking for company with basic meteorology equipment. Box D-63, 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.

News anchorman, 33, could be available July 1. Also willing to invest from \$25,000 to \$100,000 in right situation. Send for video tape. Write Box D-107, BROADCASTING.

Absolute bug on local sports. High identity, shoot film, controversial commentary, excellent voice, appearance. Stimulating style, stable. Write Box D-118, BROADCASTING.

Photo Chief/Live "Mini-Cam" Coordinator. Complete news visual expert. Top 75 markets. Box D-134, BROADCASTING.

News-Anchorman-News Director for top-hundred market. Thoroughly-experienced professional. Top-ten and network-caliber. Aggressive competitor will hypo ratings and prestige. Also, excellent talk-show host, director of public affairs and community-involvement. Ascertainment and sales savvy. Personal interviews—auditions arranged. Box D-142, BROADCASTING.

Top Sports talent seeking opportunity in Texas or nearby state. Box D-151, BROADCASTING.

Recent Brown grad. #1 in class. Young (22). Seeks anchor/reporting slot with a totally concerned news team. Real hustler! Reply for VTR. Box D-152, BROADCASTING.

Long time broadcast veteran, all phases, stable, youthful, mature, ratings getter, seeks any anchor or performing post. Box D-154, BROADCASTING.

Six years in radio news, last in major midwest market looking for TV news, will look at sports or booth job. Box D-155, BROADCASTING.

Want personality and professionalism in your weathercast? I want to improve my position! Young, degreed meteorologist with AMS seal and TV experience. Box D-157, BROADCASTING.

BJ, 1st Phone. Can shoot, edit sil or sound news film. 314-364-4264.

Major Market Radio Experience. Want first television news job.. Talented, ambitious college grad. Paul Anthony, 1-313-573-8378.

Situations Wanted Programing, Production, Others

Seeking broadcast standards or production position, presently directing in medium market, experienced, married. Write Box D-146, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Looking for religious broadcasting position, presently medium market director, reply Box D-147, BROADCASTING.

Major Market Associate director seeks producer/director position in medium or small market. Box D-148, 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.

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, net \$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

Need General Electric High band television transmitter, Model TT-530F or H only. Write stating price, condition, and availability. Box D-159, BROADCASTING.

Wanted: Information regarding fabrication of fiberglass radomes for a Collins 37M10 horizontally polarized FM antenna. Call collect to Ray Heaton, KLEM Radio, Le Mars, IA, 712-546 4121.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iurbit St., Laredo, TX 78040.

Wanted: Quad Recorders HI band, switcher, special effect, chroma key, Norelco 70's. Call 212-369-2552. B. Grodin.

Wanted—Used Midband CATV converters, prefer TV 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 MI-557310 Cam Heads for TK-42's. Contact B. Derby, Kent State University, Kent, OH 44242. 216-672-2184.

FOR SALE EQUIPMENT

Gates FM-10H transmitter, 7½ yrs. old, excellent condition w/TE-1 Exciter, Stereo Generator, SCA & spare finals; RDC-10AC Remote Control; FM Top Level M6467; FMA-4B Cycloid Antenna; 60'3½" Helix w/ Gas Barrier & Flange; In Line Harmonic Filter. All or part. Call Manager, KIOU, Corpus Christi, TX, 512-882-4394.

Gates M5526 8 channel mono console. Call Chief Engineer, WFDU-AM, 201-836-6008.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESSCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Hitachi HV1100, three tube Vidicon w/zoom lens. Ten hours use, \$6,135.00. Video Inc., 2601 McLeod, Las Vegas, NV 702-457-1315.

RCA TR-50 Highband Color Recorder. Call 215-543-7600.

Wilkinson TSC-4 Stereo Console, Wilkinson Stereo AGC Amplifier, Wilkinson Stereo Limiter and s. turntable preamps. Joseph Bahr, WVIS-FM, Frederiksted, St. Croix.

