

As many new questions as answers on PTAR III
Who's who among 1974 network, spot TV bankrollers

Index to departments on back cover

Broadcasting Apr 28

the newsworthy of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

KSTP-TV's Eyewitness News is

No. 1
and
Gaining
In the Twin Cities

Arbitron* and Nielsen** agree. The News ratings are in and the news is great! Because Eyewitness News at 10 p.m. is now No. 1 in every major demographic of *both* Arbitron and Nielsen.

In fact, Eyewitness News swept 21 of 21 Arbitron categories and 20 of 24 Nielsen classifications (see footnote for the ones we missed). And we're still gaining on the market... with wider margins and greater percentage shares than ever before.

So make new gains in your media strategy. Choose KSTP-TV. No. 1 and gaining.

KSTP-TV 
MINNEAPOLIS • ST. PAUL

For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724.

*Arbitron, Minneapolis-St. Paul, Feb. 1975, 7-day Program Averages, TSA. Estimates subject to limitations of said report.

**Nielsen, Minneapolis-St. Paul, Feb.-Mar. 1975, 7-day Program Audience Averages. Estimates subject to limitations of said report. [No. 1 in all categories except Women 50+, Lady of House—Employed, Children 2-11 (tied for first) and Children 6-11.]

3611221BRA B5184BOK DEC/77
A U L I B R A R Y
U S A I R F O R C E
S E R I A L A C Q U I S I T I O N

In times like these you can't waste a buck.



You won't like this, but if you're simply buying gross rating points, you *are* wasting a buck. Tons of them.

What's gross about gross rating points is the waste.

Sheer rating points buy you homes. The problem is, is anybody home who buys what you're selling? Do you only want to sell a nice retired couple with no kiddies at home your laundry detergent? Or your beer? Your soft drink? Your shampoo?

We have more people who mean more to your marketing objectives.

Sign on to sign off, The ABC Owned Television Stations individually or combined, deliver

more 18 to 49 year olds than any other station group in the country.* And the fact is, nobody but nobody spends more money than they do. They account for 86% of heavy users of detergents. 71% of heavy consumption of beer and ale. 75% of all cars acquired in the past year. 84% of heavy usage of regular shampoo. 83% of heavy consumption of soft drinks! We could go on but you get the idea.

The fallacy of buying gross rating points exposed.

Below is a typical example of how gross rating points look like a terrific buy until you check to see if there's anybody home who buys your product. Let's say advertiser X, whose primary target audience is adults 18 to 49, is offered three schedules which total as follows:

STATION	GRP	COST/GRP	ADULTS 18-49	CPM/ADULTS 18-49
ABC	48	\$37.50	719,000	\$2.50
"B"	52	32.69	498,000	3.41
"C"	48	30.21	454,000	3.19

Clearly the best buy for reaching adults 18 to 49 is the ABC Owned Television Station regardless of the number of Gross Rating Points delivered.

We rest our case. Every hard earned buck you spend with us gets you more 18 to 49 year olds than any other station group. The next time somebody waves total homes in front of you to support his Gross Rating Points story, ask him if he's ever seen a home pushing a shopping cart.

It's as fundamental as A B C.

The people who spend the most money spend their time watching us.

ABC Owned Television Stations

WABC-TV, NEW YORK/WXYZ-TV, DETROIT/WLS-TV, CHICAGO/KGO-TV, SAN FRANCISCO/KABC-TV, LOS ANGELES.



† Marketing data based on Target Group Index 1974. Subject to qualification.

* Audience information based on NSI estimates, Feb/March 1975 for New York, Chicago, Detroit, Los Angeles and San Francisco. Subject to qualification available upon request.

The 5 ABC Owned Television Stations represented by ABC Television Spot Sales Inc. (212) LT-1-7777.

Closed Circuit®

Splits on fairness. FCC will not present united front on fairness doctrine, when Chairman Richard E. Wiley testifies for commission before Senator John O. Pastore (D-R.I.) today (Monday). Though FCC majority favors retention of doctrine, Commissioner Glen O. Robinson thinks it ought to be repealed, and will say so in separate statement submitted for record. Commissioner Robinson, on leave as professor of law at University of Minnesota, has long been opposed to doctrine, but it has been rare if ever that sitting commissioner has publicly urged that doctrine be junked.

There will also be break in network ranks. CBS and NBC are expected to take traditional position favoring repeal of doctrine, but ABC will favor retention. Its position is that doctrine does not inhibit its news coverage or investigative reporting, that it would treat news as it does now even if doctrine were dropped. If there are problems with doctrine, it will say, they are in its administration.

News bits. Quickie news updates in middle of TV prime time seem virtually certain to become three-network proposition. ABC-TV sources confirm they're considering introducing one-minute summaries, probably around 9 p.m. NYT — and also confide there was some sentiment for introducing them in daytime programming as well. Latter idea reportedly was rejected, but betting now is that mid-evening summaries will get approval soon after if not in conjunction with announcement of new fall schedule. NBC-TV is set to start one-minute updates under Exxon sponsorship (*Broadcasting*, Feb. 10), probably around first of August, and CBS-TV whose Shell-sponsored *Bicentennial Minutes* started it all, is considered sure to switch to news when *Minutes* run out.

Coming to terms? With thought of perhaps putting network TV affiliates and independent stations under same set of commercial time standards, National Association of Broadcasters television code review board has invited Herman Land, president of Association of Independent Television Stations, to meet with it in Washington this week. But if NAB wants to make peace, it is going to have to change its definition of nonprogram material in its code.

INTV drew up own set of time standards in January (*Broadcasting*, Jan. 20) using half-hour as base and permitting seven minutes of nonprogram material in each during prime time. NAB TV code, using hour as base, permits affiliates to air nine and half minutes of nonprogram material in each prime-time hour and independents, 12 minutes. But there's difference in definitions of nonprogram material. INTV counts program promotions and PSA's; NAB does not. And independents say if network promos and PSA's were counted, affiliates would be found to be using as much time as independents.

No help. FCC's hope that Federal Trade Commission would offer full cooperation in joint effort to crack down on hypoing and double billing is fading fast. FTC officials, in meeting with commission staffers last week, indicated they felt that issues were too unimportant to public to warrant agency's attention. FCC wanted FTC to enlist rating services in war on hypoing by persuading them to omit reports on stations that engage in practice. Although FTC has not given final answer, most that commission ex-

pects from FTC is letter from its chairman, Lewis Engman, cheering FCC on in its efforts. FCC will issue notice of proposed rulemaking to ban hypoing.

FCC is moving on its own against double billing. It will announce this week renewal hearings for three radio stations in Berlin, N.H. — White Mountain Broadcasting Inc.'s WMOU(AM) and WXLQ(FM) and Berlin Communications Inc.'s WBRL(AM) — on double-billing charges. But it would also like FTC to move against newspapers engaging in double billing and thus, officials say, ease advertiser pressure on competing stations to double bill.

Back burner. Word last week was that President Ford hasn't considered whether to reappoint FCC Commissioner Abbott Washburn whose term expires June 30, or start re-making FCC in his own image by naming replacement and new chairman. As now constituted, agency is Nixon commission, all seven members having been appointed or reappointed by former President.

If Mr. Washburn were to yield to new appointee, it would be Republican succeeding Republican. If Mr. Ford decided to name new chairman (who could be anyone on FCC), it would probably mean departure of Chairman Richard E. Wiley for private law practice, either in Washington or Chicago, his home town. Mr. Wiley has been chairman since March 8, 1974, member since Jan. 5, 1972.

Shutting off the source. Canadian cables and Canadian government may not have U.S. television stations to kick around any more if idea now being discussed by three Buffalo, N.Y., VHF's materializes into action. Buffalo V's are exploring ways to stop their signals from crossing border, thus ending what they call rip-off they're getting on other side (*Broadcasting*, Feb. 3). Canadian cables, with approval of their courts, have been deleting commercials from U.S. broadcast services and threatening to insert their own. Canadian parliament has now formally received bill to prevent Canadian advertisers from deducting as business expense any advertising placed on U.S. stations to reach Canadian audiences. Both schemes would be pointless if U.S. signals were kept at home.

Without U.S. programing, Canadian cables would have subscriber uprising, it's conjectured. Without Canadian exposure, some Canadian advertising might be retained, with U.S. market as target. It's estimated \$20 million a year is spent on U.S. stations along border by Canadian accounts. A. Earl Cullum Jr., Dallas-based engineer who worked with military in jamming German communications during World War II, has been consulting with Buffalo stations. FCC approval would be needed before TV curtain could be dropped.

Short form. Some broadcast-industry representatives are wondering if FCC knows something that lawyers and station managers don't know about completing television license-renewal forms. In material submitted to General Accounting Office, supporting request for clearance of changes in renewal form — to include new questions on commercial time in children's programing — commission estimated that 75 hours "would be sufficient" to complete form. No way, say some industry representatives. "Off by about 1,000 per cent," was one offhand appraisal. Commission's position is that 75 hours is "average" for large and small stations.

Top of the Week

Confusion compounded. *New York court hands down its verdict on FCC's third version of prime-time access rule, but opens as many doors as it closes. Constitutionality of rule is upheld, but measure is remanded to commission for tidying up that could produce: a brand-new effective date, a limit on the number of "exempt" hours networks could program in prime-access time periods, a for-the-first-time definition of what constitutes "public affairs."* FCC, which would rather forget the whole thing, wants to read court as saying "new effective date" could be a restatement that the old one is OK; opponents argue otherwise. Syndicator Sandy Frank is first to intervene in new deliberations, says "first concern is that the FCC not rush pell mell into implementing a bad decision." Page 12.

On the street. *NBC-TV takes the wraps off its new fall schedule, and it's apparent that there's a downhold on violence. Only one cop show appears among the nine replacements sent in for eight retired series.* Page 13.

Inspection day. *The FCC commissioners have their annual face-to-face with Senator Pastore, who is subdued in his criticisms. However, Vance Hartke steps in with a blast at the NAB's family-viewing concept.* Page 14.

End of conversation. *Representative Macdonald has final day of hearings on CPB funding, prods public broadcasters on community ascertainment by noncommercial outlets.* Page 18.

Sporting men. *Comments pile up at the FCC on cable-sports blackouts. Cable interests say the FCC doesn't even belong in the game; broadcasters and sports concerns say there won't be any game if there isn't some protection.* Page 22.

Moving right along. *UA-Columbia Cablevision says it's going to file this week at the FCC for a ground receive station to pick up by-satellite pay cable programming of Home Box Office. ATC and Jones Intercable set to follow suit.* Page 24.

Sticking with a story. *Broadcast newsmen make news of their own as they stay with their assignments while Cambodia and South Vietnam fall to the Communists.* Page 26.

Cross-pollination. *B. J. Thomas's comeback success multiplies as his hit single climbs up three charts: pop, MOR and country.* Page 29.

Growth market. *Spot and network television expenditures climbed by 8% in 1974 over the previous year and hit \$3.83 billion. P&G again leads with nearly \$235 million.* Page 31.

High finances. *ABC chiefs Leonard Goldenson and Elton Rule are distinguished as highest-paid-ever broadcasting executives. Both made over half a million dollars each in 1974. But their company, in the first quarter of this year, didn't do so well. Profits are held down by poor showing of ABC-TV in ratings race, higher cost of programs.* Page 33.

Return to radio. *One-time sportscaster, later actor and governor of California, Ronald Reagan, is back on the air.* Page 49.

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NCTA's ad hoc copyright task force seeks to strike best political posture between reluctant industry, expectant Washington; some change in policy could emerge from board meet today

Feelers put out last week — by five-member ad hoc copyright committee designated by National Cable Television Association Chairman Rex Bradley — to test Washington waters on possible shift in NCTA's copyright position met cool reaction. (In town for occasion: Henry Harris, Cox Cable; Ed Allen, Western Communications; Gene Schneider, United Cable Television; Polly Dunn, Columbus [Miss.] TV Cable Co.; Joseph Gans, CATV Inc. of Hazelton, Pa.).

Some government officials read NCTA probes as suggesting association might abandon support for copyright altogether. FCC Chairman Richard Wiley was reported upset by any prospect of turnaround on copyright. Office of Telecommunications Policy felt change in NCTA position now would "chill" Congress and administration on other aspects of cable's development. Thomas Brennan, chief counsel for Senate Copyright Subcommittee, said cable industry "would find no support whatsoever in Senate" for hard-line stance against copyright. He added, "Senators are aware of understanding and commitments made by cable industry" and urged cable people to keep those commitments and not open themselves to criticism.

On House side, Representative Robert Kastenmeier (D-Wis.), chairman of House Judiciary subcommittee with jurisdiction over copyright, said it was cable's prerogative to change its mind, but "it would make job easier" if industry stayed together. Mr. Kastenmeier noted Congress will do what it can to get "fair" bill out, but added, highest priority is to get bill out of committee, rather than make everybody happy.

NCTA staff members hope that ad hoc committee's report on reactions to today's (April 28) board meeting (in Washington's Twin Bridges Marriott) will help gain support for present position. Although staff would not rule out possibility of change, Chairman Bradley's "guess" last week was that board will reaffirm earlier position.

But not all board members and industry people see change as that remote. Few consider complete turnaround to "no pay" posture on copyright as likely, but some accommodation was suggested if board cannot muster clear majority to back nine points set down last fall (*Broadcasting*, Nov. 25, 1974). One area of accommodation receiving mention last week was position put forward by George Barco, president of Pennsylvania Cable Television Association, calling for "local signal payment exemption." Under proposal, only distant signals transmitted via microwave relay would be subject to copyright fee.

Absent some change in NCTA position, predicted Mr. Barco, "At least 10 states," including Pennsylvania, will leave NCTA fold.

Concern over such split was underlying reason for last week's probing of government reactions, suggested several cable observers, seeing formation of ad hoc committee as means to find position that would pull industry together. And while such position might not stray from concept of paying "reasonable" copyright fees, source close to industry noted it does not rule out adopting definitional changes to make NCTA position "more palatable" to majority of its members.

CCI, Globetrotter deal off

Agreement in principle for Combined Communications Inc. to acquire assets of Globetrotter Communications Inc., including its basketball team and five radio stations (*Broadcasting*, March 10) for \$35 million, has been called off. Karl Eller, president of CCI, noted "external influences,"



Is he or isn't he? President Ford hedged on question of his candidacy for election in 1976 during live interview he granted CBS News last Monday (April 21). One reason, News Secretary Ron Nessen said later, was that official announcement by President would trigger laws and practices governing announced candidates — including equal-time law. FCC officials, however, say there is no clear-cut answer as to what simple announcement would trigger; that it would depend on situation — among other things, whether announced candidate was seeking to round up delegate support for nomination. Hour-long interview was conducted by (l to r) Walter Cronkite, Bob Schieffer and Eric Sevareid. National ratings on unsponsored program won't be available until later, but in New York overnights Ford interview averaged 11.4 rating and 19 share, well ahead of baseball on NBC (6.7 and 11) but far behind Caribe's 30.7 and 52 on ABC.

including economy, as reason behind decision. Nevertheless, Mr. Eller said his company was "still looking at pieces" of Globetrotter package and would consider purchasing broadcast stations on individual basis if necessary. Globetrotter still plans to dispose of "some of its assets," said George Gillett, company's president, not necessarily including its radio stations (WVON [AM] and WNUS-FM Chicago, WIXY [AM] and WDOK [FM] Cleveland and WDEE [AM] Detroit).

AIM's turnabout on fairness doctrine

Reed Irvine, head of Accuracy in Media, conservatively oriented media watchdog, has had change of heart on fairness doctrine. "If the fairness doctrine is not enforced equitably, then get rid of it," he told six journalists attending National Press Club "newsmaker" breakfast last Thursday (April 24). Mr. Irvine, previously staunch supporter of doctrine, said his mind was changed by FCC, which he claimed only applies doctrine to small, rightist broadcast stations. Final straw was FCC's decision to attempt to have NBC *Pensions* case involving doctrine declared moot (*Broadcasting*, March 24). Mr. Irvine also lashed out at *New York Times* for "feeding us soothing syrup" on Vietnam defeat. He said newspaper is not telling international reaction to U.S. foreign policy, although it is being reported in foreign press.

Two more for newsmen's privilege

Hearings on bill to protect newsmen from having to disclose their unpublished sources and information (see page 27) continued Thursday before House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, with testimony including that of Richard Jencks,

CBS Washington vice president. "We enthusiastically support its passage," Mr. Jencks said of bill (H.R. 215). He said he believes journalists — print and broadcast — are today impeded in gathering news for lack of protection bill would afford. Supreme Court, he said, may "some day" construe First Amendment to accord that protection, but in meantime, "We do need a statute . . . more urgently than ever." Press's responsibility, Mr. Jencks said, is to provide information to the public — not to serve as the fact finder for executive, congressional and judicial agencies."

Further support came from Richard Wald, NBC News president, who submitted statement for record. He said there is no immediate situation of reporter in jail to focus public attention on need for newsmen's shield legislation, "but there is still an underlying tension." He said Justice Department, which has guidelines to protect reporters from abuse of department's subpoena power, "has not always complied with its own guidelines." "We should continue the effort," Mr. Wald said, "until a federal law is enacted."

Broadcasting-vs.-cable position on movies set for hearing before Hart antitrust subcommittee

Senator Philip Hart's (D-Mich.) Antitrust Subcommittee has scheduled hearings to examine broadcast practices of obtaining motion picture rights and FCC's pay cable rules. Senator Hart is concerned about possible anticompetitive impact of those practices and rules on pay cable operations. Hearings will be May 21-22 and June 24-25. Subcommittee aides last week made no specific allegations, but one said there is concern about contractual arrangements on feature films, particularly about "networks' economic power," and about FCC "meddling."

Subcommittee staff has been investigating subject since last summer, interviewing broadcasters, pay-cable operators and movie distributors, and has heard allegations of warehousing of films by broadcasters (practice of storing films to deny pay cable access) and of networks threatening to take business elsewhere if movie distributors sell product to pay cable.

With regard to FCC pay-cable rules, Senator Hart put himself on record last October opposing restrictions to pay-cable access to films. If free play in film marketplace resulted in pay-cable siphoning films away from free TV, FCC would have ample time to access problem and take corrective measures, he said (*Broadcasting*, Oct. 14, 1974).

Antitrust subcommittee aide said hearings will be of fact-finding nature, and that network and cable officials will be invited to testify.

'Principled self-regulation' Ford's guideline

President Ford had sympathetic word for broadcasters generally in message last week to American Women in Radio and Television convention in Chicago ("Closed Circuit," April 24). Broadcasting's "special responsibility . . . to attain higher standards causes many to think that the government should regulate broadcasting more stringently," he said, in message read by John Eger, acting director of Office of Telecommunications Policy. But, he continued, "you as broadcasters have the major role in leading a re-dedication to enlightened, uncoerced and principled self-regulation. As the most relied upon source of news in this country, you have a special interest in preserving and strengthening broadcasting's First Amendment rights. This is appreciated and understood by all your fellow citizens who look to you for the integrity, accuracy and fairness that go hand in hand with these rights."

FCC Chairman Richard E. Wiley addressed convention personally and affirmed commission's "continuing commitment to an honest, affirmative and effective program of equal employment opportunity." He also used AWRT forum to defend National Association of Broadcasters family

viewing plan. He hailed it as "landmark in self-regulation" that could deal with problems of sex and violence on TV while at same time "avoiding adoption of inflexible government rules." Chairman said family viewing is not regulation by raised eyebrows, nor is it abdication to industry of government responsibility. He also said he did not expect warning notices for potentially offensive programs to be used in promotional or exploitative manner.

WHEC-TV gets renewal over protests; two others set for renewal hearings

FCC will look into allegations that principal of KFDR(AM) Grand Coulee, Wash., burned down building containing station logs to prevent inspection of them. Inquiry was disclosed in one of three orders involving renewal applications announced Friday (April 25). In another, commission set WACT(AM) Tuscaloosa, Ala., for hearing. In third, it renewed license of WHEC-TV Rochester, N.Y. WACT and WHEC-TV cases grew out of petitions to deny filed by citizen groups.

Arson charge in KFDR case involves Frank A. Del Vecchio, and is one of several issues commission will consider in that renewal hearing. Others include Mr. Del Vecchio's convictions for criminal activity — arson, petit and grand larceny and burglary — and extent to which that conduct adversely affects his qualifications to be licensee. Other issues involve co-owner William Y. Tankersley.

Commission in WACT proceeding will determine whether proposed programing will meet community needs and interests as ascertained by licensee, New South Radio Inc., and whether licensee misrepresented its commercial time limits and violated commission's policy of program-length commercials. Petition to deny was filed by Civil Liberties Union of Alabama.