For Sale Equipment Continued

Rare Opportunity to own an RCA TP 66 16mm Filr Chain Projector. Excellent condition. Little use, no: 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.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

1 RCA BTA 250 L Transmitter, 1 RCA BTA 1 R Transmitter with spare blower. Contact Ken Spengler 217-544-9855.

Gates current model 10 watt FM educational trans mitter, complete. \$1,050 we ship. Buck's, 206 Birch Milton, FL.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-E West Roberts, Fresno, CA 93705.

Sick of "Reader's Digest" humor? Now biggest even 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

Prizes! Prizes! National brands for promotions contests, programming. No barter or trade . . . better For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611 call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Cus tom I.D.'s, Promos, Airchecks, Wild Tracks, Books FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

Resumes: Write attention getting, effective resume Complete instructions and examples: \$4. Consultants Dept. 10, 8 Golfview, Dumont, NJ 07628.

"Let's Go To Church" (R)—60 to 90 second non-denominational sermonettes. Easy to sell. It's almos free. Demo-Information, Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011. 703-342-2170.

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.).—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.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

Chicago or Milwaukee. FCC license. Results guaranteed. Veterans approved. Lowest prices available. Institute of Broadcast Arts, 75 East Wacker Drive. 312-236-8105 or 414-445-3090.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: April 28, June 9, July 14, REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922, REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 Years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks! Call collect for details, 213-462-3281, or write, Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

FCC license the right way, through understanding. Home study. Free catalog. Genn. Tech., 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO Help Wanted Management

LITTLE ROCK

We're building a major station sales organization. We're looking for goal-oriented people committed to success. Opportunities exist both for sales people and a sales manager with strong management and sales training skills. Send resume including salary requirements to Dave Earnest, Ron Curtis & Company, 5725 East River Road, Chicago, Illinois 60631, or call (312) 693-6171.

Help Wanted Technical

BROADCAST ENGINEER

CKLW Radio needs an experienced, aggressive technician, qualified in all phases of broadcast engineering, including audio, rf, and digital technology. The person we are looking for must also have a good mechanical background and must be able to use his hands as well as his head. If you feel you are qualified for employment at Canada's largest international radio station, apply in writing to:

Ed Buterbaugh, Chief Engineer
CKLW Radio
26400 Lahser Road
Southfield, Michigan
48076

WIRL & WSWT—Peoria, IL.

Opening for Chief Engineer. Must be highly qualified in directional AM, FM, and automation. Send complete resume immediately to Howard H. Frederick, P.O. Box 3335, West Glen Station, Peoria, Illinois, 61614.

Help Wanted Programing Production and Others

WANTED

Programer with varied experience and preferably Master's degree. Must be responsible, mature, self-starter. An unusually good opportunity for the right person.

Box D-131, BROADCASTING

Situations Wanted Management

"Former General Manager," who has been self-employed for the last year and a half, ready to resume former position. 31, degree, aggressive in sales and well qualified in administration. 1st, FCC, able to announce and cut own commercials. Excellent track record. Management position only. Apt. 84, 705 South Beach, Daytona Beach, FL 32014.

SITUATION WANTED: RADIO STATION G.M.

Strong, experienced, radio General Manager with successful record achieving maximum profits, sales, and ratings with dominant radio stations in competitive top five markets looking for position. Left to run own non-allied business. Wish to return to broadcasting. Highest recommendations. Reply in utmost confidence. Box D-70, BROADCASTING.

Situations Wanted Announcers

RADIO PERSONALITY

If you're looking for a strong, dominant, Morning Anchor, Talk-Show Host, Mid-Day Person, or Operations Director—I could be your man—Seasoned pro—20 years experience, 12 years major market—Remuneration to enable executive life style in your community.

Box D-112, BROADCASTING

Housebroken Disk Jockey

Warm and lovable, can perform many tricks. This puppy needs a good radio home with a big yard. Papers and tape available upon request.

Box D-128, BROADCASTING

HEAVY AIR-MAN

Could you use a "Big Voice" from the fifties who understands demography—Morning, Mid-Day, Program Manager, or What have you? An experienced, thorough professional. Income range 17 to 20 K.

Box D-153, BROADCASTING

OHIO, PA. AREA

Five years in Upstate New York. Stations include morning man WTRY-FM, and most recently Account Executive and air man WABY, both Albany. Tape and resume available. MOR or Country. I'm dependable with good references.