Killian honored with first Marconi award

First annual Guglielmo Marconi International Fellowship was awarded to James R. Killian Jr., former president of Massachusetts Institute of Technology and considered "father of public broadcasting," during ceremony last Wednesday night (April 23) at joint conference of National Academies of Sciences and Engineering in Washington. Prior to accepting \$25,000 award, Mr. Killian had agreed to turn it over to British radio historian Asa Briggs, who will use it for history of radio broadcasting. Award was presented by Vice President Nelson Rockefeller, personal friend of Mrs. Gioia Marconi Braga, daughter of wireless inventor. Award, administered by Aspen Institute for Humanistic Studies in Boulder, Colo., is funded by various corporations.

In Brief

Poe plaque. Mystery Writers of America last Friday (April 25) presented *CBS Mystery Theatre* with Raven award, special honor for "outstanding contribution to furthering the art of the mystery."

Wrong place, wrong time. House Appropriations Committee Chairman George Mahon (D-Tex.) wrote Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) last week "strongly" urging subcommittee to take out provision in long-range funding bill for Corporation for Public Broadcasting which would appropriate funds for five years. Bill pending before subcommittee authorizes expenditure and appropriates funds. Mr. Mahon objected to appropriation provision because House rules say appropriations bills should originate only in Appropriations Committee (bill was sent first to Commerce Committee) and because five-year appropriation would "remove CPB from the annual budgetary process." It might be possible he said, for Appro-

priations Committee to appropriate funds "on an advanced basis" through regular budgetary process, giving CPB "sufficient lead time in which to plan and produce new programing." How far in advance he did not say.

Goldwater calls for media cease fire. Arizona Senator Barry Goldwater, interviewed on ABC's *AM America* last Thursday (April 24), called on news media to help American people get over tensions and divisions of Vietnam war. Senator said he hopes "the media will forget about it," going on to say, "I hope you people in the media will stop showing the ugly pictures every day" and asking for similar cessation of what he termed "phony photographs" of war in newspapers.

19th hole. Full ownership of World's Series of Golf, annual event on NBC-TV for past dozen years, passes to Professional Golfers Association with acquisition of 25% interest held by Cox Broadcasting Corp. Winners of Masters, U.S. Open, British Open and PGA compete for \$50,000 first prize in September event.

For tooting First Amendment horn. CBS President Arthur R. Taylor told Economic Club of Chicago April 24 that "steady erosion of First Amendment, through court decisions and through political maneuvering" has created need for media to increase public awareness of free press. "One wonders," Mr. Taylor said, "if the inevitable friction between the press and the state ever boiled to a showdown, would public support stand behind a free press?" He cited "deep vein of public distrust of institutions, of self-proclaimed experts and of authority in general" as basis for conflicts between news and its audience and noted that closer self-criticism by news media could be partial remedy.

Late Fates. Albert Van Brunt, chairman of executive committee of Van Brunt & Co., New York and Chicago, re-assumes position of president of agency, replacing Dean Lierle, who has resigned to pursue other interests in New York. Donald V. Johnson, executive vice president, will head Chicago office where Mr. Lierle was located. . . . Richard S. Salant, CBS News president, elected to three-year term on board of American Committee of International Press Institute. Richard Wald, NBC News president and only other broadcaster on board, reelected to second three-year term. . . . Marlene Sanders, ABC News writer-producer-personality, named "Broadcast Woman of the Year" by New York chapter of American Women in Radio and Television. For earlier reports see "Fates & Fortunes," page 37.

Headliners

Saidie Adwon, account executive, KTUL-TV Tulsa, elected president-elect of American Women in Radio and Television at AWRT's convention last week in Chicago. She will succeed Jane Cohen, program manager, WRC-TV Washington, who became president last week succeeding Patricia Nealin, manager of films, WGN-TV Chicago. Mary Jean Parson, associate director, employee relations, ABC, New York, elected VP-northeast area; Carol Green, continuity director, WSAU-TV Wausau, Wis., elected VP-east central area.



Appointment of Richard D. Lichtwardt as executive director of FCC has been approved by Civil Service Commission. Mr. Lichtwardt, former management assistant in FCC Field Operations Bureau, joined commission in October 1972, after retiring from U.S. Air Force as lieutenant colonel. He became acting executive director in November 1974, succeeding John Torbet, who resigned to become consultant.

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#1 Station in the nation's fastest growing major market... #1 News... #1 Daytime... #1 Early fringe (Dinah, does it!)... The #1 Network's (CBS) Washington station... *You'll see!* From any point of view...

FEB./MARCH 1975 NIELSEN

*Data quoted on derived from audience surveys, are subject to sampling and other errors.

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M&H

WHAT IS A CONSULTANT?

There are as many answers to that question as there are consultants. It is the very nature of competent consultants to be highly individualistic and call upon not only their own professional life input, but that of their staff, in order to arrive at their recommendations. These recommendations come about only after assembling all the possible facts that research can uncover in a given market.

Despite what you read in books and articles, consultants cannot be lumped together as a generic entity.

As the oldest company in our field, and as the one most qualified, from the standpoint of the broadcast background of all members of our staff, we would give you a different answer to many questions than other companies. For example, we don't believe there is any single formula for success, and it is absurd to believe anybody can or should control your newscast. It's your station and your responsibility.

Our company consults only. We secure the finest research we can find, from the country's leading social scientists, to gather our background facts. But research is not our primary business. Objective analysis and specific recommendations based on monitoring, research and professional broadcast background, along with continuing consultation for at least a year, at all levels desired inside a client station, constitute our final product.

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■ Indicates new or revised listing

This week

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

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

April 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 29**—*National Association of Broadcasters* radio code board meeting. NAB headquarters, Washington.

■ **April 30-May 2**—*National Association of Broadcasters* television code review board meeting. NAB headquarters, 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 Chippook motel and tower, Yakima.

■ **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.

Also in May

■ **May 1**—FCC's new deadline for reply comments on amendment of Part 76 of commission's rules and regulations relative to postponing or cancelling March 31, 1977, date by which major market cable television systems, existing prior to March 31, 1972, must be in compliance with Section 76.251(a)(1)-(a)(8). Previous deadline was April 17, FCC, Washington.

■ **May 1**—FCC's new deadline for reply comments on proposed rulemaking aimed at revising multiple ownership rules as they apply to noncommercial educational radio and TV stations. Previous deadline was April 15, FCC, Washington.

■ **May 2**—*Annenberg School of Communications* colloquium, "Can Research Influence Television?: The Surgeon General's Report on Television and Violence Revisited." Panelists: Douglass Cater, co-author of "TV Violence and the Child" and assistant to President Johnson on education and health policy matters; Thomas E. Coffin, NBC vice president and member of the surgeon general's committee; Percy Tannenbaum, professor of communications and psychology, University of California Berkeley; Davis Auditorium, University of Southern California, 3715 McClintock Avenue, Los Angeles.

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 2-4**—*NBC News* conference for news managers of Eastern affiliates. Warwick hotel, New York.

■ **May 2-4**—*Pennsylvania Associated Press Broadcasters Association* spring convention. Allenberr Resort Lodge, Carlisle, Pa.

■ **May 3**—*LPB Inc.*'s carrier current technology seminar for college radio station engineers. Williamsburg Downing/Lionsville, Pa. Holiday Inn. Advance registrations required. LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355: (215) 644-1123.

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. Be 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 broadcast association 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 Piers New York.

May 8—*Connecticut Broadcasters Association* spring convention. University of Connecticut, Storrs.

■ **May 8-9**—*Kansas Association of Broadcasters* convention. Speakers: Kansas Governor Robert Bennett Vincent T. Wasilewski, NAB; FCC Commissioner Glenn Robinson; Barbara Haddad Ryan, Denver Post and Carl Loucks, Radio Advertising Bureau. 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 Education*

Major meeting dates in 1975-76

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.

June 12—*Association of National Advertisers—Radio Advertising Bureau* annual radio workshop. Plaza hotel, New York.

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.

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—National Association of Broadcasters** by-laws committee meeting. NAB headquarters, 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 16-20—Annual convention, NBC-TV affiliates, Century Plaza hotel, Los Angeles.

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 20—Panel discussion before FCC** en banc on issues associated with same-day network program exclusivity protection from cable for stations in mountain time zone communities. FCC, Washington.

■ **May 21—National Association of FM Broadcasters** regional seminars, "FM Sales Day '75." O'Hare Regency hotel, Chicago; Marriott hotel, Los Angeles; New York Hilton, New York, and Hilton Inn West, Oklahoma City.

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 Broadcaster of Year award to Barbara Walters, NBC. Americana hotel, New York.

■ **May 22—National Association of Broadcasters** small market radio committee meeting. NAB headquarters, Washington.

■ **May 22—FCC's new deadline for responses to petition for rulemaking** in matter of applicability of Section 325(b) of Communications Act to non-interconnected distribution of television programming to certain foreign TV stations. Previous deadline was April 23. Replies are due 15 days later. FCC Washington.

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—FCC deadline for comments on pay-cable rulemaking** looking into series types of programs. FCC, Washington.

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 28-30—Pennsylvania Cable Television Association** spring meeting. Hershey Motor Lodge, Hershey, Pa.

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. Key-note 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 Loebinger, 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 4-6—Indiana Broadcasters Association spring convention. Airport Hilton Inn, Indianapolis.

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

June 5-9—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 Mazon; 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.

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 Whitley, KBT(TV) Denver, general chairman. Denver Hilton hotel. 1975 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 10-13—Canadian Radio Television Commission** hearings in which major part of agenda will be devoted to position paper on pay TV for Canada. CRTC headquarters, Ottawa.

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 hotel, 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 13-15—NBC News** conference for news managers of mountain and Pacific affiliates. Denver.

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

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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.

■ June 27—FCC deadline for reply comments on pay-cable rulemaking looking into series types of programs. FCC, Washington.

July

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

■ July 11—FCC deadline for comments on inquiry into feasibility of VHF drop-ins (Broadcasting, April 7). FCC, Washington.

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

■ July 20-22—California Broadcasters Association summer meeting. Del Monte Hyatt House, Monterey.

August

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

■ Aug. 11—FCC deadline for reply comments on inquiry into feasibility of VHF drop-ins (Broadcasting, April 7). FCC, Washington.

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

Open Mike®

Kudo

EDITOR: The YEARBOOK for 1975 is a winner for clarity, clean typography and easy location of data. The market maps and demographic data are outstanding additions to the television sections. Congratulations for a superb reference book.—W. C. Blanchette, vice president, Western Broadcasting Co., Missoula, Mont.

Less, not more

EDITOR: In your April 7 issue you state that the "Broadcast Bureau ordered North Montana Broadcasters to forfeit \$100 for repeated operator violations. Action March 20." This statement would lead readers to believe that KOJM(AM) has received an additional \$100 fine to a \$500 fine that was levied against the facility six months ago. I feel this is very misleading. The \$100 is a reduction of the earlier fine of \$500.

The printing of fines, I do feel, is an excellent idea. The column is photocopied and distributed among the staff to keep them abreast of the seriousness of these violations.—Lyle Leeds, president-general manager, KOJM(AM)-KPQX(FM) Havre, Mont.

Slow down

EDITOR: I seek a delay in the implementation of the new Emergency Broadcast Service system. Because comments were "unnecessary, impracticable, and not in the public interest," the new EBS rules were adopted without opportunity for broadcaster critique.

The new system, now to go into effect Jan. 15, 1976, will require expensive equipment, installation costs, retraining costs and maintenance. To maintain .05% tone accuracy will require frequency checks—probably new test equipment.

In the opinion of many engineers the specification could be relaxed to the point where the broadcaster could employ his usual cartridge tape equipment to reproduce any alert signals necessary without destroying the objective of system reliability. Additional time for a review proc-

ess could prevent the opening up of another arena of FCC violations subject to a "re-regulation" process again at a later date.—George Endres, chief engineer, WRVR(FM) New York.

Ricochet

EDITOR: Perhaps you are unaware of it, but the foresight you showed in your Liggett Group editorial (March 3) has double importance. Recently, Business magazine reported a South African firm, headed by Aton Rupert, had bought a controlling interest in the old L&M firm. As most of your readers are aware there exists in South Africa a cruel system of apartheid that discriminates against a race of people solely on the basis of color. Nearly every country in the world has condemned this policy as a violation of basic human rights as set down in the charter of the United Nations.

We understand a newly formed group of industry people known as the Southern Africa Information Project plans shortly to launch a major campaign aimed at the Liggett Group for its financial connection to that racist government. While your remarks were not aimed at this area directly, it seems truth has a way of following other truths around.

And in this era of our public TV stations becoming a relay station for the BBC, and a major American airline pushing its European flavor, it's good to see some broadcasters are concerned about another overseas company that's planning to rip off our Bicentennial.

As far as we are concerned, BROADCASTING is once again right on target.—David Lampel, director of news and public affairs, WLIB(AM)-WBLS(FM) New York.

Backwards

EDITOR: On page 60 of your April 7 issue you incorrectly identified the president of Broadcast Enterprises Network as Henry A. Ragan. It's Ragan A. Henry.—Todd Branson, director, BEN and VP-general manager of WGIV(AM) Charlotte, N.C.

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Monday Memo.

A broadcast advertising commentary from Michael D. Moore, VP-associate director of media management, Benton & Bowles, New York

B&B's buyer's guide to TV network advertising

There are six general guidelines or axioms that we at Benton & Bowles follow to insure that our clients' network television investments are being well spent.

The first axiom, as simple as it may sound, is to properly assess the values of network television as a marketing tool for each product or service. There is often the temptation to allocate funds to network television when, in the final analysis, they should not be. Because your chief executive wants to see his commercials in prime time is not sufficient reason to invest in network television. Nor should a small-budget brand squeeze network television into its media plan if it can't afford the luxury of diminishing its advertising frequency.

On the other hand, I have seen media plans without network television given active consideration when they clearly could have benefited from an investment in the medium.

The second axiom is to know as much about the medium as possible. The buyer of network television should have a thorough knowledge of the television business from the networks' point of view.

If you understand the problems and strengths of the networks you will be much more likely to reach an agreement with them that mutually satisfies the needs of both the network and the advertiser.

The effective television negotiator must also understand the marketplace. Price and inventory levels of network television are ultimately the result of supply and demand. Advertising time on television networks is a perishable commodity.

Another technique required of a knowledgeable network advertiser is to reassess periodically the value of the network medium in a general sense and specifically apply it to his product or service so that he can determine how much it is worth to him.

The third, and very possibly the most important, axiom is to establish a clear and concise buying strategy so that all involved in the purchasing process stay on the track and do not allow the interaction of the marketplace to cause them to deviate substantially from the goals that were established for the network television element of the media mix. The buying or implementation strategy should tie back to the media objectives and strategies that called for the use of the medium in the first place.

What should be included in the buying strategy depends in part on the specific use to which the medium is to be put. On a general basis, however, the strategy



Michael D. Moore joined Benton & Bowles, New York, as an assistant buyer and advanced through several media positions before being appointed vice president and associate media director in 1968. He was appointed director of media programming services in 1970 and the following year was named to his current post, senior vice president and associate director of media management.

should include cost guidelines in terms of unit costs and costs-per-thousand, a commitment schedule that recognizes corporate funding flexibility requirements on the one hand and, on the other, the buyer's judgment as to the timing required to make the most effective purchase.

The strategy should also include your negotiating posture (an indication of what desired elements are critical and what elements are negotiable), guidelines as to time periods desired, sponsorship patterns, program types and a multitude of other specific elements that are important for a particular business situation.

The next axiom is to insure that realistic audience estimates have been made for the networks' program schedules. I want to emphasize that I said realistic, not necessarily precisely accurate. But it is important to make the best estimate and have a gut feeling for whether that prediction has more up-side potential or down-side risk.

Another critical axiom is to monitor carefully the network television schedules that are purchased—staying on top of the performance of the programs participated in, the performance of competitive programs and the impact of pre-emptions. Also, it is critically important to know in advance the air-date when your commercial or commercials are being placed within each program so that you can know before the fact whether you will be receiving at least equitable rotation throughout the program. Because of the desire of the networks to protect their programming environment, they have created, particularly in longer duration programming, islands of commercials which, on judgment, reduce the effectiveness of the advertising. The

ideal would be to avoid being in the commercial positions that are included in these islands of clutter. However, since the networks work hard to insure equitable rotation for all advertisers throughout a program, this ideal can seldom be attained.

The astute network advertiser also insists upon his right to preview the program environment in which his commercials are to be placed to insure that the impact of his advertising is not diminished by a program environment that is incompatible with the tone of his message. There is a great deal of controversy about this area since the networks properly maintain that broadcast content is solely their responsibility. However, the other side of the coin is that the advertiser has the right to determine whether the program environment in which his commercial is placed is compatible with his message and in keeping with the standards of taste of his corporation. If, after careful thought, the advertiser believes the impact of his investment will be diminished by the program content, it is his right and obligation to negotiate an equitable solution with the network involved.

The last axiom is to carefully and meticulously post-evaluate the performance of your network purchase. This post-evaluation should be reviewed relative not only to going-in audience estimates but also against the purchasing strategy that had been developed in advance of the purchase.

One final thought: Network television quite possibly is the most effective advertising medium we have today. Therefore, we have the obligation to preserve it over the long haul. Increasingly, however, we are all faced with the temptation to sacrifice the long-term effectiveness of the medium for short-term gain. As costs spiral for both the broadcaster and the advertiser, each is looking for ways to maintain his position. Often, this means doing things that will make the medium less effective in the future. The broadcaster is tempted to generate more revenue and reduce the out-of-pocket costs to the advertiser by using scheduling devices that allow for more commercial time. On the other hand, the advertiser is tempted not only to go along with the broadcaster but also to compound the situation by looking for ways to maintain advertising weight with fewer dollars by scheduling shorter message length commercials.

But if someone doesn't stand back and remind the advertiser and the broadcaster that clutter has the potential of killing the goose that lays the golden egg, we may lose a good deal of the value that we currently attain from this highly effective marketing tool.

Programming

Court sends PTAR III back for repairs

Networks must prepare new line-ups without final word on access times; constitutionality of rule upheld, but court raises questions of its own; effective date still undetermined

The FCC's third and latest version of its prime-time access rule last week survived the host of challenges brought both by supporters and critics of the idea that the commission can and should carve out a section of network affiliates' nighttime schedules and reserve it for nonnetwork programming.

But, while it resolved the constitutional questions that had been raised, the U.S. Court of Appeals in New York opened up some new questions. And these were seen as possibly leading to new controversy, if not new litigation.

The key question is the effective date of the rule. The commission, in adopting it, specified September 1975, and that was a major issue in the appeals brought by independent producers and syndicators who felt they needed more lead time to adjust to changed market conditions the new rule would create. However, the language in the opinion is not sufficiently precise to eliminate debate on whether the court intended to direct the commission to set a new date.

The FCC commissioners were briefed on the opinion on Wednesday, two days after it was issued, and several sources said it appeared they would decide to retain the September 1975 effective date. Indeed, that was the only question, among several raised by the opinion, that the commissioners seemed ready to resolve.

The question takes on new urgency as the networks decide on their schedules for the new season. NBC last week announced its schedule, based on the assumption PTAR III would be in effect.

However, if the commission does affirm its decision to put the rule into effect in the fall—and it might decide that and the other questions raised by the opinion this week—it might well find itself the defendant in a renewal of the litigation.

The court said it was retaining jurisdiction for review of the effective date the commission adopts, as well as for several related matters. And former FCC Commissioner Kenneth A. Cox, who is

counsel for Sandy Frank Program Sales Inc., one of those who appealed, filed a letter with Chairman Richard E. Wiley on Wednesday, asserting that the commission should not "proceed so precipitously that the procedural rights of the parties would be adversely affected." Of particular concern, he said, is the effective date for the revised rule. It should not, he said, be sooner than September 1976.

Margot Polivy, one of the attorneys for the National Association of Independent Television Producers and Distributors, which had also appealed the commission's action, said last week it was too early to say whether her client would seek further judicial relief. But she no doubt read the court's opinion as directing the commission to delay the effective date for at least one year.

"In view of the remand, with which the commission should deal expeditiously," said the court, in a unanimous opinion written by Judge Murray I. Gurfein, "we leave it to the commission to determine when its modified rule is to become effective."

"The commission should consider," he added, "in conjunction with its new effective date, a ceiling on total hours allowed for the exempted network programs in the light of the number of independent programs for first-run syndication then available for early production."

The "exempted network programs" reference is to a critical feature of PTAR III whose constitutionality the court upheld, in the face of appeals, both from critics and supporters of the basic prime time rule who contend that it violates the First Amendment.

PTAR I which was adopted in 1970 for the stated purpose of freeing affiliates from the dominance of networks and of encouraging diverse sources of programming, limits affiliates in the top-50 markets to three hours of network and off-network programming in prime time. PTAR II, which was adopted last year but which was remanded by the court on the ground its September 1974 effective date did not provide independent producers with sufficient time to prepare for the new market conditions, exempted Sunday from the rule and specified 7:30-8 p.m., Eastern and Pacific times, and 6:30-7 p.m., Central and Mountain, as access periods. PTAR III in the main revives PTAR I, but specifies a major category of exemptions—children's programming, public affairs and documentaries.

And the independent producers and syndicators, in addition to the constitutional and statutory arguments they made in opposition to the exemption, are concerned about its impact on their business opportunities. Mr. Cox, in his letter to

Chairman Wiley, said that if the rule becomes effective in the fall, Sandy Frank will have "very serious if not insurmountable difficulties in obtaining clearances." The letter cited both Frank's *Bobby Vinton Show* and MCA's *Don Adams Screen Test* as network-calibre, high-cost series of the type that had finally been developed under the prime-access concept, and that would be endangered by any cutbacks. Under PTAR III, Mr. Cox said, "there would be no time period available in Boston, Detroit and other markets which are absolutely critical to the success of access programming."

Some officials expect the FCC to attempt at least a partial solution to that kind of problem that might result from a September 1975 effective date. It would involve taking the court's cue and setting a ceiling on the amount of access time that exempt network programs could fill. One figure mentioned was two hours weekly, at least in the first year.

The question involving the effective date of the rule and the ceiling on the amount of time that exempt programming would be permitted to fill were not the only ones the opinion left for the commission to consider. The court also:

- Held that the commission's decision to permit stations to present in access time feature films that had not played the networks but not films that had "is arbitrary and capricious." Thus the commission is left with a decision as to whether to ban all feature films from access time or permit all to be shown, or whether to make a distinction between theatrical films and those made for television. Another choice is to retain the present rule which permits the airing in access time of any film not shown on television in the market in the past two years.

- Directed the commission to define public affairs, programming.

- Told the FCC to make up its mind about Saturday night. The commission's rule admonishes licensees not to use the exempted programs on Saturday night, which independent syndicators find most desirable for their product, except for "compelling public interest reasons." The court noted that the commission offers no guideline as to what constitutes "compelling public interest reasons," and said that, "for the sake of orderly regulation, the commission must either withdraw its admonition or make the exempted categories wholly unavailable to licensees in access time on Saturdays." Some sources thought the FCC would ban network programs from access time on Saturday, but permit the airing of off-network material.

The principal reason the commission is said to be anxious to hold to its September 1975 effective date is to free it from

its present obligation of deciding whether various individual programs are entitled to waivers of the rule—an obligation that played a major role in the commission's decision to reconsider the rule itself. The exemptions contained in the rule are designed to eliminate the need for the commission to make ad hoc decisions on programs.

And the court evidently feels the commission should not make such decisions. For the opinion says that the commission should not even determine on a case by case basis which programs are within the categories exempted from the rule. "Since it would not be in the public interest to institute what could become, in effect, a system of pre-censorship," Judge Gurfein wrote, "we must leave it to the licensee himself to interpret the program categories in good faith." The commission would review licensee decisions at license-renewal time. But, Judge Gurfein said, licensees who are not out "to cut corners" need not fear that "severe sanctions will be imposed for good faith error."

Sandy Frank and NAITPD appealed PTAR III because of the exemption and the effective date; they supported PTAR I. Westinghouse Broadcasting Co. took a similar position. CBS and six major program producers—Warner Bros., Columbia Pictures Industries, MGM Television, United Artists, MCA and 20th Century Fox—argued that PTAR III itself is unconstitutional. The commission was backed in its support of the rule by ABC, NBC and, somewhat reluctantly, the Justice Department.

None of those on the losing side was prepared last week to state whether it would attempt to take the case to the Supreme Court.

Whatever questions the court leaves unresolved, it makes it clear it has no doubt as to the constitutionality of PTAR, as originally adopted and as amended in PTAR III.

The court noted that it had upheld the constitutionality of PTAR I, even though it might impose a restraint on licensees, on the ground that it was "designed, as a practical matter, to open up the media for those whom the First Amendment primarily protects—the general public." Warners and others contended, in their appeal, that there had actually been a decrease in diversity of programming in access time in the past four years and that, as a result, the constitutional underpinning of the original decision had disappeared. The court rejected that argument with the comment: "We do not find so abysmal a failure of purpose as to require us to say that what was constitutional has become unconstitutional, or that the result reached by the commission is arbitrary and capricious, or against the 'public interest' as a matter of law."

But of perhaps greater concern to broadcasters and their lawyers is the court's acceptance of the concept of exemptions of certain categories of programming from the rule. The commission exempted children's programming, documentaries and public affairs material on the ground that such programming was in the public interest but was being aban-

doned by the networks because of the time constraints imposed by PTAR I. To some, this constituted unconstitutional interference in programming.

But not to Judge Gurfein and the judges who joined him in the decision—Henry J. Friendly and John Bartels. Their opinion said that "The general power of the FCC to interest itself in the kinds of programs broadcast by licensees has consistently been sustained by the courts against arguments that the supervisory power violates the First Amendment."

And the opinion provides further support for that view. "Since the public cannot through a million stifled yawns convey that their television fare, as a whole, is not in their interest," Judge Gurfein wrote, "the Congress has made the FCC the guardian of the public interest." He said in that connection that all the commission can do is encourage competition. But, he added, "The commission surely cannot do its job . . . without interesting itself in general program format and the kinds of programs broadcast by licensees."

NBC takes aim at CBS lead with big changes in fall line-up

Nine series replace eight canceled, including one TV-movie night; seven renewals are rescheduled

The downhold on sex and violence made its presence felt on the fall schedule announced last week by NBC, the first network on the street with its 1975-76 line-up. (CBS sources said their schedule would be delayed until the end of April, and ABC was targeting a May 1 release date for its.)

Of the nine new series to be inserted in the NBC schedule next season, only one falls into the action category that might be considered violent: the new *Metro Man* police series from Columbia Pictures Television, starring Lloyd Bridges (which will be slotted at 10 p.m., NYT). With the family-viewing guidelines a factor in station as well as network thinking, industry sources speculated last week that this soft-pedaling of violence was also being encouraged by major studios such as Universal and

Warner Bros. The majors are worried, these sources say, that even if a violent-action series becomes a big network hit it will be unmarketable in syndication as an off-network rerun four or five years from now because of the new prohibition in the National Association of Broadcasters code against sex or violence from 7 to 9 p.m.

Sidestepping violent content in its eight other new series, NBC has scheduled two sitcoms, *Fay*, from Danny Thomas Productions, which stars Lee Grant as a fortyish divorcee, and *Sunday Dinner*, an ethnic half-hour from Persky-Denoff and MGM-TV; two medical series, *Doctors' Hospital*, a Universal-TV hour starring George Peppard, and *Medical Story*, a weekly anthology out of Columbia Pictures TV; two "soft" melodramas from Universal TV, *Ellery Queen*, a puzzle mystery with Jim Hutton in the title role, and *McCoy*, a once-a-month rotating item starring Tony Curtis as a freewheeling con man; *The Invisible Man*, a science-fiction/fantasy hour that Universal TV will produce; and *Holvak*, a family drama starring Glenn Ford as a country preacher (also out of Universal TV).

NBC canceled eight shows, the *World Premiere Movie* the only surprise among them. Instead of including a regular weekly time period for its made-for-TV movies next fall, Robert T. Howard, NBC-TV president, said that the network's extensive inventory of original TV films would be interspersed with theatrical pictures in the *Thursday Night at the Movies* (from Monday) and *Saturday Night at the Movies* time slots.

The other seven casualties are *Adam-12*, *Lucas Tanner*, *The Mac Davis Show*, *The Smothers Brothers Show*, *Sunshine*, *The Bob Crane Show* and the rotating *Any Prentiss* element of the *Sunday Mystery Movie*.

Seven of NBC's returning shows were put in new time periods. In addition to the *Monday Night at the Movies* shift to Thursdays (9-11 p.m., NYT), the following series were uprooted: *Petrocelli*, from Wednesday, 10-11 p.m., to Monday at 10; *Movin' On*, from Thursday, 10-11 p.m., to Tuesday at 8; *Police Story*, from Tuesday, 10-11 p.m., to Tuesday at 9; *Chico and the Man*, from Friday, 8:30-9 p.m., to Wednesday at 9; *The Wonderful World of Disney*, from Sunday, 7:30-8:30 p.m., to Sunday at 7; and *The NBC Sunday Mystery Movie*, from Sunday, 8:30-10:30 p.m., to Sunday at 9.

An NBC spokesman said the network's



Holvak

The Invisible Man

Fay

The FCC passes in review before Pastore

Communications Subcommittee head is less testy than usual at oversight hearings, but Hartke steps in with blasts at children's TV

FCC Chairman Richard E. Wiley showed up at a Senate Communications Subcommittee oversight hearing on commission activities last week with his six commissioner-colleagues and an 81-page statement (as well as an abbreviated, 31-page reading version) on what the commission has accomplished in the past year. The document reflected the considerable amount of work the commission has done in the first year of Mr. Wiley's chairmanship, from the policy statement on children's television programming to new crossownership rules to authorization of domestic communications satellite proposals. But before the hearing was over Senator Vance Hartke (D-Ind.), a subcommittee member, and some public witnesses made it clear they felt the record left much to be desired.

Senator John O. Pastore (D-R.I.), the subcommittee chairman, a peppery legislator who has often caused FCC chairmen to squirm in their appearances before him, was relaxed in questioning Chairman Wiley and the other commissioners. He even indicated some satisfaction with the manner in which, he said, the television industry has reduced the amount of programming violence (although he seemed to attribute at least NBC's reduction to the determination on the part of NBC's board chairman Julian Goodman to take action after, the senator said, Mr. Goodman realized what his son—"his pride and joy"—was viewing on Saturday morning). But, relaxed or not, Senator Pastore presented some problems for the commission.

When Commissioner Robert E. Lee mentioned, as innumerable commissioners and commission staffers have in other settings, the Justice Department's "reluctance" to prosecute broadcasters under the obscenity statute, the senator suggested, "off the top of my head," that the commission be given the authority by Congress to prosecute obscenity cases. "If the Department of Justice doesn't want to move in the public interest, I think it's your responsibility" to act, he said. "I wish you would look into this."

The problem of obscenity and indecency on the air, like violence, has long troubled Senator Pastore. "TV was invented for the purpose of serving the family," he said. "The sets are in the home. Would you want language on the sets you wouldn't want at the dinner table?"

None of the commissioners picked him up on the suggestion. Nor did anyone rush to embrace his proposal that the commission "do something" about providing New Jersey with its first VHF

theatrical movies would be fully competitive during the 1975-76 season. In the offing, this spokesman said, are such titles as "Doctor Zhivago," "1776," "The Owl and the Pussycat" (Barbra Streisand and George Segal), "The Last of Sheila" (Raquel Welch, Dyan Cannon and James Coburn), "The April Fools" (Jack Lemmon and Catherine Deneuve), "Rio Lobo" (Johnny Wayne) and "White Lightning" (Burt Reynolds).

This schedule of NBC's should stay as is, industry sources said, with the only foreseeable change hinging on whether the FCC, acting on the remand of the U.S. Court of Appeals (see page 12), decides to postpone its access-rule changes for a year. In that event, these sources added, NBC would be forced to subtract an hour from its Sunday-night line-up.

But these thoughts were far from Bob Howard's mind last week as he voiced enthusiasm about the newly minted schedule. He's convinced, he said, that NBC may be in a position next fall to overtake CBS in the ratings. (The season-to-date national Nielsens—Sept. 9, 1974, to April 20, 1975—show CBS with a 20.8 average rating and NBC with a 19.8, with ABC out of the running at 16.5).

Another NBC source said that the network is expecting a sellers' market again this year. He asserted that, after the schedule was announced early last week, agency men had been beating down the network's screening-room doors.

Mr. Howard likes the balance in NBC's schedule for the fall, although he said he was disappointed that the network could not come up with a musical-variety hour in prime time. "We're still high on Mac Davis," he said, "but we just haven't discovered how to use him to the best advantage."

As a laboratory for the development of new talent and new comedy-variety ideas, NBC announced that it will use its Saturday nights, from 11:30 p.m. to 1 a.m., beginning Oct. 11, for a weekly entertainment series (which will be pre-empted once a month for the news magazine series, *Weekend*). Called *Saturday Night*, the series will "introduce new forms of comedy-variety—forms we might not be able to experiment with and use in a competitive prime-time situation," according to Dick Ebersol, NBC's director of late-night programming.

NBC's schedule reads: 8-9 p.m., Mon-

While iron is hot. Three Washington area radio stations with formats of beautiful music have bought advertising time on WKYS(FM) Washington to persuade its listeners to switch to them when WKYS changes its format from beautiful to contemporary music June 1. Separate 30-second commercials, prepared by WGAY-AM-FM and WJMD(FM), currently are being aired. Another area station, WEZR(FM) Manassas, Va., also has inquired about purchasing time. WKYS will assume the contemporary format of its sister NBC O&O, WRC-AM, which will become an outlet for the NBC all-news service (*Broadcasting*, April 21).

day: *The Invisible Man*; 9-10 p.m., *Doctors' Hospital*; 10-11 p.m., *Petrocelli*.

Tuesday: 8-9 p.m., *Movin' On*; 9-10 p.m., *Police Story*; 10-11 p.m., *The Metro Man*.

Wednesday: 8-9 p.m., *The Little House on the Prairie*; 9-9:30 p.m., *Chico and the Man*; 9:30-10 p.m., *Fay*; 10-11 p.m., *Medical Story*.

Thursday: 8-9 p.m., *Holvak*; 9-11 p.m., *NBC Thursday Night at the Movies*.

Friday: 8-8:30 p.m., *Sanford and Son*; 8:30-9 p.m., *Sunday Dinner*; 9-10 p.m., *The Rockford Files*; 10-11 p.m., *Police Woman*.

Saturday: 8-9 p.m., *Emergency*; 9-11 p.m., *NBC Saturday Night at the Movies*.

Sunday: 7-8 p.m., *The Wonderful World of Disney*; 8-9 p.m., *Ellery Queen*; 9-11 p.m., *NBC Sunday Mystery Movie* (*Columbo*, *McCloud*, *McMillan and Wife* and *McCoy*).

Program Briefs

In orbit. Independent Television Corp. announced that its new 60-minute action-adventure series *Space: 1999*, which kicks off in September, has racked up sales in 73 markets over last two months. Among signers are WPXI-TV New York, KHJ-TV Los Angeles and WGN-TV Chicago.

Swinging along. Warner Bros. Television reports that hour-long TV *Tarzan* series (57 episodes) has been sold to eight more stations, bringing total sales to 74. Off-network series has been sold for first time to KMGH-TV Denver, WJAC-TV Johnstown, Pa.; and WABI-TV Bangor, Me. Renewal and rerun sales were to WPHL-TV Philadelphia, WSB-TV Atlanta, KFMB-TV San Diego, KKTU-TV Colorado Springs, and WSMW-TV Worcester, Mass.

Paramount picks up. Paramount Television announced that its Portfolio VI series of 30 theatrical movies has been purchased by 82 stations. Most recent signers include WJZ-TV Baltimore, WHIO-TV Dayton, Ohio, and KOLO-TV Reno. "Love Story," "Barefoot in the Park," and "Gunfight at the O.K. Corral" are among titles in package.

Movies-TV. Tomorrow Enterprises Inc., Los Angeles, has signed exclusive contract with First Artists Productions, Los Angeles, to produce both motion pictures and television series. First Artists is partnership of Barbra Streisand, Paul Newman, Steve McQueen, Sidney Poitier and Dustin Hoffman. TEI is successor to Tomorrow Entertainment Inc., the GE-underwritten TV production firm that included among others "The Autobiography of Miss Jane Pittman," "Tell Me Where It Hurts," "The Glass House," and "I Heard The Owl Call My Name."

UTA sells six more. United Tapes of America has sold its easy-listening Bouquet music service to WCUP(FM) Tipton, Ga.; KMRE(FM) Dumas, Tex., and WCRD(FM) Bluffton, Ind.; contemporary adult rock music service to KVMT(FM) Vail, Colo.; KLR(FM) Emporia, Kan., and KEYE(AM) Perryton, Tex. UTA also has moved to new studios: 445 White Avenue, suite 210, Grand Junction, Colo. 81501.

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channel, as many of the state's citizens are demanding. He indicated he thought the demands justified, said the "pressures" for action were increasing, and mentioned the concern expressed by the state's senators—Republican Clifford Case and Democrat Harrison Williams. His suggested solution: Persuade one of the multiple owners with a VHF license in New York to give up the channel to New Jersey interests in return for an opportunity to acquire a VHF station elsewhere, even in a "better" market, he said. And when he heard snickering at the suggestion there was a better market than New York, he said he was referring to a market where there was only one channel instead of many, as in New York. But, he said there were "many" possible answers to the problem, and hoped the commission "will take a look. I'm not sure mine is the answer," he said.

At least one commissioner, Glen O. Robinson, is prepared to consider the more frequently heard, if no less controversial, solution of dropping a short-spaced VHF channel into New Jersey. He also told the subcommittee he would not "write off" the possibility of drop-ins elsewhere without seeing the evidence on their technical and economic feasibility. In that connection he noted that the staff is drafting a notice of inquiry dealing with another element of the television-service problem—UHF reception. The proposed inquiry would look to TV set-design modifications that would improve UHF reception. The staff is expected to present the item to the commission in a matter of weeks.

One other suggestion Senator Pastore offered was initially made in the testimony of two of the public witnesses, James McCuller, chairman of the National Black Media Coalition, and Pluria Marshall, head of the coalition's new Washington office. They had said the commission should set up a consumer office to assist citizen groups interested in participating in commission proceedings. Senator Pastore thought that "encouraging public participation" would be worthwhile, although he conceded that

winning congressional approval for funds might be difficult.

Chairman Wiley seemed to resist the idea, even apart from possible legislative problems. He suggested such an office might be redundant, since the commission has an equal employment opportunity office to implement the commission's EEO policies in the regulated industries. "But," the senator said of the NBMC representatives, "they're talking about the whole gamut. I hope we can talk about this at a later time."

The lack of a consumer office was only one of a number of faults Messrs. McCuller and Marshall found with the commission's performance. Indeed, it was the commission's basic approach to regulation they questioned: The commission's "action in so many vital areas in so short a time may appear a great administrative accomplishment. But most of the commission's newly adopted policies are industry-formulated or protective of the industry."

They complained about what they said was the commission's "foot dragging" in developing and implementing "meaningful" EEO guidelines for the industries it regulates, as well as its alleged failure to "clean up its own house" ("the internal EEO picture of the FCC is a disgrace"); the delay in developing ascertainment-of-needs procedures for public television; the commission's failure to facilitate public participation in commission rulemaking and other proceedings, and the "two, three, or four years or more" the commission needs to resolve a petition to deny. They asked the subcommittee to act to end the "frustrations and delay."

The commissioners, at Senator Pastore's request, remained in the hearing room to listen to the NBMC statement and to offer comment. On some points, as in the length of time needed to resolve petitions to deny, Chairman Wiley agreed the complaint was justified. But he and others defended the commission's record on the EEO front. Mr. Wiley said the "package of EEO guidelines," on which work began two years ago, "is nearly completed." And he said the commission is making a vigorous effort to hire minority-

group members. The commission's general counsel, Ashton Hardy, indicated the commission's statistics are no better than they are—17 blacks among the 300 attorneys—because of the high rate of refusal FCC recruiters receive. "Fifty percent of the offers we made this year [to law school graduates] were to minorities or women," he said.

The statement by the NBMC members and the discussion it generated brought into the open some disputes within the commission in which Commissioner Benjamin L. Hooks, the agency's first black member, was pitted against his colleagues in losing battles.

Commissioner Hooks, who is the EEO commissioner, indicated he sympathized with the NBMC view that the commission's industry EEO unit is understaffed, with only two professionals. He noted, as did Chairman Wiley, that the Broadcast, Common Carrier and Cable Television Bureaus have personnel assigned full time to EEO work—some nine in all. But he said he would have preferred a stronger, centralized EEO effort. "I lost," he said. Perhaps more significant, Commissioner Hooks made it clear he thinks the commission should have a special counsel for citizen groups or a consumer affairs office, and should ask Congress for the necessary funds. Then, noting that commissioners cannot always agree or the position to take on the FCC budget request, he said, "This year, I'm preparing my own statement to the Senate and House committees."

The commission's performance was criticized also by Robert B. Choate, chairman of the Council on Children, Media and Merchandising. He made the point he did in his petition filed with the commission on April 10—that the commissioner erred in "delegating" its authority and responsibility for protecting children to industry trade organizations (BROADCASTING, April 14).

He is concerned about the commission's reliance on the National Association of Broadcasters advertising code as a regulatory tool—even though the time standard adopted by NAB and the Association of



Pastore's panorama. This was the scene in the Senate last week as Chairman John O. Pastore's Communications Subcommittee took on Chairman Richard E. Wiley's FCC. Clockwise from lower left: Senator Robert P. Griffin (R-Mich.), Senator Pastore,

staff counsel Nicholas Zapple, Senator Philip A. Hart (D-Mich.) At the witness table (l to r): Commissioners Abbott Washburn Benjamin Hooks, Robert E. Lee, Chairman Wiley, and Commissioners Charlotte Reid, James Quello and Glen O. Robinson.



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Independent Television Stations are those Chairman Wiley suggested.