Clarence Bucaro
518-843-2884

389 Guy Park Ave., Amsterdam, N.Y. 12010

Situations Wanted Programing Production and Others

Professional announcer seeking a programming and air position at a stable, competing "Top 40" type station on or near the East Coast. 26 years old, B.A. in Sociology, who's spent 3 of last 3½ years in a Top 10 Market. If you think we can get together, let me know about your station and desires. Target date, July 1st. Box D-136, BROADCASTING.

SKILLED WOMAN

Personality/Producer/Music Dir./Newsperson seeking challenge with opportunity for advancement. Prefer Illinois, Wisconsin, Indiana. 5 years exp., BS Radio/TV, 3rd end. Reliable, flexible, personable. I am thoroughly involved in my work. Box D-140, BROADCASTING.

PLEASE WRITE FOR CLASSIFIED

DISPLAY RATES!!

Situations Wanted Programing, Production, Others Continued

PERCEPTIVE INDIVIDUAL with top 30 market experience wants to apply his knowledge as a successful on the air Program Director with a competent organization in a competitive small or medium market. Sales and Programing oriented, capable of differentiating between contests and promotions. 24, married, responsible and professional, college and First Phone. Jim Pastrick, 22 Jean Terrace, Buffalo, NY 14225. 716-633-5171.

Programing Problems?

Hire a consultant—or hire a mature, young P.D. who's programed for 3 top consultants—call Steve Warren, 203-789-1073 or 601-332-7148.

Television

Help Wanted Technical

Circuit Development Engineers

Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems Engineers

Applicants should be thoroughly familiar with television systems. Minimum of 5 years of experience required.

Send resume and salary requirements to The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945.

Situations Wanted Announcers

TALK SHOW HOST NEWS ANCHOR SPORTS

10 years in New York City at: Radio and TV Network Flagship, Number 1 rated local TV station, Number 1 Television Network. Additional major market experience. Currently employed but can relocate.

For full story please write:
Box D-127, BROADCASTING

Employment Service

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Box 61, Lincolndale, N.Y. 10540
Number "One" in Weekly, Nationwide
Employment Listings for Radio, TV, DJ's,
PD's, Announcers, News,
Sales and Engineers

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(Check Appropriate Box)

NAME

ADDRESS

Remit Cash With Order, Please!

Employment Service Continued

This message is for busy owners and management . . . We would like to help you save valuable time, listen to your needs and solve personnel recruitment problems.

Our files contain resumes of truly fine candidates eager to fill those all important positions in radio, television or CATV. Each is analyzed, tested and carefully screened before presentation to our client. We may have the man or woman best suited to your needs right now.

Here's something else . . . Our rates are paced in accordance with the times and your budget. Find out today. It will cost no more than a letter or phone call. We promise we'll listen.

**WILLIAM J. ELLIOTT, JR.
& COMPANY, INC.**
50 S.W. 3rd AVENUE
SUITE 110 F
BOCA RATON, FLORIDA 33432
305-392-4210

Legal Notice

The Town of Farmington in Ontario County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for proposals" available from the undersigned. Applications will be accepted until 10:00 a.m. E.D.S.T., July 1, 1975 by the Town Clerk at the Town Hall, 5630 Collett Road, West, Victor, New York 14564. Phone (315) 986-5540, 289-9540, and (716) 924-7810. All applications will be available for public inspection at the Clerk's office during normal business hours.

by: Rose M. Kleman
Town clerk

Village of Victor Legal Notice

The Village of Victor in Ontario County, State of New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until 8:00 p.m. EDT June 23, 1975 at the Village Clerk's office, Village Hall, 5 West Main Street, Victor, New York 14564. All applications received will be available for public inspection at the Clerk's Office during normal business hours.

by Marlon Carra
Village Clerk
(716) 924-3311

CATV

CATV REQUEST FOR PROPOSALS

The Village of Solway, in Onondaga County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until June 23, 1975, and all applications received will be available for public inspection during normal business hours at village clerk's office, Village of Solway, 1100 Woods Road, Solway, New York.