One of Mr. Choate's contentions is that in applying to programming designed for children, the code deals with only 10% of the programming seen by children. Mr. Wiley noted that much of the other programming that concerns Mr. Choate is covered by the NAB's prime-time standards, which are the same as those for programs designed for children. But the thrust of Mr. Choate's statement, as his petition, is aimed at the content of the commercials children see, those that advertise what he says are hazardous products for children—*aspirin*, cough remedies and the like. Although the NAB code bars such commercials in or near children's programs, Mr. Choate said that "23 out of 40 programs most popular with children are not covered by the . . . code."

Mr. Choate wants the commission to "correct the present insipid NAB protections for children, or perform the job themselves." He also asked the subcommittee to assign a special staff person "to look into children's commercial rights."

But it was Senator Hartke who caused Chairman Wiley the most unpleasantness. He made a number of points concerning the commission's alleged lack of action that Mr. Choate was to make later in his testimony, but Mr. Wiley held his ground.

As for the commission's concern with programs children watch that are not specifically designed for them, Mr. Wiley said, "We can't have all programs directed at the fifth grade level." He also said the commission has spoken "forcefully," and that the industry has acted, on such matters as host selling and "intensity" of sales pitches. And when the senator said the industry's self-regulatory program was a "failure," Mr. Wiley disagreed.

Then, Senator Hartke asked how many

"experts" the commission had working on children's television programming matters. Chairman Wiley checked his staff and found that two staffers in the rules and standards division of the Broadcast Bureau were assigned to the problem. "Two assigned to this major problem affecting the future of the nation," Senator Hartke remarked.

And when he said that the commission has done "nothing" in the field of children's television programming, that it was a "sad part of FCC regulation," Chairman Wiley noted that the commission had issued its policy statement on children's programming, submitted a report to Congress on sex and violence on television, obtained industry cooperation on commercial time standards and on the family viewing concept (designed to assure viewing suitable for the entire family between the hours of 7 and 9 p.m.), and had written exemptions into the prime-time access rule to assure the presentation of network children's programs in access time. That record, he said, "bespeaks an interest and effectiveness in this area."

But Senator Hartke had the last word in the exchange: "I think it's very ineffective."

Strained station relations

The NBC switchboard in Washington was jammed last Wednesday morning (April 23), following a repeated WLMD(AM) Laurel, Md., announcement encouraging listeners to call WRC-TV and ask why an advertisement for WLMD was refused air time.

The WLMD announcement included the audio portion of the commercial refused by WRC-TV and the WRC-TV telephone number. The commercial claimed that "there are 33 radio stations in the Wash-

ington area. Thirty play the same music every hour, every day; two read the same news every 20 minutes every day . . . WLMD radio is unique . . ."

WRC-TV rejected the commercial as "derogatory and misleading," it was said. WLMD discontinued its solicitation of telephone calls on advice of its own attorney.

Minority interests again dominate CPB fund hearings

Macdonald expresses concern that public stations are exempt from formal ascertainties

At the House Communications Subcommittee's fifth and final day of hearings last Tuesday on legislation to provide five-year funding for the Corporation for Public Broadcasting, Chairman Torbert Macdonald (D-Mass.) wanted to learn from the panel of public broadcasting witnesses what public stations were doing to ascertain their community's needs and interests.

"Too little has been said about the key concept of this legislation—that of insulation from government pressure," he said at the start. "But that does not mean insulation from the public," he added.

He said he has written FCC Chairman Richard Wiley seeking an explanation as to why the FCC has not yet promulgated a rule outlining procedures for public broadcasting stations to follow in ascertaining the needs, problems and interests of their service areas. In the letter Mr. Macdonald urged Mr. Wiley to expedite the development of such procedures.

Ralph Rogers, chairman of the Public Broadcasting Service, told Mr. Macdonald he was apprehensive about the cost of formal community ascertainment and said someone should make certain that public broadcasting money for community service should not be diverted for ascertainment.

Mr. Macdonald said it may not be necessary to have a formal ascertainment procedure for public broadcasters, but that it is important to know that public stations are making an effort to find out what their publics want to watch. Mr. Macdonald asked repeatedly for evidence from the witnesses that stations were already making such efforts, but was unable to get a response that satisfied him.

Pursuit of ascertainment procedures for public broadcasting stations was an idea championed during hearings before the subcommittee three weeks ago by Pluric Marshall, Washington representative of the National Black Media Coalition (BROADCASTING, April 14, 21). Mr. Marshall asked not only for local ascertainment requirements from the FCC but also for minority and other community input into the PBS Station Cooperative System. In a prepared statement, Mr. Marshall said most public broadcasting stations "don't even know what the needs and interests of the minorities in their communities are." He added that since



Sign of the Times. It was dedication day for the new \$5 million home of ch. 3 WREG-TV, on Channel 3 Drive in Memphis April 15. Arthur H. Sulzberger, chairman and president of the New York Times Co., station owner, snipped the ribbon held by Charles Brakefield, president-general manager of CBS-affiliated outlet. At left is FCC Commissioner Ben Hooks, native Memphian, and behind Mr. Sulzberger are (l to r) Tennessee Governor Ray Blanton; Smith Howell, WREG-TV director of plant operations, and Robert Wood, president of the CBS Television Network. The two-story studio and office building is on a three-acre site on the bank of the Mississippi River in downtown Memphis, with roughly \$2.5 million invested in building and land, and an equal amount in "99.5%" new RCA equipment, including latest designed tandem transmitters. Ceremony, with 200 present, was held at an outdoor studio that has the Mississippi as a backdrop. Dinner was served in a production studio, with Flip Wilson as guest entertainer.

local stations depend on contributions from viewers and listeners, "they tend to come to think of their communities' needs as only the needs and interests of middle-class whites who are most able to provide financial support."

Members of the Communications Subcommittee were concerned in the final hearing about the amount of federal funds for CPB and the way those funds are being used. The public broadcasters have argued that the more money is made available for matching by the government, the greater incentive for public broadcasting to raise funds privately. But, Representative Edward Madigan (R-Ill.) wondered aloud, would it not also be greater incentive if the government gave less? Furthermore, if CPB is asking for \$88 million now, how much more would it be asking in eight years?

Mr. Rogers answered with statistics showing that public broadcasting in 1974 spent less than 4% of the amount the commercial networks together spent on national programming. "It is not a waste," he said, "when the government spends money" on public broadcasting.

Representative Louis Frey (R-Fla.), ranking minority member of the subcommittee asked what the public broadcasters would do if the bill "fell flat" this year. Representative George Mahon (D-Tex.), chairman of the House Appropriations Committee, to which the bill will be referred when it leaves the House Commerce Committee, has indicated his distaste for a long-term appropriation such as this bill asks, and also for the fact that the bill contains both an authorization and an appropriation. Appropriations measures are usually separate from authorization measures and originate in the Appropriations Committee.

Henry Loomis, president of CPB, replied to Mr. Frey that the public broadcasters would hope to get at least an appropriation to get them through the next year, then try for the five-year funding again next year. Mr. Frey in turn said "I, for one, am willing to try" to get the measure passed, but he chided the public broadcasters for not putting together an effective lobbying campaign for the bill. The last thought was echoed by Mr. Macdonald.

The other public broadcasting officials appearing last week to testify on the bill (H.R. 4563) were CPB Chairman Robert Benjamin; PBS President Hartford Gunn; Matthew Coffey, president of the Association of Public Radio Stations, and Lee Frischknecht, president of National Public Radio.

Television slips in estimate of power

Survey puts it after White House and Supreme Court, but Cronkite named among top-10 influentials

Television has placed third, behind the White House and U.S. Supreme Court, in the ranking of "most powerful institutions" in America, according to a poll of "more than 1,000 men and women of distinction" conducted by the weekly

U.S. News & World Report. A year ago a similar poll put television at the top.

Newspapers ranked seventh in the latest survey, reported in the April 21 issue of the magazine. They were fourth a year ago. Magazines were 13th this year, 11th last year.

In the same survey, Walter Cronkite, CBS newsmen, was ranked ninth among the 10 "most influential decision makers," behind President Gerald Ford, Secretary of State Henry Kissinger, Federal Reserve Board Chairman Arthur Burns, AFL-CIO President George Meany, Vice President Nelson Rockefeller, Chief Justice Warren Burger, Senator Edward Kennedy (D-Mass.), and Senate Majority Leader Mike Mansfield (D-Mont.). House Speaker Carl Albert (D-Okla.) was 10th.

Asked to name the most influential figures in their own fields, respondents in television chose, in order, Mr. Cronkite; John Chancellor, of the *NBC Evening News*; Eric Sevareid, CBS commentator; Richard Salant, CBS News president, and William Small, CBS News senior vice president.

Respondents in advertising chose Edward Ney, chief executive, Young & Rubicam International; Mary Wells Lawrence, chief executive, Wells, Rich, Greene; John Crichton, president, American Association of Advertising Agencies; William Bernbach, chief executive, Doyle Dane Bernbach, and John Elliott Jr., chairman, Ogilvy & Mather.

Rusk believes fairness doctrine not so fair

Ex-secretary of state tells AAAA he's against government controls and self-imposed codes that limit radio and television freedoms that First Amendment guarantees

Dean Rusk, secretary of state under Presidents Kennedy and Johnson, opposes the fairness doctrine and believes that broadcasting is entitled to the full freedom of the press.

Not only that, he opposes media codes of ethics for their creation of an "association" or "club" relationship among institutions that ought to be free of such restraints. He made his views on broadcast regulation known in a speech to the Southeast Council of the American Association of Advertising Agencies at its annual meeting in Atlanta April 18. He is now professor of international law at the University of Georgia.

"There is justification in the licensing of frequencies to prevent confusion in the technicalities of broadcasting," Mr. Rusk said, "but to extend the regulation to the informational function of broadcasting is not warranted. The notion that the 'airwaves belong to the people' in this sense is as irrelevant as saying that the north star or the law of gravity belong to the people."

Mr. Rusk cited the law banning broadcast advertising of cigarettes as an abuse of federal regulation. Congress, he said, has the clear right to outlaw cigarettes,

"but I do not think Congress has the right to say that the electronic media cannot advertise cigarettes and leave other media with the freedom to do so."

Congress and courts are wrong to impose the fairness doctrine and the right to reply, he said. "However," he added, "I would welcome a fairness doctrine and right to reply freely extended and honestly exercised by both broadcast and print news organizations."

He said he sometimes feels he supports freedom of the press more strongly than the press does. "As far as I'm concerned," he said, "the news media have a constitutional right to lie."

Gradick stations run afoul of fairness, get short termers

Violations of personal-attack and political-endorsement elements of doctrine land Ga. AM's in hot water

Two commonly owned Georgia radio stations that were said to have violated the FCC's personal-attack and political-editorializing rules, as well as the underlying fairness doctrine, have been given short-term license renewals.

The stations—WYNN(AM) Rome and WPLK(AM) Rockmart, both 100% owned by L. E. Gradick Jr.—had editorially supported one candidate for the Democratic nomination for Congress without affording his opponent or his opponent's spokesman an opportunity to reply, and had broadcast material attacking members of a sex-education group, again without affording them an opportunity for reply, according to the commission.

The commission also said there were a number of other instances in which the stations had attacked individuals without complying with the personal-attack rules. In one case, the person mentioned was Jane Fonda, who was said to have been accused of treason, and of "giving aid and comfort to the enemies of the United States."

The commission found that in many cases persons attacked were invited to phone in their response to a talk show, *Comment*, "where they again were subject to personal attack." The threat of such a second attack discouraged at least one person from exercising his right of reply, the commission said. And that, it added, thwarts rather than promotes the objectives of the rule.

The fairness doctrine was said to have been violated in connection with discussions of the United Farm Workers-sponsored lettuce boycott and two labor disputes. The commission said WYNN opposed the lettuce boycott without offering time for proponents to express their view and that both stations failed to afford pro-labor forces an opportunity to respond to antilabor statements.

The commission said the fairness, personal-attack and political-editorializing rules were not the only ones WPLK broke. It said the station had failed to log the political affiliation of candidates who had

purchased commercial time, as required by the rules.

The stations, whose licenses expired on April 1, 1973, were granted renewals for a period ending Dec. 1, 1975. The commission directed them to submit within 30 days information on how they will handle personal attacks and discussions of controversial issues of public importance. The stations were also told to submit with their renewal applications, on Aug. 1, 1975, a report on how they have implemented those procedures.

In a related matter, the commission refused WIYN's request for remission of a \$1,000 fine that was levied for a separate violation of the personal-attack rules. The station had allegedly attacked the Institute for American Democracy, of Washington, a self-styled watchdog of extremists of both left and right, and its newsletter, *Homefront*.

WIYN contended that the commission's order contained no findings as to what constituted "repeated" violations of the rule. But the commission said there was no reason for remitting the fine. It said that while the rule calls for prompt notification and an offer of reply time to the person attacked, the station did not contact IAD until 27 days after the broadcast in question.

NAB: Pay rules 'inadequate'

The National Association of Broadcasters is seeking to enter the developing court fight over the FCC's modified pay-cable

and pay-television rules. The NAB, which contends the rules are inadequate to prohibit the siphoning of programing from free television, last week asked the U.S. Court of Appeals in Washington for permission to intervene in the case brought by Metromedia Inc. The NAB said the new rules, which relax restrictions on pay operators' showing of films and sports events, said the court's decision in the case will have "a direct and substantial effect on the ability of every free broadcast television station and network to continue to provide feature films, sports events and series programs to the viewing public."

Golden Orange picked in Anaheim

Ch. 56 construction permit proposed in proceeding that started in sixties, involved six applicants

Golden Orange Broadcasting Co. has won the first round in a three-way fight for a new television station to operate on channel 56 in Anaheim, Calif. FCC Judge Forest L. McClenning, in an initial decision, proposed to grant Golden Orange's application over the competing applications of Orange County Broadcasting Co. and Orange Empire Broadcasting Co., primarily due to Golden Orange's proposed programing plans.

The total time planned for news and public affairs programing by Golden

Orange was more than twice that of Orange Empire and 10% more than Orange County, Judge McClenning said. Furthermore, Golden Orange's integration of its program proposals into the needs of the community, as disclosed by its ascertainment effort, shows a "superior devotion to public service," the judge said.

With respect to other comparative issues, the judge noted that Orange County was the only applicant "having an association of significance with other media." Two of its principals, J. D. Wrather Jr., and Monte E. Livingston, were directors and stockholders in Teleprompter Corp., which holds cable franchises for Los Angeles and Anaheim and the counties where they are located.

And while Orange Empire's integration showing—the degree to which its stockholders would actually administer and operate the proposed TV station—was superior to Golden Orange, the judge contended that in the "balance" Golden Orange's programing proposal coupled with "substantial" integration showing put its application out ahead of the others.

Golden Orange's 13 principals include Charles E. Boone, president of Cooga Monga Productions in Los Angeles; entertainer-actors James F. (Jimmy) Durante and Fess E. Parker; Richard A. Shepherd, vice president of productions, Warner Brothers, and other local residents connected with the Hollywood film industry through writing, advertising or production, as well as several local businessmen with outside investments and land interests.

The three applications had been designated for hearings by the FCC in the summer of 1968. Three other mutually exclusive applicants—Orange County Communications, Dana Communications Corp., and The Voice of the Orange Empire Inc. were dismissed on Dec. 18, 1969, March 18, 1970, and June 14, 1974, respectively.

Judge McClenning's initial decision becomes effective within 50 days unless there is an appeal by one of the parties or the FCC elects to review the decision on its own motion.

Changing Hands

Announced

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

■ **WLAM(AM)** Lewiston, Me.: Sold by Lewiston-Auburn Broadcasting Corp. to The Great Down East Wireless Talking Machine Co., Inc. for \$320,000. Principal in seller is F. Parker Hoy who also owns WIDE-AM-FM Biddeford, Me. Principals in buyer are Arnold S. Lerner and Ronald R. Frizzel. Mr. Lerner is president and principal owner of WLLH(AM) Lowell, Mass. Mr. Frizzel is assistant to WLLH station manager. WLAM operates full time on 1470 khz with 5 kw. Broker: The Keith W. Horton Co.

■ **WMGZ(FM)** Montgomery, Ala.: Sold by Radio Montgomery, Inc. to 103, Inc.



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75-28

for \$279,000 (\$175,000 purchase price plus \$104,000 consultant fee). Principals in seller, which also owns WMGY(AM) Montgomery, are Charles A. McClure (86.66%) and F. K. Brown (13.33%), who have similar interests in WCHK-AM-FM Canton and WHYD(AM)-WCGQ(FM) Columbus, both Georgia. Principals in buyer are William O. Jones (52.24%), William W. Dixon (23.03%), Martin E. Kilpatrick (12.97%) and Lee Lunsford (11.75%). Mr. Jones controls WRMA(AM) Montgomery, Ala., and has holdings in WHSL(AM) and FM construction permit in Wilmington, N.C., and in WJEE-FM Jacksonville, Fla. Mr. Dixon has interests in WRMA and WHSL-WWIL. Mr. Kilpatrick is account executive at Tucker Wayne, Atlanta advertising agency. Mr. Lunsford is station manager at WRMA. WMGZ(FM) is on 103.3 mhz with 27.5 kw and antenna 290 feet above average terrain.

Approved

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

▪ WHBY(AM) Appleton, Wis.: Sold by Norbertine Fathers of the Roman Catholic Church to Telegraph-Herald Inc. for \$655,000. Norbertine Fathers run St. Norbert College and are divesting themselves of broadcast properties which also include WBAY-AM-FM Green Bay (sold to Midwest Communications Inc. for \$700,000, pending FCC approval [BROADCASTING, Dec. 16, 1974]). F. R. Woodwood family owns Telegraph-Herald, which publishes *Dubuque* (Iowa) *Telegraph-Herald* and is licensee of KDTH(AM) Beloit, Wis., and KLMS(AM) Lincoln, Neb. WHBY is on 1230 khz with 1 kw and 250 w night.

▪ Other sales approved by the FCC last week include WAVS(AM) Fort Lauderdale, Fla.; WCBR-AM-FM Richmond, Ky.; WXTR(FM) Springfield, Mo., and KYLE-FM Temple, Tex. See page 39 for details.

Mondale proposes airing of Q&A sessions with White House officials

Bill introduced calls for weekly review of issues by executive branch members before full Senate with broadcast coverage

Legislation to establish weekly question periods with cabinet officers and White House officials appearing before the full Senate was introduced last week by Senator Walter Mondale (D-Minn). The sessions would be broadcast live over radio and television.

In a statement last week, Senator Mondale said that although relations between Congress and the executive branch have improved since former President Nixon resigned, "policy-making in some areas vital to the nation remain chaotic, and too often the existing congressional committee structure is unable to pinpoint responsibility for these policy decisions."

Officials in the executive branch frequently appear before committees of

Congress now, but Senator Mondale said his plan is needed because, "in contrast to congressional investigative committees, the entire Senate—not just a few senators—will be able to question and hear the executive branch's position."

"Essential to this process," he said, "is its openness." Specifically, his plan provides that each week the Senate is in session, the head of an executive department or agency would be requested to appear before the full Senate for no longer than two hours. The guidelines for broadcast coverage Senator Mondale leaves to the Senate Rules Committee, to which his resolution was referred.

Broadcast coverage of Senate floor proceedings is currently forbidden under Senate rules, from which Senator Mondale's "question and report period" resolution would be exempt.

Already pending before the Senate Rules Committee is a resolution (S. Res. 39 by Senator Lee Metcalf [D-Mont.]) to permit live daily broadcast coverage of Senate proceedings, but that resolution has not received attention yet.

Senator Mondale said the idea of a question and answer period in Congress is one which originated in the first Congress. It has surfaced several times, recommended by a select committee of the House in 1864, by a select committee of the Senate in 1888, by President Taft in 1912 and was championed throughout the 1940's and '50's by Senator Estes Kefauver (D-Tenn.).

Engineering defects cost LIN \$650,000

The price has gone down in LIN Broadcasting's sale of four of its radio stations to Multimedia Inc. after an engineering problem was discovered at KEEL(AM) Shreveport, La. (BROADCASTING, April 21). The companies announced last week they have "restructured" their agreement; Multimedia will pay \$8,650,000 cash instead of \$9.3 million, as agreed in an original transaction approved by the FCC last month.

The closing is expected to take place in May. One condition is that \$500,000 of the \$8,650,000 will be paid upon satisfaction of conditions relating to the technical operations of KEEL. The \$500,000 will bear interest of 7% per year. The problem is said to be in an antenna array of KEEL. Other LIN properties in the deal are KMBQ(FM) Shreveport, KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky.

Media Briefs

Compunet control. Control Data Corp., Minneapolis, minority stockholder in Compunet Inc., Los Angeles, on-line, network computer service supplier to radio and TV stations, has purchased remaining shares of company from group of private investors. Terms of sale were not revealed. Compunet now serves 40 radio

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and TV stations across country as well as ABC Radio Network. It will operate as subsidiary of Control Data with Edwin J. Stevens as president and Maurie Webster as executive vice president and chief executive offices. Control Data, computer services company, also is parent organization of American Research Bureau (Arbitron). Control Data previously owned 25.6% of shares in Compu/net; remaining shares were split evenly between Bank of America and Mr. Stevens.

RADAR re-funded. Next Radio's All Dimension Audience Research (RADAR) study has been commissioned for September 1975 by ABC, CBS, Mutual, and NBC radio networks. Those networks have also indicated interest in sponsoring twice-yearly RADAR reports beginning in 1976. Reports will include measurement of individuals listening to AM and FM, and to network-affiliated stations and to network programs. Data will be tabulated nationally and broken down by region, by ADI market group combinations and for demographic groupings such as age, income and education.

INTV's new headquarters. Association of Independent Television Stations Inc. (INTV) has moved to new offices at 19 West 44th Street, New York 10036; (212) 575-0577. Bob Somerville, director of sales for INTV, is now permanently based in New York office.

NAB fall sessions to offer format help

Special features in each of the six National Association of Broadcasters fall conferences this year will be workshop sessions designed specifically for radio program personnel. Bob Henabery Associates Inc., New York, will conduct the workshops.

Burns Nugent, executive vice president, station relations, for NAB, said last week the goal of the sessions is to inform station programmers and managers of up-to-date and innovative radio program developments in all formats—contemporary and album rock, middle-of-the-road, easy listening, country and western, news and information and general service.

The workshops will deal with programming problems and solutions on topics such as: "How to test whether you're positioned properly in your market"; "Identifying the hit elements in any kind of format"; "What makes your listeners tune in and out"; "How to spot the creative ego trip" and "How to manage your commercial inventory properly to increase ratings and profits."

Mr. Henabery was selected because of his programming experience, which, prior to organizing his own company in 1974, included six years with the ABC-owned AM stations. As director of program development at ABC, Mr. Henabery supervised seven individual radio formats and helped develop the rock 'n' stereo format for the owned FM group. His previous job titles include director of operations for WRKO-AM-FM Boston, and before that program director of WWJ-AM-FM Detroit.

Cablecasting

Conflicting advice inundates FCC on blackout rule for sports, cable

Broadcasters and cable operators are arrayed on opposite sides, with leagues inching toward middle

Cable operators, filing comments last week on the FCC proposed cable sports blackout rules (BROADCASTING, Jan. 20), held that the FCC is overstepping its jurisdiction and is on the road to becoming the "Federal Sports Commission." Conversely, broadcasters continued to construe the continued importation of sports events on distant signals as a threat to free television.

The third parties in the controversy, professional sports leagues and the National Collegiate Athletic Association, in their comments stuck to the line that without blackout protection, the box office will come tumbling down.

It was a revival of the dispute that started in 1972 when the commission first issued its notice of rulemaking on the subject. Yet despite the FCC's hope to update that record in view of the Senate's deletion of the cable sports-carriage provisions in the copyright bill voted last fall (BROADCASTING, Sept. 16, 1974), and the antiblackout rules passed in 1973 by Congress (to allow local telecasting of home games if they are sold out 72 hours in advance), last week's wave of comments only reinforced the basic positions already taken.

The National Cable Television Association argued that the FCC has "misread congressional intent" in its effort to extend TV sports blackout rules to cable. Tracing the current congressional sports blackout statute from its inception as a means of preserving "league-pooling" arrangements, the NCTA pointed out that the original rationale behind the blackout—to avoid a negative impact on gate revenues—has never been proved.

Furthermore, NCTA claimed that Congress never intended the blackout provisions to be extended to cable. The history of the blackout law has shown only Congress's desire to let sports teams compete on an equal basis for broadcasting revenues and cannot be characterized as promoting the "deprivation of televised sporting events to the viewer," said NCTA.

Aside from a misplaced understanding of Congress's original intent, NCTA argued that the FCC seemed oblivious to current congressional trends away from the sports blackout. As examples, NCTA cited the antiblackout law and deletion of the cable sports-carriage provisions of the copyright bill. The FCC's own report on the minimal impact of the antiblackout law (BROADCASTING, April 14) is proof, NCTA suggested, of the fallacy in thinking the law had hurt gates.

NCTA, looking back over the three

years since the cable blackout rules were first proposed, noted that the delay has afforded the FCC "excellent empirical evidence" to realize no adverse impact on gate revenues has taken place. In contrast to the absence of any data to support the claims of economic injury made by professional sports leagues, NCTA said there was evidence that the imposition of the proposed blackout rules "would wreak havoc on the cable industry."

Some of the points outlined in NCTA's 61-page filing were:

- Nationally, approximately one-third of all CATV subscribers would lose sports programming, which they have received for upwards of 25 years on some systems.

- Especially hard hit would be new systems coming into existence after the 1972 CATV rules, which are restricted to the carriage of stations in their market plus two distant independent signals.

- The future growth of cable would be brought to a halt since the top-50 markets are where cable's future lies and within the 35-mile protection zone of TV stations in those markets are more than 50% of all U.S. TV households (35 million).

NCTA noted that FCC Chairman Richard Wiley, in speeches at the 1974 cable convention in Chicago and the one in New Orleans two weeks ago, had promised to eliminate burdensome cable regulation. However, NCTA said, the present blackout debate serves as a reminder of the FCC's "true philosophy . . . an uncontrollable reach for ever more regulation."

Joining forces with NCTA were Teleprompter Corp. and Telecable Corp., which suggested that what had been drafted by the Congress as "a narrow antitrust exemption" has become expanded by "regulatory zealotry" into a special relief act for sports interests. The two multiple system operators questioned why, at a time when there is increasing public pressure to eliminate anticompetitive and anticonsumer-oriented regulation, the FCC was considering a cable sports blackout rule.

Cablecom-General Inc. raised First Amendment concerns of prior censorship if the FCC should adopt the proposed blackout rule. The rule—which would prohibit cable systems located within the grade B contour of a TV station in the home town of a professional sports team from importing distantly televised broadcasts of a game of the same sport on a day when the local team plays at home and is not locally televised—would deprive cable subscribers of programming to which they would otherwise be entitled under existing signal carriage rules, said Cablecom.

Cablecom suggested that the grade B contour line be changed to a 35-mile zone, which it said was "more than adequate to protect home-game receipts." Furthermore, rather than limit carriage of the same type of game, Cablecom would narrow the restriction to the "same game."

Viacom International Inc., another multiple system operator, illustrated what

it contended to be the "most extreme and pervasive example of the deleterious effect" of the proposed blackout rules. Viacom's case in point was Suffolk county, Long Island (N.Y.), which is 35 miles outside New York City and therefore, under the FCC's nonduplication rules, exempt from protection of that city's network programming. However Suffolk county is also within the predicted grade B contour of New York stations, and under the proposed blackout rule would have to offer same-sport protection to all games played in New York. Since there are two hockey, two baseball and two basketball teams in New York, Viacom concluded that in the Suffolk case, on any given day during the sports season at least one team is playing at home.

Other cable operators to underline the industry's position that the FCC has no jurisdiction to protect sports interests were: Florida Cable Television Association, New Channels Corp. and Eastern Microwave Inc., Becker Communications Association and 69 individual cable operators that filed joint comments.

The only point made by cable people that the National Association of Broadcasters was able to agree with, was that the FCC has "misconstrued" congressional policy in limiting its interpretation to the protection of gate receipts. The broader reason behind the congressional sports blackout laws, NAB noted, was to end the fragmentation of the TV audience which had resulted from individual sales of TV rights by each club. The effect of the law, NAB continued, was to enable weaker teams to gain access to TV and generate hometown support and broadcast revenues.

If cable has a free rein over the importation of distant sports signals, the NAB charged, then the viewing audience which sustains professional sports will be fragmented and the sports market will become saturated to the point that local and regional advertising support diminishes. When that occurs, NAB said, the number of local sports programs available free to over-the-air television will be reduced.

In order to retain strong advertiser support, NAB urged the FCC to include in its rulemaking the provision that protects not only home games but also a team's away games that are being broadcast back to the home territory.

If steps are not taken to block the open-ended importation of distant signals by cable systems, the NAB forewarned that sports leagues may have to take actions to regain control of distribution. Such actions, submitted NAB, might include an effort by sports leagues to eliminate the requirement that networks broadcast away games back to the home territory and might prod the leagues to force member clubs to sell their rights only to network affiliates, since FCC distant signal rules are geared to the importation of independent TV signals.

The Association of Maximum Service Telecasters, as an answer to the cable industry's claim of impending financial doom if blackout rules are adopted, said that "it is essential that the FCC not place free TV service in jeopardy out of

a fear that this might reduce the profits of private CATV operators."

ABC rebuked the commission for its delay in acting on the cable sports blackout rules and noted that in the interim since 1972, when the commission said it would take "expeditious" action—4,690 applications for certificates of compliance have been filed; 3,561 of which were granted and 838 are pending.

If the FCC continues to delay action, ABC argued, the accumulating reliance by cable systems on virtually unlimited availability of sports events threatens to preclude corrective FCC action.

With that concern in mind, ABC urged the FCC to at least adopt on an interim

basis, its proposals which would curtail cable's carriage of live sport events on distant signals when a game of the same sport is being broadcast live locally or when local stations are blacked out.

Furthermore, ABC said there should be no exceptions for grandfathered systems, since the cable industry has been on notice for three years of an impending sports blackout rulemaking.

NBC suggested that the FCC could best meet its public-interest responsibility by adopting rules to permit cable subscribers to receive access to all sports provided by their local TV stations, but which would "expressly" restrict the importation of signals not generally made

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An additional 20 individual broadcast licensees echoed the network's sentiment that the FCC should act immediately on the blackout question before cable grows to the proportion that would foreclose any chance of rules that might take away some of cable's present leeway in importing distant signals.

The National Hockey League and the American Hockey League filed comments last week generally supporting the suggestions of the commissioner of baseball (BROADCASTING, April 21). Basically, they favored a set-up in which cable systems could not retransmit any games of any sport within 75 miles of the home site, within 20 miles of the home site of minor league contests and within 35 miles of a TV station carrying the local or regional telecast.

The National Collegiate Athletic Association was even more urgent in its plea to the FCC for the adoption of the proposed rules at the "earliest possible time." Since perhaps less than 10% of all NCAA member clubs are currently self-supporting, the association warned that the increasing extent of CATV carriage might force colleges to forego telecasting their events. What is on the line, NCAA concluded, is not the mere profits of a business enterprise, but the continued existence of programs for student athletes.

Four students at the Indiana University School of Law noted that most comments failed to consider the issue of viewer access. Filing under the name of "four

interested viewers," the students proposed three modifications which they said would take into account the interests of the "stay-at-home fan." First, they would limit to same game rather than game of the same sport any restrictions on cable carriage; second, they would limit the zone of protection to a 25-mile radius of the home site; and third, the students suggested that only major league protection be afforded.

Before magic in space comes mundane at FCC

UA-Columbia, first in line for Home Box Office's pay cable network, plans to file this week for FCC's earth station approval; ATC will be second in legal line; Jones Intercable third to announce

Next step toward realization of Home Box Office Inc.'s plans for a satellite-interconnected pay cable network (BROADCASTING, April 21), should come this week with UA-Columbia Cablevision's application to the FCC for a construction permit to build a ground receive station.

Marvin Jones, vice president of operations at UA-Columbia, expected the company to file early this week for a facility to serve its cable systems at Fort Pierce,

Fla. Target date for operation is Oct. 1. Mr. Jones does not anticipate any difficulty in gaining FCC approval and noted that he was "assured informally" that the commission is welcoming such applications.

A chief factor in hoping for a non-obstructed path through the FCC lies in the configuration of the earth station "dish," or receiving antenna. Anything smaller than a 10-meter dish (32½ feet in diameter) would probably be held up, Mr. Jones noted, until the FCC has concluded its orbital spacing pattern assignments for the various satellites now in operation.

That task should be completed sometime this fall, according to Ronald Lepkowski of the FCC Common Carrier Bureau's satellite division. Reason for reluctance on smaller antenna configurations: the larger the ground antenna, the closer satellites can be placed. He noted that the reverse is also true: Smaller antennas require satellites to be placed farther apart in order to yield the same degree of interference, which in turn results in a less efficient use of available orbit patterns.

That is not to say that smaller receiver dishes (less than 10 meters) are automatically precluded, Mr. Lepkowski added. However, applications that specify use of a smaller dish will be granted only after the commission has concluded its orbital assignments and only after a showing has been made that proves no more interference will result, Mr. Lepkowski said.

UA-Columbia's applications for the five other earth stations in its initial package will follow in order. The second will be for Laredo, Tex., which is targeted for operation in January 1976, following launch of RCA Global Communications's 24-transponder satellite that will be the primary vehicle for the Home Box Office network. (RCA will use one transponder on the existing Anik or Westar satellites until its own bird is aloft. The second transponder will be needed to accommodate the western time zones.) After that, UA-Columbia plans to make other earth stations operational on a one-a-month basis: Fort Smith, Ark., in February; El Centro, Calif., in March; Yuma, Ariz., in April and Pasco-Kennewick, Wash., in May. It may also build earth stations to serve its systems in Wayne, N.J., and Brookhaven, Long Island, which presently receive service via terrestrial microwave.

Monroe Rifkin, president of American Television and Communications, is also looking toward this fall to begin operation of an earth station at Orlando, Fla. At present, ATC is in the "procuring process," said Mr. Rifkin, adding that the company was comparing technical specifications offered by different hardware manufacturers and surveying potential sites. With respect to when ATC might file at the FCC, Mr. Rifkin suggested "within a six week" time frame.

Mr. Rifkin, who called the satellite venture the "dawn of a new era," said the company was considering the prospects of building other earth stations besides Orlando, although no specifics have

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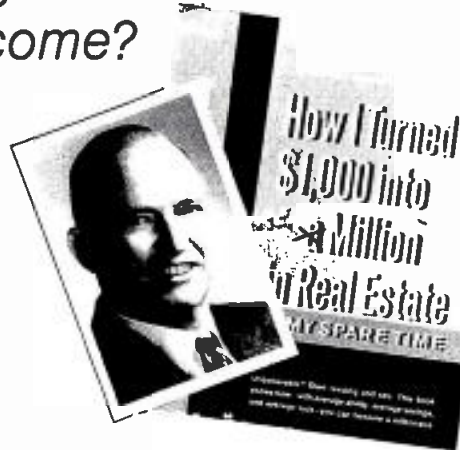
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yet been decided.

The third among cable operators to embark on earth station planning is Jones Intercable Inc., a Denver-based CATV management firm with systems in two suburban counties outside of Denver, and in Lake County, Calif. (in the San Francisco Bay area). According to Glenn R. Jones, president, the company plans to file for an earth station in Denver "within a couple of months." The twin-county areas served by the Denver system, Colorado Intercable, account for only 500 subscribers at present, but Mr. Jones feels the Home Box Office product "will really make the market."

In comparing terrestrial microwave with satellite stations, Mr. Jones said: "It's like owning your own house instead of renting." Furthermore, he said that—unlike terrestrial microwave relay, where each "hop" (or point where a signal is received, boosted and then retransmitted) can degrade the signal—satellite transmitted signals would be "more reliably clear."

No contracts with equipment manufacturers can be finalized before FCC approval is given to a cable operator's application for an earth station. Nevertheless, negotiations looking toward those contracts are well under way. Scientific-Atlanta and Collins Radio are the two front runners in the earth-station business so far, and all of the three cable systems that have made definite plans to file applications with the FCC noted they have been in negotiations with one or both. As of last Wednesday, only Scientific-

Atlanta Inc. has quoted a price—\$75,000 for the installation of one earth station (announced two weeks ago at the NCTA convention). Howard Crispin, vice president of Scientific-Atlanta, said as of last week he had talked with 30 cable companies and believed "well over half" are "very serious." He anticipates meeting with 15 to 20 additional cable firms by the end of this week.

Collins Radio declined last week to make any comment regarding the number of prospects it has lined up so far or how soon it would be ready to install a receive station.

Optical Systems moves out with microwave plan

It's about to open Texas system and is already in California with pay-cable licensing deal

Notwithstanding the recent news about satellite distribution of pay cable programs, there's still considerable action right down on the ground. Consider Optical Systems Corp., the Los Angeles-based pay cable firm, which reports it's moving steadily ahead.

On May 1, it begins serving San Angelo, Tex., where Texas Cablevision serves over 15,000 subscribers. And in and around that West Texas region there are another half-dozen CATV systems with

an estimated 75,000 subscribers that Optical hopes to sell on its Channel 100 service.

This is being done by leasing a channel on the West Texas Microwave common carrier system that serves the area (Abilene, Midland, Odessa, San Angelo and Lubbock among others).

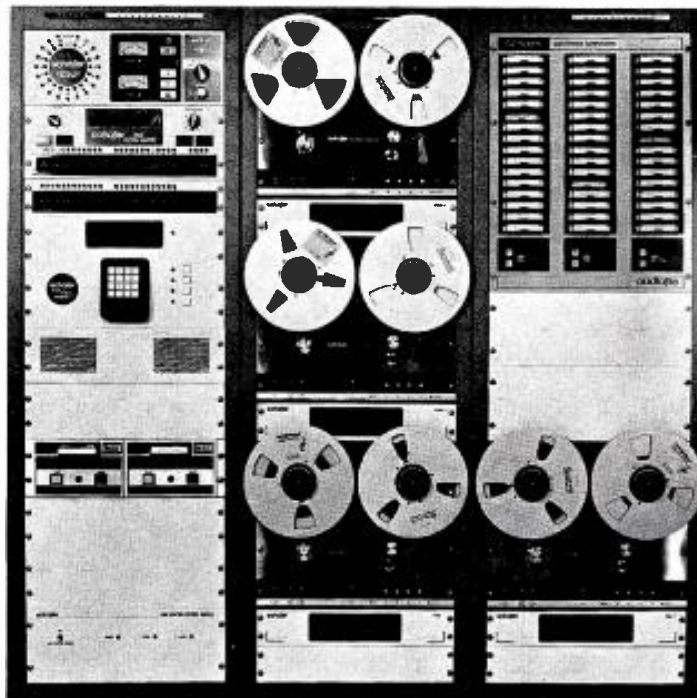
The Texas move is not the first that Optical has taken to engage in a new trend in pay TV marketing—licensing. It already has started in northern California where it leased a channel from Microwave Transmission Corp. to serve an area from Monterey northward to the Bay Area and eastward to Stockton. There are, Optical executives figure, 30-odd cable systems serving 350,000 customers in that zig-zagged shaped region—again all potential pay-TV customers. Optical already has begun its Channel 100 service in Concord and Walnut Creek in that area.

All of this is the fruition of plans first mentioned last year by founder-president Geoffrey M. Nathanson: the combining of cable communities via microwave to establish a mass market for pay cable. Mr. Nathanson, however, resigned his post last January, although retaining his 10% interest in Optical.

The company's fortunes are now under the direction of Alan H. Greenstadt, 28, formerly vice president of the firm.

Optical, which is a public, over-the-counter firm, is principally owned by Pioneer Systems Inc., a New York-based manufacturer of airplane subassemblies and parts. Optical now serves 32 markets

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with more than 50,000 pay cable subscribers. Its first quarter revenues as of the fiscal period ended Feb. 28 were approximately \$1.25 million. In the fiscal year that ended Nov. 30, 1974, total revenues were \$2.3 million, while expenses were listed at almost \$4.9 million. All told, it has invested over \$7 million in equipment and other purposes since it began operating in 1970.

Until its new leasing ventures, Optical, with few exceptions, owned all the Channel 100 operations itself: it leased the channel from the CATV owner and paid for it by splitting a percentage of gross revenues with him. Under the new leasing program, Optical will sell its service and expertise to the local cable operator who in turn buys and installs the equipment.

In addition to San Angelo and the two California communities mentioned above, Optical is in San Diego, Santa Barbara and Monterey, all California; Toledo, Ohio; Flint, Mich.; Moline, Ill., and Harrisburg and Easton, both Pennsylvania.

CRTC fear of imports mirrored in stance on pay-cable development

Pay cable is on the horizon for Canada, but the question of how its development will unfold could become a major obstacle. A spokesman for Premiere Cablevision Ltd., Canada's largest cable system,

predicted pay-cable operation "within one year," but only if the Canadian Radio Television Commission alters its approach to pay that it outlined in its position paper released in February. Hearings on those proposals are to begin June 10 in Ottawa (BROADCASTING, April 21).

CRTC has suggested basically that cable be paid as a delivery service and that business and programming be left to the television production industry. Accordingly, broadcasters and the motion picture industry would lease cable channels and plough back profits from the pay service into production.

But, the CRCT staff noted that the commission is not wedded to the idea and could be "persuaded" to allow cable systems to run the show, if cable can come up with a plan to put a portion of its gross profits back into the Canadian production industry. What CRTC fears—and why pay television is presently nonexistent in Canada—is an onslaught of foreign (mostly U.S.) programming material to compete with the already weak Canadian television and movie production industry. However, one CRTC staffer conceded: "To be realistic, Canadian pay television could not exist alone with Canadian software. There is just not enough."