CATHERINE E. LOPERFIDO
Village Clerk—Village of Solway
1100 Woods Road
Solway, New York 13209
Phone: (315) 468-1679

CATV Continued

ORLEANS, MASSACHUSETTS

Applications for Community Antenna Television Licenses will be received on or before July 2, 1975.

Dean K. Howerton, Herbert F. Wilcox, Robert R. Peno, Jr., Orleans Board of Selectmen Licensing Authority.

Miscellaneous

The most affordable stereo automation package in the country—Super Hit Music, Inc. call (314) 721-4847.
504 West Drive, St. Louis, Mo. 63130

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
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Professional Research Services

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6806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

Business Opportunity

Bankruptcy Sale WEAL, Inc. Radio Station

1002 Arnold Street, Greensboro, N.C.
Wednesday, April 30, 1975

On Premises at 10:00 A.M.
By Order of Rufus W. Reynolds
Bankruptcy Judge

All equipment, facilities, real estate, etc. and operating rights of WEAL, Inc. will be sold collectively for cash, free and clear of all liens and encumbrances. 5% cash deposit. Sale subject to consent by the Court and approval of the F.C.C. Trustee to operate business pending F.C.C. approval.

For information contact
Eugene S. Tanner, Jr.
Trustee in Bankruptcy for WEAL, Inc.
P.O. Box 1497, Greensboro, N.C. 27402
919-275-3341

Wanted to Buy Stations

Eminently qualified broadcaster with limited finances desires to purchase station. Location unimportant. Send letter with details to:

Box D-122, BROADCASTING

For Sale Stations

TOP MARKET OFFERING

AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2 1/2 million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

Box B-231, BROADCASTING

SAN DIEGO CALIFORNIA

Class "B" superpower FM. Partner(s) okay. Please include resume and/or financial statement with first letter. Active preferred. (415) 751-1974 or

Box D-137, BROADCASTING

For Sale Stations Continued

**WILLIAM J. ELLIOTT JR.
& COMPANY, INC.**
BROKERS & CONSULTANTS
Serving all 50 States
50 S.W. 3rd Avenue
Suite 110F
Boca Raton, FL 33432
305-392-4210

SALE OF RADIO STATION AND LICENSE

Class "AM" radio license, 500 watt day time station together with complete transmitter, antenna system and station facilities located in Phoenix, Arizona area. Approximate annual gross of \$100,000. Sale for cash only. All bids to remain open for minimum 30 days and to be accompanied by 10% of bid together with evidence of financial responsibility. Sale subject to confirmation by U.S. Bankruptcy Court.

For submission of bids or for further information, please contact David B. Commons, Receiver, 3700 Wilshire Blvd., #880, Los Angeles, Calif. 90010. Phone: (213) 380-3710.

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ASSOCIATES, INC.
BROKERS & CONSULTANTS
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11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

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200 William Street • Elmhurst, New York 14902
P.O. Box 948 • (607) 733-7138

SC	Small	Daytime	60K	SOLD
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NE	Medium	Daytime	275K	Terms
MW	Metro	Daytime	525K	Terms
NE	Metro	FulTime	600K	Terms

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Atlanta, Georgia 30341

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Brokers, Consultants & Appraisers
Los Angeles Washington
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Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
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20 YEARS EXPERIENCE.
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SHAHEEN, INC.**
Media Brokers
435 N. Michigan Ave. Chicago, Ill 60611
312/467-0040



CLASSIFIED ADVERTISING RATES

Help Wanted—50cents a word.
\$10 weekly minimum.
Situations Wanted—40cents a word.
\$5 weekly minimum.
All other classifications—60cents
a word—\$10 weekly minimum.

Profile

Herbert Hobler: Making national waves with small-market radio

Herb Hobler fell in love with radio at the age of 10, when he attended live broadcasts in New York of such network favorites as *Show Boat* and the *Joe Penner Show*. Today, still a radio aficionado, he is fashioning a national reputation as a gutsy broadcaster willing to go on the air with outspoken editorials challenging some of the government restrictions on the industry.