The Canadian Television Association has maintained that Canadian TV production must be "coat-tailed" on American production. To gain the necessary audience to make pay cable viable, the Canadian system must first rely on American software. Once revenues are generated, the monies can be redirected back to Canadian production, the association's argument concluded.

Banned outside Boston

Springfield Television Broadcasting Corp. has filed a petition with the FCC that is of unusual breadth. It involves 38 cable television systems in New England, and is designed to aid Springfield's WRLP(TV) Greenfield, Mass., in a financial comeback. Springfield contends the unchecked growth of cable television in the area and the systems' importation of distant signals forced WRLP into the status of a satellite of Springfield's WWLP(TV) Springfield, Mass.

The petition asked the commission to direct 19 systems to carry WRLP's signals, nine to afford nonduplication protection for NBC programming, 10 to afford protection for the station's carriage of the Boston Bruins hockey and Boston Red Sox baseball games, and 14, which are now carrying WRLP on various channels, to carry it on channel 6. All the systems are within WRLP's grade B contour.

Springfield said the station, which went on the air in 1957 as the only station in the area, has begun local programming, including 30 minutes daily of local news and periodic public affairs and entertainment programming. But, it said, the special relief is needed to establish the audience and revenue base the station needs to continue expanding its program service and permit, ultimately, its return to regular station status.

News personnel cling to posts in Southeast Asia

Story behind the story is the quest for coverage in harrowing circumstances

Evacuation from South Vietnam looms as a strong possibility for most broadcast news personnel in the next few weeks, although staff sizes are holding close to normal levels for networks and news services in that country. Covering the rapid political and military changes in Southeast Asia has given reporters still there a challenge to meet, with the general result a graphic record on tape and film of a complex crisis situation.

No evacuation or major change in coverage has been announced, although CBS and NBC held open the possibility of decisions regarding their personnel by the end of last week.

If the tenacity with which reporters remained in Phnom Penh, Cambodia, is any indication, reports from South Vietnam will continue until any evacuation is well under way. CBS News's Dennis Cameron remained in Phnom Penh even after the city was taken, and was one of a number of journalists given sanctuary by the French embassy. Lee Rudakewych, a stringer for ABC Radio, was also still in Phnom Penh, having provided reports until communications were severed by the insurgents.

Among the more vivid accounts of the Cambodian evacuation was that given ABC viewers by Frank Mariano, who left Phnom Penh on the last U.S. Marine helicopter, along with American embassy staff. "It was tough leaving," Mr. Mariano reported from Bangkok, Thailand. "In fact, right up until the last moment, I didn't know whether or not I wanted to leave. The looks on the faces of the Cambodians that were watching as the American embassy in Phnom Penh emptied out—and it emptied out very quickly. We got the word at seven in the morning, and by 9:30 the helicopters were already taking a lot of people out."

In South Vietnam, a near-full complement of broadcast journalists remained in Saigon after evacuations from several northern cities, and those evacuations have provided several notable stories of their own. Perhaps most graphic was film footage broadcast by CBS News March 29 of the evacuation process at Da Nang, reported by Bruce Dunning. The film, of South Vietnamese soldiers fighting with civilians for places on departing aircraft, was shown on several later newscasts.

Mr. Dunning left Da Nang on one of these airplanes. Less fortunate was Tom Aspell, a correspondent for VisNews, which provides overseas coverage for TVN. Mr. Aspell was pushed from a plane awaiting take-off while he attempted to film a clash between soldiers and refugees. His camera and film left with

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the plane; Mr. Aspell, after suffering a shrapnel wound, was able to board a Red Cross helicopter.

ABC News's coverage of the Da Nang evacuation was provided in part by Tran Khiem, a Vietnamese cameraman who stayed behind after American personnel had departed, and who shot film of Vietnamese marines fighting civilians to board rescue boats. Mr. Khiem then tied his film in a plastic bag around his neck, and himself swam to one of the last LST's to leave.

NBC and CBS each have from eight to 10 staffers still in Saigon. ABC, which closed its Saigon bureau last year, is shuttling crews in and out from Hong Kong and from Bangkok, where Mr. Mariano has remained to cover Cambodian developments. ABC is averaging four correspondents in South Vietnam at present. The three networks have made an arrangement with AP and UPI to charter a plane to evacuate their personnel if necessary (BROADCASTING, March 31). VisNews has similar contingency plans to remove its personnel.

Two arguments against privilege

Source-protection bill opposed for opposite reasons by Justice and Reporters Committee

Legislation to protect newsmen, broadcast and print, from having to disclose their sources and information was the subject of hearings last Wednesday before Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice.

Two witnesses appeared to oppose the bill, the Justice Department on the grounds it would inhibit effective law enforcement and the Reporters Committee for Freedom of the Press on the grounds it does not go far enough in protecting reporters.

Antonin Scalia, assistant attorney general in the Justice Department Office of Legal Counsel, argued Justice's case. "If categorical legislation such as the present bill is passed, it would be entirely possible for you to watch on your television screens in the near future a face-to-face interview with Patricia Hearst and other alleged members of the SLA [Symbionese Liberation Army, the group that kidnapped Miss Hearst and that she later joined], now fugitives from justice and under indictment in connection with several crimes," he said. "Law enforcement officers would in no way be able to learn from the newsmen the location at which the interview was taped, nor would they be able to obtain a copy of the tape itself for the purpose of identifying the location from intrinsic evidence, or even for the purpose of circulating the most recent photographs of the fugitives."

Fred Graham, CBS news correspondent specializing in legal matters, and member of the Reporters Committee, countered with an actual experience. He

recalled that Walter Cronkite of CBS News had interviewed Daniel Ellsberg, the man responsible for leaking the Pentagon Papers, while Mr. Ellsberg was being sought by federal authorities. It would be a "chilling horror," Mr. Graham said half-kiddingly, to envision authorities dragging Walter Cronkite into a grand jury room, then locking him up for refusing to produce his information.

The bill being scrutinized was H.R. 215, sponsored by Mr. Kastenmeier and two other members of the subcommittee, Representatives Tom Railsback (R-Ill.) and William Cohen (R-Me.). The bill provides that no newsmen shall be com-

pelled to reveal his sources or information except at a civil or criminal court trial (U.S. or state) if the information was not received in confidence or if the party seeking the information can produce "clear and convincing evidence" that (1) disclosure is indispensable to the establishment of the offense charged, (2) the information cannot be obtained elsewhere and (3) there is "a compelling and overriding public interest" in requiring disclosure.

Under the bill, a reporter charged with defamation would have to reveal the sources of the allegedly defamatory information, but only if the plaintiff could

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demonstrate that identifying the source would "lead to persuasive evidence on the issue of malice."

Mr. Graham and another member of the Reporters Committee, Jack Nelson, Washington bureau chief for the *Los Angeles Times*, argued for unqualified privilege. "We believe that the First Amendment protects journalists from being compelled to testify under circumstances that impair their capacity to collect and publish news," they said in a prepared statement.

Mr. Scalia had a list of reasons for opposing the bill. To begin with, he said, the bill's definition of reporter is so broad as to encompass a member of a radical and violent organization who would be able to publish a weekly newsletter concerning past and future criminal activities of the organization without being compelled to disclose sources.

Mr. Scalia also objected to the bill because it would impair investigations by agencies such as the FCC, committees of Congress and any law enforcement efforts prior to the trial stage.

While relating a history of the Justice Department's use of subpoenas to obtain information from newsmen, Mr. Scalia revealed that the department had issued 46 subpoenas since March of 1973, notably more than the 13 issued in the previous two and a half years. That brought several of the subcommittee members to attention, particularly Representative Robert Drinan (D-Mass.). Mr. Drinan probed that point, but Mr. Scalia did not know who had been subpoenaed and for what reasons. At the subcommittee's request he promised to provide that information within three weeks.

Bankers honor financial reporting

The 1975 winners of Janus Awards for "excellence in financial news programming" have been announced by the sponsoring Mortgage Bankers Association of America.

The Janus Awards are presented annually to recognize broadcasting stations and networks whose financial news programs have made a significant contribution to community understanding of commerce and finance.

This year's winners:

- Associated Press Radio (network radio category) for its daily *Business Barometer*—a package of one-minute capsule reports, mini-docs, live reports and end-of-day wrap-ups.

- ABC-TV (network television category) for its *ABC News Close-Up* presentation, "Oil—The Policy Crisis."

- KCBS-AM-FM San Francisco (commercial radio station category) for its program, *Money Talks*, presented each weekday.

- WLWI(TV) Indianapolis (commercial television station category) for "incorporating financial and economic news into its regular prime time newscasts in an interesting and easy-to-understand manner."

- Maryland Center for Public Broadcasting (special award) for its production, *Wall Street Week*—presented weekly over the Public Broadcasting Service.

The awards will be presented May 5 at the Mortgage Bankers Association's National Mortgage Banking Conference in New York.



Newsman-newsmaker. Paul Berry (standing, l), anchorman for WMAL-TV Washington, joined the negotiations between inmates and corrections officials April 19 after a cellblock take-over at the D.C. jail in which inmates seized 12 prison employees. The inmates were said to have asked for Mr. Berry to be present in talks as the result of an earlier report he had broadcast on that jail's conditions. "I was concerned about the hostages, not who got what first," Mr. Berry said in response to criticism from other local news media that he had reneged on earlier arrangements to provide pool coverage. CBS News Assignment Editor Paul Byers claimed a deal to share film footage was made, and reversed, within a half hour: "When there is a gentleman's agreement to a pool arrangement, such as happens in this town all the time, to back out of it is dirty pool." Mr. Berry maintained that the decision to grant only WMAL-TV crew access for sound recording was made by the inmates who feared "unfair" coverage—"the only misunderstanding," he said, "was on the part of my colleagues." Prison guards credit Mr. Berry with playing a key role in the successful negotiations.

As B. J. Thomas's (*Hey Won't You Play*) *Another Somebody Done Somebody Wrong Song* testifies, appeal in more than one radio format is more than ever a vital ingredient in a single's success. Mr. Thomas's comeback effort for ABC Records, still rising at five on this week's "Playlist," has also been a top-10 item on national MOR and country lists.

A look at 1975's most-played singles to date shows that Mr. Thomas's success has been duplicated by each of the year's leading performers. Barry Manilow's *Mandy*, which topped the "Playlist" for five weeks, was also a number-one MOR hit. *Have You Never Been Mellow* by Olivia Newton-John, also a five-week, first-place song, led both country and MOR charts. And Elton John's *Philadelphia Freedom*, now in its third week atop the chart, is also establishing his appeal at R&B stations. Recent hits by Linda Ronstadt and the Doobie Brothers have followed similar patterns.

B. J. Thomas's return to chart prominence caps a comeback that began in 1973 after the artist had withdrawn from touring and recording for health and personal reasons. A stabbing incident in a New York hotel in 1968 had put Mr. Thomas in a hospital and kept him from performing for five months. Upon his return, the series of events that led to and resulted from his enormous 1969-70 hit, *Raindrops Keep Falling on My Head*, brought him from country success to mass appeal at a time when his health, physical and emotional, was not equal to the strain.

Before and during this period, Mr. Thomas had seen his records win in several formats. His first national hit, a 1966 cover of Hank Williams's *I'm So Lonesome I Could Cry*, brought him country prominence and his first gold record. The energetic, uptempo *Hooked on a Feeling* gave Mr. Thomas a major pop hit in 1968. And *Raindrops*, the Burt Bacharach song from "Butch Cassidy and the Sundance Kid," became a number-one record in pop and MOR formats, and reappeared in cover versions by several other artists.

Another Somebody Done Somebody Wrong Song, written by Chips Moman, recaptures much of the easy-going appeal of *Raindrops*, while adding country touches that brought the single even wider reach. Beginning in the South, MOR—not country—stations led the way, with pop success following quickly. Released in January, it made its "Playlist" debut in early February, with country stations starting to add it soon after. By mid-March, the song was first on most MOR lists (it has remained near the top

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**Source: SROS August 1974



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The Broadcasting Playlist™ Apr 28

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 This week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1	Philadelphia Freedom (5:38)	1	1	1
2	2	Elton John Band—MCA			
3	3	Lovin' You (3:20)	2	2	2
4	4	Minnie Riperton—Epic			
5	5	Lady Marmalade (3:57)	4	3	3
6	6	Labelle—Epic			
7	7	Have You Never Been Mellow (3:28)	5	6	5
8	8	Olivia Newton-John—MCA			
9	9	Hey Won't You Play Another Somebody			
10	10	Done Somebody Wrong Song (3:23)	6	5	6
11	11	B. J. Thomas—ABC			
12	12	The No-No Song (2:30)	3	9	4
13	13	Ringo Starr—Apple			
14	14	He Don't Love You (Like I Love You) (3:26)	7	4	7
15	15	Tony Orlando & Dawn—Elektra			
16	16	How Long (3:09)	8	8	10
17	17	Ace—Anchor			
18	18	Jackie Blue (3:16)	9	7	11
19	19	Ozark Mtn. Daredevils—A&M			
20	20	Long Tall Glasses (3:05)	12	10	8
21	21	Leo Sayer—Warner Bros.			
22	22	It's a Miracle (3:16)	15	12	9
23	23	Barry Manilow—Arista			
24	24	Only Yesterday (3:45)	14	11	12
25	25	Carpenters—A&M			
26	26	Chevy Van (2:54)	10	13	13
27	27	Sammy Johns—GRC			
28	28	You Are So Beautiful (2:39)	11	14	15
29	29	Joe Cocker—A&M			
30	30	Killer Queen (3:00)	23	15	14
31	31	Queen—Elektra			
32	32	Walking in Rhythm (2:54)	13	16	17
33	33	Blackbyrds—Fantasy			
34	34	Shining Star (2:50)	16	18	16
35	35	Earth, Wind & Fire—Columbia			
36	36	Emma (3:30)	19	17	18
37	37	Hot Chocolate—Big Tree			
38	38	What Am I Gonna Do with You (3:24)	17	25	20
39	39	Barry White—20th Century			
40	40	Pinball Wizard (3:48)	25	24	21
41	41	Elton John—Polydor			
42	42	Once You Get Started (3:28)	18	26	19
43	43	Rufus—ABC			
44	44	My Eyes Adored You (3:28)	22	19	22
45	45	Frankie Valli—Private Stock			
46	46	Thank God I'm a Country Boy (2:47)	20	21	23
47	47	John Denver—RCA			
48	48	Before the Next Teardrop Falls (2:32)	21	20	24
49	49	Freddy Fender—ABC/Dunhill			
50	50	Black Water (3:53)	29	22	26
51	51	Doobie Brothers—Warner Bros.			
52	52	Supernatural Thing (3:20)	26	27	25
53	53	Ben E. King—Atlantic			
54	54	Shame, Shame, Shame (4:10)	24	29	27
55	55	Shirley (and Company)—Vibration			
56	56	Hijack (5:32)	28	28	28
57	57	Herbie Mann—Atlantic			
58	58	I Don't Like to Sleep Alone (3:14)	30	23	29
59	59	Paul Anka—United Artists			
60	60	L-O-V-E Love (3:22)	27	30	30
61	61	Al Green—Hi			
62	62	Don't Call Us, We'll Call You (3:41)	32	31	32
63	63	Sugarloaf—Claridge			
64	64	Stand by Me (3:25)	31	34	34
65	65	John Lennon—Apple			
66	66	Bad Luck (3:10)	34	38	31
67	67	Harold Melvin & the Blue Notes—Philadelphia Intl.			
68	68	Express (3:25)	33	32	35
69	69	B. T. Express—Roadshow			
70	70	Fire (3:12)	37	41	33
71	71	Ohio Players—Mercury			
72	72	Bad Time (2:55)	41	35	36
73	73	Grand Funk—Capitol			
74	74	Last Farewell (3:43)	39	33	46
75	75	Roger Whittaker—RCA			
76	76	Poetry Man (3:15)	38	36	37
77	77	Phoebe Snow—Shelter			
78	78	Ease on Down the Road (3:02)	36	50	39
79	79	Consumer Rapport—Wing and a Prayer			
80	80	Sister Golden Hair (3:16)	35	39	42
81	81	America—Warner Bros.			
82	82	Old Days (3:30)	45	37	38
83	83	Chicago—Columbia			

Over-all rank Last This week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
40	42	Bertha Butt Boogie (3:13)	43	47	40
41	43	Jimmy Castor—Atlantic			
42	44	Young Americans (3:11)	42	48	43
43	45	David Bowie—RCA			
44	46	Amie (2:37)	40	44	44
45	47	Pure Prairie League—RCA			
46	48	I Am Love (5:30)	44	45	41
47	49	Jackson Five—Motown			
48	50	Autobahn (3:27)	46	43	45
49	51	Kraftwerk—Vertigo			
50	52	Rainy Day People (2:43)	47	40	49
51	53	Gordon Lightfoot—Reprise			
52	54	Don't Tell Me Goodnight (3:03)	49	46	48
53	55	Lobo—Big Tree			
54	56	Best of My Love (3:25)	52	42	51
55	57	Eagles—Asylum			
56	58	Only Women (3:29)	50	49	47
57	59	Alice Cooper—Atlantic			
58	60	Sad Sweet Dreamer (3:10)	48	52	50
59	61	Sweet Sensation—Pye			
60	62	When Will I Be Loved (2:52)	51	51	52
61	63	Linda Ronstadt—Capitol			
62	64	Lady (2:58)	58	58	53
63	65	Styx—Wooden Nickel			
64	66	Shaving Cream (2:44)	62	61	59
65	67	Benny Bell—Vanguard			
66	68	Wildfire (4:47)	60	55	57
67	69	Michael Murphy—Epic			
68	70	Love Will Keep Us Together (3:15)	56	59	55
69	71	Captain & Tennille—A&M			
70	72	Immigrant (3:43)	61	60	56
71	73	Neil Sedaka—Rocket			
72	74	I'll Play for You (3:47)	53	57	61
73	75	Seals & Crofts—Warner Bros.			
74	76	I Wanna Dance Wit' Choo			
75	77	(Doo Dat Dance) (3:43)	57	67	58
76	78	Disco Tex & the Sex-O-Lettes—Chelsea			
77	79	I'm Not Lisa (3:19)	54	54	63
78	80	Jessi Colter—Capitol			
79	81	Growin' (2:33)	59	63	62
80	82	Luggins & Messina—Columbia			
81	83	Lonely People (2:27)	68	53	69
82	84	America—Warner Bros.			
83	85	You're No Good (3:35)	55	*	71
84	86	Linda Ronstadt—Capitol			
85	87	Pick Up the Pieces (3:00)	65	64	60
86	88	Average White Band—Atlantic			
87	89	Mandy (3:15)	74	56	70
88	90	Barry Manilow—Arista			
89	91	Magic (3:30)	63	66	65
90	92	Pilot—EMI			
91	93	Love Won't Let Me Wait (3:18)	70	62	67
92	94	Major Harris—Atlantic			
93	95	Runaway (2:48)	64	65	66
94	96	Charlie Kulis—Playboy			
95	97	Bloody Well Right (3:00)	72	68	64
96	98	Supertramp—A&M			
97	99	(Just Like) Romeo & Juliet (3:10)	67	*	71
98	100	Sha-Na-Na (Kama Sutra)			
99	101	Shoeshine Boy (3:15)	69	73	68
100	102	Eddie Kendricks—Tamla			
101	103	Satin Soul (3:25)	73	71	74
102	104	Love Unlimited Orchestra—20th Century			
103	105	Beer Barrel Polka (2:20)	66	*	*
104	106	Bobby Vinton—ABC/Dunhill			
105	107	Cut the Cake (3:34)	*	75	*
106	108	AWB—Atlantic			
107	109	Harry Truman (3:00)	*	72	75
108	110	Chicago—Columbia			

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

ever since), with top pop sales being reached last week.

Much of Mr. Thomas's comeback success may have been predictable—he is an established artist with an appealing song. But ABC Records believes that the leverage gained from airplay on MOR stations helped bolster the single's success at pop stations, with the two combining to bring the single country acceptance.

Breaking In

Just Like Romeo and Juliet—Sha Na Na (Kama Sutra) ■ Few groups have benefited from the continuing revival of interest in rock 'n' roll of the fifties as much as Sha Na Na, a group formed by Columbia University students in the late sixties that rose to prominence at the Woodstock festival in 1969. Since then the group has become a mainstay of the college concert circuit, but has never had a hit single. This remake of a 1964 hit by the Reflections is bringing them substantial airplay, however: KDWB(AM) Minneapolis, WCOL(AM) Columbus, Ohio; WPRO(AM) Providence, R.I.; WRIT(AM) Milwaukee and WHYY(AM) Montgomery, Ala., have added it.