As president of Nassau Broadcasting Co., operator of WHWH(AM) Princeton, N.J., and WPST(FM) Trenton, N.J., Mr. Hobler has zeroed in on such sensitive issues as the fairness doctrine, the equal-time law, the former lottery broadcast ban and Armed Forces advertising policies. Over the past few years, Mr. Hobler and his stations have been honored by numerous organizations. He has picked up two Major Armstrong Awards and, this past February, the 1975 Abe Lincoln Award "as broadcaster of the year."

Mr. Hobler, a tall, husky man of 52 with a direct but friendly manner, insists, however, that his editorializing against the fairness doctrine is "no big deal." He has gone on record as saying that he didn't deserve to be honored with the Lincoln Award. "Can you imagine a newspaperman getting an award for criticizing the fairness doctrine?" he asks.

Mr. Hobler invited the FCC to respond to his salvos against the fairness doctrine. The agency has declined. But he says that FCC Chairman Richard E. Wiley has told him, "Herb, I wish more broadcasters would speak out as you do."

In 1973, to dramatize the potential problems of equal-time regulations, Mr. Hobler's stations endorsed 46 candidates for local and statewide offices. For the 14 minutes spent endorsing those candidates, Mr. Hobler says, the stations could have been held legally responsible for as much as 395 minutes in response.

"Out of this experience came a 100-page report we published called 'Americans—One of Your Freedoms is Missing,'" Mr. Hobler says. "We sent it to the FCC, to congressmen and senators, stations and other media. We have had requests for it from hundreds of broadcasters and schools of journalism."

Mr. Hobler said the stations have three ongoing editorials on the air related to government regulation. In addition, he writes and voices about 15 other editorials dealing with critical local and state issues during a given year.

Listeners in the Trenton metropolitan area apparently like the combination of hard-hitting editorials, easy-listening



Herbert Windsor Hobler—president, Nassau Broadcasting Co., Princeton, N.J. (WHWH(AM) Princeton and WPST(FM) Trenton, N.J.); b. Sept. 25, 1922, St. Louis; BA in music and Spanish, Princeton University, 1944; U.S. Air Force, 1944-46, released as second lieutenant (navigator); program development, sales executive, Mutual Broadcasting System, 1946-49; account executive, NBC-TV, 1949-52; account executive, CBS-TV, 1952-54; VP, Teleprompter Corp., New York, 1954-58; VP, production, Videotape Productions of New York, 1959-65; founded Nassau Broadcasting, 1959 while working at Videotape; president of Nassau on full-time basis since 1965; m. Mary Randolph of Bronxville, N.Y., 1944; children—Randolph, (Mrs.) Deborah Kahane, (Mrs.) Mary Hyson, Nancy.

music, heavy doses of community-oriented programming and solid news coverage provided by WHWH and WPST. Mr. Hobler reports the stations together grossed about \$1.1 million last year and claims that WHWH is the dominant outlet in the area in terms of both audiences and sales. But, he adds, "business has leveled off during the first quarter of the year, and that means that I particularly will have to work a little harder."

He is not the type to stand on rank. He pitches in on menial jobs at the studio when he's the only one around. He produces and voices five weekly hours of classical music on WPST, and as a dedicated Princeton man (class of '44), Mr. Hobler provides the color commentary on all Tiger football and basketball games (home and away).

It's understandable that Herbert Windsor Hobler would set out to make his mark in some sector of the communications world. His father was the late Atherton W. Hobler, a pioneer advertising-agency man and long-time president and later board chairman of Benton & Bowles. At his death in January 1974 at 83, Mr. Hobler still had an office at B&B. The elder Hobler had a special interest in radio and television programming and was cred-

ited with having developed the formats of a number of series in the 1930's and 1940's, including *Show Boat*, which he produced. Two of Herb Hobler's brothers, Edward W. and Wells, were at one time agency executives with Foote, Cone & Belding, Chicago, and Gardner Advertising, St. Louis, respectively.

"But I had other ideas," Mr. Hobler says. "My father was a very positive man. And I guess I am too. I was bitten by radio as a youngster and decided to go into that field. My first job was with Mutual Broadcasting in 1946 in program development, and I later moved into sales there."

Mr. Hobler sharpened his sales skills with subsequent posts at NBC-TV, where he sold advertising for the *Dave Garroway Show*, *Robert Montgomery Presents* and *Show of Shows* in 1949-52; at CBS-TV where he handled such series as *I Love Lucy*, *Jackie Gleason Show* and *Red Skelton Show* in 1952-54. He rounded out his background between 1954 and 1965 with sales executive posts with the Teleprompter Corp. and Videotape Productions of New York, then a large and pioneer taped-commercials firm.

"I had been commuting from Princeton for many years and was getting tired of it," Mr. Hobler said. "I felt there was room for a radio station in Princeton; I formed a company in 1959 and after three years of FCC proceedings put WHWH on the air in 1963. I kept my job at Videotape until 1965 when I left to devote myself completely to the station."

The stations have launched numerous fund-raising programs to benefit various local institutions, Mr. Hobler says, and he is proud of one drive that ran for 50 consecutive hours and raised \$56,000 for the Bucks county (Pa.) Playhouse.

Always a canny businessman, Mr. Hobler said that many of the community-oriented programs developed over the years have garnered advertising support. "Here's an example of public service combined with commercial support," he explains. "On this coming Saturday (April 19) we're putting together a live event tied to the Bicentennial. This area is a very historic one. We'll be broadcasting for two and a half hours. And we have lined up 15 sponsors. We're going to contribute 20% of the proceeds to the local historical society."

Mr. Hobler is a firm believer in community participation. He belongs to a host of civic, cultural and business organizations in the central New Jersey area.

And he's satisfied with his career status. At one point in his business life, his ambition was to become president of NBC.

"Well, I've achieved that goal," he says. "Today I am president of NBC (Nassau Broadcasting Co.)."

Editorials

New trends in pay

Assuming that the economics work out as projected, the satellite-distribution system for pay cable that Home Box Office and UA-Columbia Cablevision have announced could become the nucleus of a national network. Cable networking has always been considered an eventuality. The HBO-UA development could mean that it is coming faster than had been generally thought.

The announced commitment to the satellite project was one of several upbeat reports on pay cable that enlivened the annual convention of the National Cable Television Association last week. Another was Theta Cable's account of its pay exploitation in Los Angeles, against the competition of more than a dozen free-television signals that can be clearly received off the air. Suddenly the mood of some pay venturers seems to be shifting toward the can-do and away from the could-do-if-the-government-would-take-the-shackles-off.

That is not to say that pay-cable interests have abandoned their efforts to shake free of restrictions on their access to free-television's major attractions. There was plenty of talk in New Orleans last week against the remnants of antisiphoning restrictions in the FCC's recently modified rules. At the same convention there was just as much talk about pending copyright legislation.

On antisiphoning, the NCTA members are unanimous in opposition to the regulations now in effect. On copyright they are divided between those wanting no copyright liability for the broadcast programing they carry and those wanting a token scale of payment written into law. The former have no interest in pay-cable development. The latter figure that token copyright legislation will remove the strongest argument against them in their pursuit of relief from antisiphoning rules.

For the moment that argument prevails. As long as cables can use broadcast programing, at no payment to the originators, as the core service that they offer to subscribers, they cannot expect unrestricted access to the big broadcast attractions that they want to convert to pay cable. In short, they can't have it both ways.

Missing persons

The choice of Las Vegas as the site for the 1975 convention of the National Association of Broadcasters was criticized by some influential broadcasters at the time it was made. According to the critics' reasoning, a gambling hell was no place for respectable broadcasters to be seen, and besides nobody would leave the casinos long enough to tend to business. As reported here a week ago, it didn't turn out that way.

By common appraisal, the convention facilities worked out well, the convention program attracted large and attentive audiences, and the equipment exhibit, biggest in NAB history, drew crowds. If some hotel accommodations were too seedy to justify their price and the food as plastic as the bosoms of some showgirls, those were inadequacies that delegates seemed willing to accept as going with the territory. In a community dedicated to flash and flesh, no one should expect amenities.

It was not the site, however, that set the character of this year's NAB convention. It was the emphasis on hardware in the exhibit hall and on the nuts and bolts of government regulation in the workshops and general sessions. Except for the suppressive action of the television board in voting new code restrictions for family viewing periods, there was scarcely anything said or done about the real product and purpose of broadcasting: its programing. The same observation could be made about last year's convention in Houston.