Trampled Under Foot—Led Zeppelin (Swan Song) ■ The most publicized (and most successful) rock concert tour since the Rolling Stones' 1972 American performances was the recent Led Zeppelin tour, and their latest album soared to the top of national sales charts in near-record time. The band's trademark, a blend of heavy metal and throbbing 4/4 rock, is a rarity on most pop playlists, but contemporary program directors are apparently attracted by the massive au-

dience the group commands, and are making this pounding rocker the group's most promising single in some years. The single has been added by WYSL(AM) Buffalo; KEWI(AM) Topeka, Kan., WLEE(AM) Richmond, Va., and WCOG(AM) Greensboro, N.C.

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

- ALL THE LOVE IN THE WORLD, Mac Davis (Columbia).
- ANYTIME I'LL BE THERE, Frank Sinatra (Reprise).
- DYNOMITE, Tony Camillo's Bazuza (A&M).
- GET DOWN GET DOWN (GET DOWN ON THE FLOOR), Joe Simon (Spring).
- GOOD LOVIN' GONE BAD, Bad Co. (Swan Song).
- HANG ON SLOOPY, Rick Derringer (Epic).
- HUSTLE, Van McCoy (Avco).
- LONG HAired COUNTRY BOY, Charlie Daniels Band (Kama Sutra).
- MINNESOTA, Northern Lights (Glacier).
- MISTY, Ray Stevens (Barnaby).
- 99 MILES FROM L.A., Albert Hammond (Mums).
- ONE BEAUTIFUL DAY, Ecstasy, Passion & Pain (Roulette).
- PINBALL, Brian Protheroe (Chrysalis).
- SAIL ON SAILOR, Beach Boys (Reprise).
- SANDY, Hollies (Epic).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).
- 2+2, Jaggerz (Wooden Nickel).
- WONDERFUL BABY, Don McLean (United Artists).

Tracking the 'Playlist.' Another week in the top "Playlist" spot for Elton John and Philadelphia Freedom brings MCA's streak to eight weeks at number one. For the rest of the top 10, singles by B.J. Thomas, Tony Orlando & Dawn and the Ozark Mountain Daredevils continue to gain, with the largest jumps made by Ace's *How Long*, now picking up good MOR airplay as well. Leo Sayer's *Long Tell Glasses* gives the Warner Brothers' artist his first top-10 record. Queen's *Killer Queen* also continues to impress, moving strongly to 15, while two progressive R&B singles that have been climbing the chart in tandem, the Blackbyrds' *Walking in Rhythm* and Earth, Wind & Fire's *Shining Star*, are bringing those groups to the attention of a still greater audience. Elton John's *Tommy* performance of *Pinball Wizard*, certainly one of the more phenomenal pop success stories in recent years, is still soaring at 20, and will apparently remain available only as an album cut. The year's biggest crossover from country, Freddie Fender's *Before the Next Tear-drop Falls*, looks very much like a top-10 item, and is charted this week at 24. Herbie Mann's pop-chart debut (after a long jazz career), *Hijack*, makes another large jump to 28. And the year's MOR sleeper, Roger Whittaker's *Last Farewell*, moves to 37. The week's strongest debut brings a new group, Consumer Rapport, and a new label, Wing and a Prayer Records, to the chart, with a cover of a song from the Broadway musical, *The Wiz: Ease on Down the Road*, at 39. America's second hit of 1975 and first from its new album, entitled *Sister Golden Hair*, is adding stations at 40. Chicago should easily surpass its last effort with *Old Days*, at 41 in its second week. David Bowie's *Young Americans* moves to 43, largely on the strength of an addition at WABC(AM) New York. Gordon Lightfoot is returning to the chart in strength with *Rainy Day People*, and Linda Ronstadt should have her second hit from *Heart Like a Wheel* with *When Will I Be Loved*. Another returning group, Seals & Crofts, is at 58 with *I'll Play for You*, in its second week. Among other new releases on the chart, Captain & Tennille make the chart with *Love Will Keep Us Together*. Disco Tex and the Sex-O-Lettes bid to make Sir Monti Rock III a household name—their second disco single, *I Wanna Dance Wit' Choo* is at 59. Sha-na-na's best chart effort in some years, a cover of *Just Like Romeo & Juliet*, breaks in at 70. And the Average White Band enters the list with a tight, brassy dance tune meant to follow *Pick Up the Pieces*' success; *Cut the Cake* is at 74.

Broadcast Advertising

Network, spot TV in 1974 reach \$3.83 billion mark

Leader P&G hiked spending 6%; number-two General Foods up 11%, according to TVB's compilation

Combined network-television and spot-TV expenditures climbed an estimated 8% in 1974 to almost \$3.83 billion, according to figures released last week by the Television Bureau of Advertising.

Based on compilations prepared by Broadcast Advertisers Reports, TVB issued breakdowns on estimated expenditures by product classifications which contained combined network and spot figures and on the Top-100 network and spot-TV classifications.

TVB said that network TV in 1974 rose to \$2,256,519,100 from \$2,043,634,300 while national spot TV grew to \$1,571,685,600 from \$1,509,171,300 in 1973.

Categories registering major gains were publishing and media, up 72% to \$50.5 million; pet foods and supplies, up 59% to \$118.6 million; entertainment and amusement, up 50% to \$51.1 million and household furnishings, up 50% to \$30 million.

In its annual listing of top-100 adver-



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Top 100 television advertisers in spot and networks—1974

	Spot TV	Network TV	Total TV		Spot TV	Network TV	Total TV
1. Procter & Gamble	\$ 88,739,700	\$145,743,300	\$234,483,000	54. H. J. Heinz Co.	6,731,700	8,667,200	15,398,900
2. General Foods	49,072,100	76,519,600	125,591,700	55. Goodyear Tire & Rubber	2,666,300	12,698,200	15,364,500
3. American Home Products	32,542,400	79,323,000	111,865,400	56. Hanes Corp.	5,619,800	9,031,800	14,651,600
4. Bristol-Myers	21,710,700	77,005,700	98,716,400	57. Borden Co.	7,039,600	7,335,100	14,374,700
5. Lever Brothers	36,082,800	44,973,300	81,056,100	58. RCA Corp.	6,231,300	8,667,300	14,898,600
6. General Motors	20,715,300	57,541,400	78,256,700	59. Mars Inc.	8,228,800	5,920,800	14,149,600
7. Colgate-Palmolive	32,883,300	43,547,500	76,430,800	60. Philip Morris	6,970,000	7,090,500	14,060,500
8. Sterling Drug	8,056,800	60,977,500	69,034,300	61. Carter-Wallace	669,600	13,374,800	14,044,400
9. Sears, Roebuck	24,332,900	42,052,600	66,385,500	62. Pfizer Inc.	1,484,100	12,234,000	13,718,100
10. Ford Motor	20,315,700	40,000,500	60,316,200	63. Dynamic House	13,717,200	—	13,717,200
11. Warner-Lambert	12,562,100	48,760,200	61,322,300	64. Scott Paper	5,875,800	7,536,500	13,412,300
12. Gillette	9,970,300	45,389,100	55,359,400	65. Polaroid Corp.	976,000	12,143,500	13,119,500
13. Ralston Purina	14,667,800	37,624,300	52,292,100	66. F. W. Woolworth	12,835,400	112,500	12,947,900
14. General Mills	21,986,300	30,283,500	52,269,800	67. Eastman Kodak	1,575,000	11,346,700	12,921,700
15. McDonalds	28,494,000	18,276,800	46,770,800	68. Nissan Motor Corp. U.S.A.	7,745,100	4,614,600	12,359,700
16. Heublein	26,484,200	17,874,500	44,358,700	69. Firestone Tire & Rubber	2,403,000	9,563,700	11,966,700
17. Nabisco	10,411,200	32,254,500	42,665,700	70. Smithkline Corp.	1,830,900	9,933,800	11,764,700
18. Coca-Cola	21,700,800	17,327,000	39,027,800	71. Standard Brands	6,536,300	5,222,300	11,758,600
19. Kraftco	13,184,800	23,251,500	36,436,300	72. Kimberly Clark	3,251,300	8,286,000	11,537,300
20. Kellogg	12,985,400	22,718,400	35,703,800	73. Anheuser-Busch	3,881,800	7,281,500	11,169,300
21. PepsiCo	15,593,500	19,656,400	35,249,900	74. Seven-Up	9,347,000	1,693,200	11,040,200
22. AT&T	16,271,500	18,628,200	34,899,700	75. C.P.C. International	7,783,700	3,233,800	11,017,500
23. Schering-Plough	10,909,500	23,657,700	34,567,200	76. Triangle Publications	10,887,000	—	10,887,000
24. S. C. Johnson & Son	3,648,100	30,800,700	34,448,800	77. Liggett & Myers Tobacco	3,676,100	7,177,300	10,853,400
25. Miles Laboratories	12,993,900	20,644,500	33,638,400	78. Dow Chemical	2,238,400	8,477,300	10,715,700
26. Chrysler Corp.	10,986,700	22,367,500	33,354,200	79. Exxon Corp.	218,100	10,369,900	10,588,000
27. Quaker Oats	15,808,900	14,786,500	30,595,400	80. Consolidated Foods	7,234,100	3,013,100	10,247,200
28. Nestle Co.	9,080,100	20,433,700	29,513,800	81. American Express	5,707,700	4,486,200	10,193,900
29. Johnson & Johnson	4,264,400	24,868,800	29,133,200	82. E. I. DuPont de Nemours	396,600	9,763,600	10,160,200
30. Carnation	10,460,600	18,347,600	28,808,200	83. E. & J. Gallo	3,313,300	6,818,200	10,131,500
31. Pillsbury	13,119,800	13,992,700	27,112,500	84. Shell Oil	1,197,900	8,808,800	10,006,700
32. IT&T	12,320,200	14,657,900	26,978,100	85. American Can	6,327,900	3,573,200	9,901,100
33. Morton-Norwich Products	4,575,500	22,257,600	26,833,100	86. Revlon	2,318,000	7,485,100	9,803,100
34. The Clorox Co.	5,703,400	19,932,400	25,635,800	87. Scott's Liquid Gold	5,645,400	3,988,800	9,634,200
35. Norton Simon	9,743,000	14,811,200	24,554,200	88. Union Carbide	1,143,000	8,164,600	9,307,600
36. Volkswagenwerk A.G.	4,407,900	17,464,500	21,872,400	89. Beatrice Foods	6,916,700	2,134,100	9,050,800
37. General Electric	7,480,600	14,344,500	21,825,100	90. Merck & Co.	1,785,700	7,253,100	9,038,800
38. Mobil Oil	17,753,500	4,022,300	21,775,800	91. Ideal Toy	5,675,300	3,338,200	9,013,500
39. Block Drug	4,083,300	16,859,200	20,942,500	92. Florida Citrus Commission	1,241,100	7,181,500	8,422,600
40. J. C. Penney	6,806,500	13,249,600	20,056,100	93. Esmark Inc.	3,517,700	4,839,200	8,356,900
41. American Cyanamid	6,282,500	13,350,500	19,633,000	*94. Combe Chemical	1,279,000	7,012,600	8,291,600
42. Greyhound	4,819,600	13,750,700	18,570,300	*95. Church & Dwight	1,105,100	6,804,400	7,909,500
43. Alberto-Culver	8,156,000	10,274,200	18,430,200	*96. North American Philips	2,668,200	5,050,400	7,718,600
44. Mattel	9,364,200	8,485,300	17,849,500	97. Pabst Brewing	3,292,400	4,346,700	7,639,100
45. Rapid-American Corp.	3,724,900	14,115,600	17,840,500	98. Mennen Co.	1,783,400	5,833,400	7,616,800
46. Toyota Motor Distributors	5,881,700	11,099,200	16,980,900	*99. Brookville Marketing	7,454,000	—	7,454,000
47. Jos. Schlitz Brewing	10,813,900	6,678,400	17,492,300	100. Toyo Kogyo, Ltd.	3,923,200	3,481,800	7,405,000
48. Campbell Soup	5,944,200	11,216,000	17,160,200				
49. Noxell Corp.	6,610,400	9,918,400	16,528,800				
50. American Motors	6,927,500	8,622,800	15,550,300				
51. Chesebrough Ponds	4,939,400	10,826,700	15,766,100				
52. William Wrigley Jr.	14,653,300	946,900	15,600,200				
53. Richardson Merrell	2,157,200	13,335,700	15,492,900				

*New to the top-100 in 1974

Source: Broadcast Advertisers Report (BAR), as released by TVB.

NOTE: Investments classified as "retail/local" by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears, Roebuck & Co., McDonalds Corp., etc.) are included in the above tabulation.

tisers in network and spot TV for 1974, Procter & Gamble again was in first place with a total of \$234,483,000, up 6%; General Foods Corp., \$125,591,700, up 11%; American Home Products, \$111,865,400, up 3%; Bristol-Myers, \$98,716,000, up 8% and Lever Bros., \$81,056,000, up 27%.

Seven companies in the top 100 boosted their TV investments from 54% to 101%: American Can Co., \$9,901,000 (101%); Carnation Co., \$28,802,000

(94%); Ralston Purina Co., \$52,292,100 (84%); Nissan Motor Corp., U.S.A. \$12,359,700 (65%); Toyota Motor Distributors Inc., \$16,980,900 (54%); Borden Co., \$14,347,700 (54%) and Combe Chemical, \$8,291,600 (63%).

Yes-but on INTV standards

The Media Directors Council has partly endorsed the commercial time standards

adopted by the Association of Independent Television Stations Inc. (BROADCASTING, Jan. 27), but disagrees with certain portions.

The council, composed of media directors at leading agencies, said it approved of provisions that define nonprogram elements as including promotion and public service announcements. But it disagreed with standards that would permit up to seven consecutive nonprogram elements in telecasts of 60 minutes or longer; would exclude from the definition of nonprogram material those credits in excess of 30 seconds, and would allow the expansion of nonprogram time allowance in prime time from 12 to 14 minutes, even though public service and promotional announcements are included.

Business Briefs

BIAS'ed. Broadcast Industry Automation System (BIAS) division of Data Communications Corp., Memphis, has completed contract negotiations to supply all six TV stations of Forward Communications Corp. with its automated TV information systems. Stations are WSAU-TV Wausau, Wis.; WTRF-TV Wheeling, W.Va.; WRAU-TV Peoria, Ill.; KCAU-TV Sioux City,

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Iowa; WMTV Madison, Wis.; and KOSA-TV Odessa-Midland, Tex.

It's entertainment. Rosenfeld, Sirowitz & Lawson Inc., New York, plans to form entertainment marketing division to handle advertising accounts in motion pictures and other forms of entertainment. Robert S. Ferguson, former vice president in charge of worldwide advertising and publicity for Columbia Pictures, will head new arm of RS&L which hopes to exploit growing market in entertainment field.

Growing and expanding. Air Time Inc., media service company based in New York, will open Chicago office shortly in Hancock building. Air Time, which marked its fifth anniversary, has grown from \$2 million in billing placed in 1970 to more than \$50 million in 1974. Among its accounts are American Cyanamid Co. (Breck), International Business Machines Corp. (corporate advertising), Jockey International, Piel Bros. Inc., Shulton Inc. (Old Spice products), Ward Candy Co. and Schliefflein & Co. (Blue Nun wine).

Rep appointment. KDTH(AM)-KFMD(FM) Dubuque, Iowa: The Meeker Co., New York.

TVB moves. Television Bureau of Advertising has moved to 1345 Avenue of the Americas, New York 10019. It has adopted system of individual telephone numbers and reception number is (212) 397-3456.

New way to measure multimedia mixes

It calculates reach and frequency of any combination of vehicles

A computerized multimedia advertising analysis system that could be used to help broadcasters get business away from newspapers and magazines—and vice versa—was announced last week by Telmar Communications Corp., New York.

Telmar, which already offers computer-based programs for individual media, said the new system, called PLANIT, can calculate the reach, frequency and frequency distribution of advertising schedules that include any combinations of network and spot TV, radio, magazines, newspapers, newspaper supplements, outdoor and transit advertising. By showing the gains or losses that may result when

budgets are diverted from one medium to another, officials said, the system can be used as a competitive sales tool and also as a means of improving existing plans.

Stan Federman, president of Telmar, said PLANIT ties together the company's single-media systems—UNITEL for TV, UNIRAD and Radio System III for radio, METREX for magazines and NEWS-REACH for newspapers—in the first practical multimedia reach/frequency system. He said about 40 of the company's 175 clients are in broadcasting, including Cox Broadcasting, Metromedia and Robert E. Eastman Co. Charges are on a per-job basis.

Finance

Goldenson, Rule move to front of network pay line

ABC's plan for added compensation puts them ahead of peers at CBS, NBC

ABC Inc. Chairman Leonard Goldenson and President Elton H. Rule emerge as the two highest-paid executives with a network-operating company—and the first ever to pass half-a-million in one year—with 1974 salaries and additional compensation amounting to \$582,000 and \$525,000, respectively, according to the proxy statement to shareholders distributed last week.

For 1974, Mr. Goldenson received \$200,000 in salary, and additional compensation of \$86,000 paid in July 1974 and of \$296,000 paid in January 1975. Mr. Rule's salary was \$175,000 and his added compensation was \$70,000 paid in July 1974 and \$280,000 paid last January. For Mr. Goldenson his total compensation of \$582,000 was \$175,600 over the 1973 figure of \$406,400 (up 43%), while Mr. Rule's \$525,000 climbed over the 1973 remuneration by \$182,000 (up 53%).

An ABC spokesman said additional compensation in each case was based on ABC's stockholder-approved Key Employees Incentive Compensation Plan, whose distributions in turn depend on ABC's financial results in any given year. "And we had a record year in 1974, as you know," he said, adding that

all officers and employees who are participants in that plan enjoyed incentive compensation increases as a result of the 1974 performance. ABC's 1974 earnings from continuing operations were up 10% to \$49.9 million on revenues that rose 12% to \$986,040,000 (BROADCASTING, March 3).

Trailing Mr. Goldenson and Mr. Rule in total compensation for 1974 are RCA Chairman Robert W. Sarnoff and CBS Inc. Chairman William S. Paley. RCA's proxy issued last month shows that in 1974 Mr. Sarnoff's total remuneration was \$483,500, consisting of \$326,000 salary and \$157,500 incentive, of which \$52,500 was paid and \$105,000 is to be earned out in two annual installments (BROADCASTING, March 17). CBS Inc.'s proxy showed that Mr. Paley's \$450,000 in total compensation in 1974 consisted of \$225,000 in salary and \$225,000 in additional pay, of which \$208,125 was paid and \$16,875 deferred (BROADCASTING, March 31).

The ABC proxy also reports that Everett H. Erlick, senior vice president and general counsel of ABC Inc., received \$104,791 in salary and \$110,000 in added compensation; I. Martin Pompadur, president of ABC Leisure Group I, \$100,000 in salary and \$100,000 in added compensation; Walter A. Schwartz, president of ABC Leisure Group II, \$99,800 in salary and \$90,000 in added pay; Robert D. Krestel, vice president, finance, \$100,000 in salary and \$80,000 in additional compensation and Frederick S. Pierce, president of ABC Television, \$92,863 in salary and \$80,000 in additional remuneration.

The annual meeting of ABC stockholders will be held at the company's studios at 7 West 66th Street, New York, on May 20. On the agenda are proposals to amend and continue the key employees incentive compensation plan and to approve the 1975 restricted stock bonus plan.

As goes ABC-TV, so goes ABC Inc.

Profits sag for parent is blamed on costs of new programs and lower prices of prime-time shows

ABC Inc.'s first-quarter earnings dropped 29% to \$7,049,000 on a 9% rise in revenues to \$250,893,000, Chairman Leonard H. Goldenson and President Elton H. Rule reported last week.

They blamed the earnings decline primarily on "the costs associated with the introduction of six new prime-time series on the ABC-TV network during the first quarter of 1975 and the lower prime-time ratings in the fourth quarter of 1974 which adversely affected sales in the first quarter."

But they said they "are encouraged by the recent ratings improvement in the prime-time program schedule, which has been revised since January," and "also anticipate that the company's second-quarter earnings comparisons on a year-to-year basis will show marked improve-



Messrs. Rule (l) and Goldenson

ment relative to first quarter comparisons."

Messrs. Goldenson and Rule said the ABC-owned TV stations recorded flat revenues and lower profits as a result of the fourth-quarter sag in ABC-TV network ratings, but that in the latest Nielsen rating sweeps all five stations were first in their markets among adults aged 18-49.

ABC's radio operations, they said, "reported very sizable gains in revenues and earnings"; recorded music businesses declined in profits but should "regain their upward momentum in subsequent quarters"; theaters had flat revenues and a drop in profits, and magazines gained in both revenues and profits, as did the company's leisure parks in Florida.

The quarter's net earnings, representing 41 cents a share, were down from \$9,993,000 or 60 cents a share in the same period of 1974.

Cox Broadcasting has higher first-quarter revenues, earnings

Cox Broadcasting Corp.'s broadcasting division showed a 7% gain in revenues and a "modest" increase in operating profits for the quarter ended March 31 as compared with the same period a year ago. The first-quarter report put the company's total net income at \$2,192,000 or 38 cents a share, up 7% from \$2,046,000 or 35 cents a year ago, on total operating revenues that increased 9% to \$22,825,000 from the 1974 first quarter's \$20,869,000.