There was a time when NAB conventions were as big a market

for program distributors as for equipment merchants. That has changed with the emergence of the annual conference of the National Association of Television Program Executives. Program sellers were out in force at NATPE's latest meeting, in Atlanta two months ago (BROADCASTING, Feb. 17). They were in much smaller number at the NAB two weeks ago, and most of those who did go to Las Vegas complained of scant traffic in their unpromoted suites.

As matters now stand, the NAB has all but conceded its function as a program market to the NATPE, which has begun to attract station managers and owners as well as program executives. Maybe that's the way NAB members want it. Have they been asked?

The regulators

If there's truth in the government legend that staff members make the bricks that their superiors throw, some of the most significant comments made at the NAB convention came in two workshop sessions.

Holding forth in one were FCC General Counsel Ashton Hardy and Complaints and Compliance Chief William Ray, the latter a former broadcaster. Without indulging in bureaucratic gobbledegook, they acknowledged use of unorthodox if not extralegal methods to entice broadcasters into paths of "self regulation" because of what they described as legal, moral and political pressures.

If nothing else emerged from the workshop (and in our view much did) the broadcasters present learned that the FCC and the Federal Trade Commission mean business in moving against hyping for program rating advantages.

What was worth the trip, however, was General Counsel Hardy's earthy advice on how to avoid running counter to the criminal code provision barring the profane, obscene or indecent.

"Common sense and common decency," he ventured, "will provide a good guide to staying out of trouble."

If broadcasters would follow that simple formula, all code could be jettisoned.

But perhaps the ultimate in the bureaucratic concept of how broadcasting ought to work came in another session at which Richard Shiben, chief of the FCC's Renewal and Transfer Division, was talking about the need to program public affairs. A broadcaster, troubled by the public's lack of interest in program dealing seriously with local problems and needs, asked: "But how do you get people to listen?"

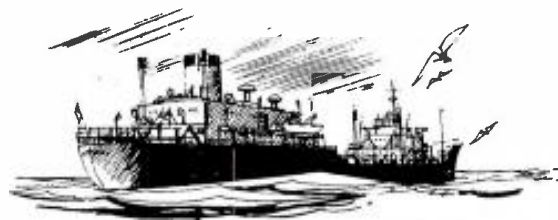
To that Mr. Shiben replied: "Everyone knows you have responsibility to devote time to informed-electorate programing whether people are listening or not."

Now *there's* a memorable definition of public service.



Drawn for BROADCASTING by Jack Schmidt

"I told the world I knew what I was doing, reached for the gusto of life, and ended up with a helluva headache."



Greetings to USS Kalamazoo

It isn't every city that has a U.S. Navy ship named after it. Kalamazoo has the USS Kalamazoo—AOR 6.

The ship's captain requested permission to name the vessel's closed circuit television and tape system after WKZO-TV.

Permission was gladly granted. The station also provided the ship with call letters, slides, films and other gear.

WKZO got Kalamazoo citizens more involved with their namesake by recording a special Christmas program for the crew. The program contained the voices of many Kalamazoo citizens as well as the City fathers.

A later communique from the Mediterranean by the Captain stated, "The messages from Michigan helped the crew to have a merrier Christmas."

Helping to bring home closer to servicemen is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

Peter Allen
Chet Atkins
Jeff Barry
Thom Bell
Robert Brittan
Stanley Clarke
John Coltrane
Mac Davis
Dallas Frazier
Kenneth Gamble
Leon Huff
Fred Karlin
Kris Kristofferson
Linda McCartney*
Paul McCartney*
Joni Mitchell

Charlie Parker
Oscar Peterson
Anita Pointer
Bonnie Pointer
Gunther Schuller
Whitey Shafer
Richard Sherman
Robert Sherman
Billy Sherrill
Shel Silverstein
Chip Taylor
Merle Travis
Doc Watson
Pat Williams
Norro Wilson
Judd Woldin

*PRS

BMI Music: 24 out of 37 Grammy Pop Awards.



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