CBC President Clifford M. Kirtland Jr. said of broadcasting, the company's major division, that "the softness in local and national spot advertising that began during mid-quarter has continued. Because of the short notice advertisers now give before placing advertising with radio and television, it is difficult to project CBC's broadcasting performance for the 1975 second quarter."

Mr. Kirtland said the company's Bing Crosby Productions had first-quarter gains in revenues and pretax earnings, thanks to receipts from both theatrical and TV (ABC) showings of the movie

"Walking Tall," and that "The Reincarnation of Peter Proud," released in March, is also expected to be profitable; that the publishing division had good gains in revenues but a decline in operating income, primarily because of development costs associated with new publications, and that auto-auction operations showed strong gains in revenues and pretax earnings that should continue in the second quarter.

First-quarter net income of Cox Cable Communications, of which CBC owns 56.2%, was said to have increased 25%, with CBC's share coming to \$344,000 as against \$276,000 in 1974's first quarter.

CCC wins a point

Opponents to P&S merger drop suit, agree to exchange

Combined Communications Corp. has settled out of court the suit brought against it last year by a group of Pacific and Southern Broadcasting Co. stockholders, who opposed the merger of their company into CCC (BROADCASTING, Nov. 18, 1974). The merger had been consummated earlier (BROADCASTING, Sept. 2, 1974).

The suit, filed in federal district court in Delaware, had sought the cancellation of the \$36.45-million merger and damages totaling \$6,181,064. The plaintiffs, DeSales Harrison, former president of P&S, his five children and Eugene Keogh, had charged that certain P&S and CCC board members had conspired to mislead P&S stockholders as to the status of the merger.

Together, the plaintiffs held about 10% of P&S's outstanding stock and were seeking damages equaling \$24 for each share held. That price was considerably higher than the going price for P&S shares at the time of the merger, which was about \$5.50. The merger transaction was executed at the exchange rate of one CCC share for every .6924 P&S share held.

Under the terms of the settlement, the plaintiffs withdrew their dissent to the merger and gave their P&S shares to Combined Communications. Some of the plaintiffs chose to receive immediately

CCC shares based on the previously announced exchange ratio. Others, including DeSales Harrison, received the right exercisable over the next four years to take CCC shares on the same basis or to receive \$21.10 in cash for each CCC share on June 29, 1979.

The market value of CCC stock today is over \$14 and Ray Topham, vice president of finances at CCC, submitted that the company expects its stock to rise above \$21.10 over the next four years.

CCC said it agreed to the settlement after studying the estimated costs required to pursue the case in court.

CCC is a Phoenix-based group broadcaster and outdoor advertising firm.

Programs and cable rebound at Warner

First quarter is turnaround from losses of early last year

Warner Communications Inc.'s television and cable-TV operations moved from operating losses in the first quarter of 1974 to pre-tax profits in this year's first quarter, while the company's total net income reached a near-record \$14,254,000, second only to the 1974 first quarter's \$15,839,000.

Revenues from TV film leasing rose from \$10,444,000 a year ago to \$12,865,000, with pretax income from TV distribution totaling \$1,577,000 as against a \$516,000 loss in the first quarter last year. CATV revenues, via Warner Cable Corp., increased to \$9,043,000 from \$7,297,000 and a \$74,000 profit replaced a year-ago loss of \$545,000. Revenues from records, tapes and music publishing gained 1% to \$71,993,000 but pretax income from these operations declined from \$13,694,000 to \$10,673,000 for the quarter, though the company said "substantial improvement" began in March and is continuing.

Warner credited the TV operations' swing to profitability to increased income from TV leases of feature films and to "certain cost efficiencies in ongoing series production."

Warner's total revenues for the quarter were put at \$171,289,000 as against \$175,417,000 a year ago.

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
American TV & Comm.	9 mo. 3/31	24,603,907	+ 26.8%	1,738,926	+ 30.9%	.42	19,437,798	1,327,112	.32
Capital Cities Comm.	3 mo. 3/31	39,580,000	+ 33.1%	5,038,000	+ 19.3%	.65	29,738,000	4,222,000	.55
Communications Properties	3 mo. 1/31	4,507,642	+ 44.5%	(312,831)		.07	3,118,445	67,633	.01
Comsat	3 mo. 3/31	36,475,000	+ 12.6%	12,692,000	+ 16.5%	1.27	32,380,000	10,891,000	1.09
Dun & Bradstreet	3 mo. 3/31	133,371,000	+ 13.4%	9,577,000	+ 1.2%	.36	117,656,000	9,460,000	.36
Media General	3 mo. 3/31	33,557,000	- 16.9%	1,796,000	- 38.1%	.50	40,403,000	2,899,000	.81
Metromedia	3 mo. 3/30	50,424,031	+ 9.2%	1,031,138		.16	46,193,255	(753,786)	.12
Multimedia Inc.	3 mo. 3/31	12,047,616	- 4.4%	1,227,270	- 10.7%	.28	12,601,426	1,375,065	.31
Reeves Telecom Corp.	yr. 12/31	341,000	- 61.5%	5,928,000	+ 74.6%	2.48	1,198,000	794,000	.32
Storer Broadcasting	3 mo. 3/31	25,861,000	+ 5.2%	2,114,000	+ 7.8%	.44	24,570,000	2,043,000	.41
Teleprompter	yr. 12/31	86,809,000	+ 13.1%	(7,335,000)		(.44)	76,723,000	(29,746,000)	(1.70)
J. Walter Thompson	3 mo. 3/31	30,080,000	+ 18.0%	(716,000)		.27	25,495,000	(2,049,000)	(.77)
Viacom Internat'l	3 mo. 3/29	9,962,000	+ 15.7%	660,000	+ 22.0%	.18	8,610,000	541,000	.14
Wrather Corp.	yr. 12/31	19,725,253	- 3.7%	(8,232,582)		(3.69)	20,475,733	113,771	.05

* Change too great to be meaningful.

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. April 23	Closing Wed. April 16	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low				
Broadcasting												
ABC	ABC	N	20 7/8	19 7/8	+ 1	+	5.03	28 3/8	12 3/8	7	17,129	357,567
CAPITAL CITIES	CCB	N	40	38 1/2	+ 1 1/2	+	3.89	40	19 1/2	14	7,164	286,560
CBS	CBS	N	48 3/4	45	+ 3 3/4	+	8.33	48 3/4	20 1/8	13	28,092	1,369,485
CONCERT NETWORK***	O		1/8	1/8			.00	7/8	1/8		2,200	275
COX	COX	N	19 3/8	18 1/4	+ 1 1/8	+	6.16	19 1/2	9 3/8	10	5,831	112,975
GROSS TELECASTING	GGG	A	10 3/4	10 3/4			.00	13 5/8	6 3/8	7	800	8,600
LIN	LINB	O	6 3/8	7	- 5/8	-	8.92	7	2	6	2,297	14,643
MOONEY*	MOON	O	2 1/2	2 1/2			.00	3 5/8	1	7	385	962
RAHALL	RAHL	O	5 1/8	4 7/8	+ 1/4	+	5.12	6	1 3/4	11	1,297	6,647
SCRIPPS-HOWARD	SCRIP	O	17 3/4	17 1/4	+ 1/2	+	2.89	17 3/4	13 1/2	7	2,589	45,954
STARR	S8G	M	4	4			.00	9	3 1/4	3	1,091	4,364
STORER	S8K	N	16 1/8	16 1/2	- 3/8	-	2.27	17 3/8	10 7/8	8	4,717	76,061
TAFT	TFB	N	23 1/2	23 3/8	+ 1/8	+	.53	23 1/2	10 3/4	8	4,011	94,258
WOODS COMM.*	O		1/2	1/2			.00	1 1/4	1/4	4	292	146
TOTAL										77,895	2,378,497	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 1/2	1 1/4	+ 1/4	+	20.00	2 1/2	3/4	9	1,265	1,897
AVCO	AV	N	4 1/2	4 3/8	+ 1/8	+	2.85	8 7/8	2 1/8	13	11,481	51,664
BARTLELL MEDIA	BMC	A	1 3/8	1 1/4	+ 1/8	+	10.00	2 3/8	5/8	2	2,257	3,103
JOHN BLAIR	BJ	N	4 1/2	4 1/2			.00	7 1/2	3 1/2	15	2,403	10,813
CAMPTOWN IND.***	O		1/8	1/8			.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	4 1/8	3 7/8	+ 1/4	+	6.45	4 1/4	1 1/2	8	4,162	17,168
COMBINED COMM.	CCA	N	14 1/8	14 1/4	- 1/8	-	.87	16 1/8	5 1/8	9	4,568	64,523
COWLES	CWL	N	7	6 3/4	+ 1/4	+	3.70	7 1/8	3 7/8	6	3,969	27,783
DUN & BRADSTREET	DNB	N	28 3/4	29 7/8	- 1 1/8	-	3.76	36	14 5/8	19	26,509	762,133
FAIRCHILD IND.	FEN	N	6 7/8	6 3/4	+ 1/8	+	1.85	6 7/8	3 3/4	5	4,550	31,281
FUQUA	FQA	N	5 7/8	5 5/8	+ 1/4	+	4.44	10 3/4	3 1/8	5	7,273	42,728
GANNETT CO.	GCI	N	34 1/2	34	+ 1/2	+	1.47	38 1/4	20 1/2	23	21,080	727,260
GENERAL TIRE	GY	N	13 1/2	13 3/4	- 1/4	-	1.81	18 1/4	10 1/4	4	21,953	296,365
GLOBETROTTER	GLBTA	O	3	3			.00	4 3/4	7/8	7	2,731	8,193
GRAY COMMUN.*	O		6	6			.00	8 1/2	5	4	475	2,850
HARTE-HANKS	HMN	N	14 5/8	14 1/2	+ 1/8	+	.86	14 5/8	6	10	4,340	63,472
JEFFERSON-PILOT	JP	N	32 1/2	34	- 1 1/2	-	4.41	38 1/4	20 1/2	13	24,188	786,110
KAISER INDUSTRIES*	KI	A	8 5/8	8 7/8	- 1/4	-	2.81	8 7/8	4 1/4	8	27,486	237,066
KANSAS STATE NET.*	KSN	O	3 1/2	3 5/8	- 1/8	-	3.44	3 7/8	2 3/4	6	1,741	6,093
KINGSTIP	KTP	A	3 3/4	4	- 1/4	-	6.25	6 3/4	1 1/2	9	1,154	4,327
KNIGHT-RIDDER	RPI	N	28 1/4	28 1/4			.00	28 1/4	9 1/4	18	8,305	234,616
LAMB COMMUN.***	P		1 1/4	1 1/4			.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	16 5/8	16 1/8	+ 1/2	+	3.10	16 5/8	10 3/4	10	3,352	55,727
LIBERTY	LC	N	9 7/8	10 1/4	- 3/8	-	3.65	15 5/8	7 1/8	5	6,598	65,155
MCGRAW-HILL	MHP	N	10 3/4	10 1/2	+ 1/4	+	2.38	10 3/4	5 1/2	9	23,291	250,378
MEDIA GENERAL	MEG	A	27 7/8	26 1/8	+ 1 3/4	+	6.69	27 7/8	15 1/2	11	3,552	99,012
MEREDITH	MDP	N	10 5/8	10 5/8			.00	11 1/2	8	4	2,984	31,705
METROMEDIA	MET	N	11 1/8	9 3/4	+ 1 3/8	+	14.10	11 1/8	4 1/2	11	6,539	72,746
MULTIMEDIA	MMED	O	13	13 1/4	- 1/4	-	1.88	14 1/4	8 3/4	8	4,390	57,070
NEW YORK TIMES CO.	NYKA	A	11 3/4	11	+ 3/4	+	6.81	13 3/4	6 7/8	7	10,231	120,214
OUTLET CO.	OTU	N	12	12 1/8	- 1/8	-	1.03	12 1/8	7	5	1,379	16,548
POST CORP.	POST	O	6	6 1/4	- 1/4	-	4.00	15 1/2	4 3/4	4	882	5,292
PSA	PSA	N	5	4 3/4	+ 1/4	+	5.26	10	3 3/4	10	3,181	15,905
REEVES TELECOM	RBT	A	1 1/4	1 1/4			.00	1 3/4	5/8	21	2,387	2,983
ROLLINS	ROL	N	17 1/4	18 7/8	- 1 5/8	-	8.60	19 3/4	6 1/2	13	13,341	230,132
RUST CRAFT	RUS	A	6 3/8	6 7/8	- 1/2	-	7.27	10 1/4	5 1/8	5	2,341	14,923
SAN JUAN RACING	SJR	N	6 5/8	7	- 3/8	-	5.35	13 3/8	5 1/2	5	2,509	16,622
SCHERING-PLOUGH	SGP	N	59 3/8	61 1/4	- 1 7/8	-	3.06	74 3/8	44 3/4	26	53,823	3,195,740
SONDERLING	SDB	A	7	6 3/8	+ 5/8	+	9.80	10	3 1/2	5	731	5,117
TECHNICAL OPERATIONS	TD	A	4 5/8	4 3/4	- 1/8	-	2.63	6 3/4	2 3/8	4	1,344	6,216
TIMES MIRROR CO.	TMC	N	17 5/8	17 1/2	+ 1/8	+	.71	17 3/4	9 1/4	10	31,385	553,160
WASHINGTON POST CO.	WPD	A	24 1/4	23	+ 1 1/4	+	5.43	24 1/2	14 3/4	8	4,750	115,187
WOMETCO	WOM	N	11 1/2	10 5/8	+ 7/8	+	8.23	11 1/2	6 1/4	8	5,947	68,390
TOTAL											368,440	8,378,402

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	12 1/2	10	+	2 1/2	+	25.00	19 1/4	5 1/2	24	3,299	41,237
ATHENA COMM.**		O	1/4	1/4			.00	1 1/4	1/8			2,374	593
BURNUP & SIMS	BSIM	O	5 3/8	4	+	1 3/8	+	34.37	24 1/8	2 1/2	10	7,933	42,639
CABLECOM-GENERAL	CCG	A	4 3/4	4 1/4	+	1/2	+	11.76	4 3/4	1 1/2	11	2,560	12,160
CABLE FUNDING*	CFUN	O	5 1/4	5 3/4	-	1/2	-	8.69	7 3/8	3 7/8	131	1,121	5,885
CABLE INFO.		O	1/2	1/4	+	1/4	+	100.00	1 1/4	1/8	1	663	331
CITIZENS FIN.**	CPN	A	32 5/8	1 1/8	+	31 1/2	+	2800.00	32 5/8	7/8	18	2,697	87,989
COMCAST*		O	2	2			.00	3	3/4		8	1,705	3,410
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 3/4	+	1/8	+	7.14	3 3/8	1	23	4,761	8,926
COX CABLE	CXC	A	14 3/8	12	+	2 3/8	+	19.79	15 1/4	3 3/4	24	3,560	51,175
ENTRON***	ENT	O	3/4	3/4			.00	1	3/8		5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	10 5/8	11	-	3/8	-	3.40	17 1/8	5/8	6	7,060	75,012
GENERAL TV*		O	1/4	1/4			.00	1 1/2	1/4		13	1,000	250
SCIENTIFIC-ATLANTA	SFA	A	13 1/4	12	+	1 1/4	+	10.41	13 1/4	4	13	963	12,759
TELE-COMMUNICATION	TCOM	O	2 5/8	2	+	5/8	+	31.25	5 3/4	7/8	2	5,181	13,600
TELEPROMPTER	TP	N	5 1/8	5 3/8	-	1/4	-	4.65	8 1/4	1 3/8	2	16,604	85,095
TIME INC.	TL	N	44 3/4	42 1/4	+	2 1/2	+	5.91	44 3/4	24 7/8	9	9,957	445,575
TOCOM*	TOCM	O	1 7/8	2	-	1/8	-	6.25	4 7/8	1 3/4	4	634	1,188

	Stock symbol	Exch.	Closing Wed. April 23	Closing Wed. April 16	Net change in week	% change in week	1974 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
UA-COLUMBIA CABLE	UACC	D	10 1/2	9 3/4	+	3/4	+	7.69	10 1/2	3 3/4	16	1,787	18,763
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	7 3/4	6	+	1 3/4	+	29.16	7 3/4	2 5/8	11	3,688	28,582
VIKOA**	VIK	A	1 7/8	1 1/4	+	5/8	+	50.00	4	1/2	2	2,534	4,751
TOTAL										86,190	947,736		

Programming

COLUMBIA PICTURES	CPS	N	8 1/8	8 1/4	-	1/8	-	1.51	8 1/4	1 5/8	31	6,748	54,827
DISNEY	DIS	N	44 3/4	48 7/8	-	4 1/8	-	8.43	54 1/2	18 3/4	27	29,755	1,331,536
FILMWAYS	FWY	A	5 3/8	5 1/8	+	1/4	+	4.87	6	2 1/8	7	1,812	9,739
FOUR STAR			1/4	1/4				.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	34 1/2	34 1/4	+	1/4	+	.72	34 1/2	18 3/8	5	14,470	499,215
MCA	MCA	N	54	59 1/4	-	5 1/4	-	8.86	59 1/4	19 1/4	9	8,465	457,110
MGM	MGM	N	14 1/4	14 3/4	-	1/2	-	3.38	32 1/2	9 1/4	3	4,870	69,397
TELE-TAPE****	O		1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.*	O		4 3/8	5	-	5/8	-	12.50	5	1 1/4	9	943	4,125
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 3/4	10 5/8	+	1/8	+	1.17	11	4 1/2	11	7,532	80,969
WALTER READE**	WALT	O	1/4	3/8	-	1/8	-	33.33	1/2	1/8		4,467	1,116
WARNER	WCI	N	14	15 1/8	-	1 1/8	-	7.43	18 1/2	6 7/8	6	16,317	228,438
WRATHER	WCO	A	3 5/8	3 3/4	-	1/8	-	3.33	8 1/8	1 1/4	45	2,229	8,080
TOTAL												165,470	3,314,067

Service

88DO INC.	O	14 1/4	14 1/4				.00	15 1/4	10	6	2,513	35,810	
COMSAT	CO	N	34 1/2	35 1/2	-	1	-	2.81	40 3/8	23 3/4	8	10,000	345,000
DOYLE DANE BERNBACH	DOYL	O	8 3/4	8 5/8	+	1/8	+	1.44	11 1/2	5 5/8	5	1,815	15,881
ELKINS INSTITUTE***	ELKN	O	1/8	1/8			.00	5/8	1/8		1,897	237	
FOOTE CONE & BELDING	FCB	N	8 3/8	8 1/8	+	1/4	+	3.07	11 1/4	5 3/8	6	2,042	17,100
GREY ADVERTISING	GREY	O	6 3/4	6 5/8	+	1/8	+	1.88	8 3/8	5 5/8	4	1,255	8,471
INTERPUBLIC GROUP	IPG	N	15 7/8	15 1/4	+	5/8	+	4.09	15 7/8	8 1/8	5	2,319	36,814
MARVIN JOSEPHSON*	MRVN	O	4 3/8	6 3/4	-	2 3/8	-	35.18	8 1/2	3 1/4	3	802	3,508
MCI COMMUNICATIONS	MCIC	O	2 1/4	2 1/4			.00	6 1/2	1		13,339	30,011	
MOVIELAB	MOV	A	1 1/8	1 1/8			.00	1 5/8	1 1/2	7	1,407	1,582	
MPO VIDEOTRONICS	MPO	A	2 5/8	2 3/4	-	1/8	-	4.54	2 3/4	1	4	539	1,414
NEDHAM, HARPER	NDHMA	O	4 7/8	5 1/2	-	5/8	-	11.36	7 1/2	3 5/8	3	918	4,471
A. C. NIELSEN	NIEL8	O	17 3/8	19 7/8	-	2 1/2	-	12.57	28	7 3/8	17	10,598	184,140
OGILVY & MATHER	OGIL	O	19 1/2	20 1/2	-	1	-	4.87	23 1/2	10	7	1,807	35,236
J. WALTER THOMPSON	JWT	N	5 7/8	5 3/4	+	1/8	+	2.17	12	4 1/4	17	2,624	15,416
UNIVERSAL COMM.***	O		1/4	1/4			.00	3/4	1/8		715	178	
TOTAL											54,590	735,271	

Electronics/Manufacturing

AMPEX	APX	N	4 7/8	4 3/4	+	1/8	+	2.63	5 3/8	2 1/4	5	10,885	53,064
CCA ELECTRONICS***	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/8	1	8	2,324	4,067
COHU, INC.	COH	A	2 3/8	2 1/8	+	1/4	+	11.76	3 7/8	1 1/4	10	1,619	3,845
CONRAC	CAX	N	19 1/8	19	+	1/8	+	.65	21	10	8	1,261	24,116
EASTMAN KODAK	EASKD	N	99 3/4	102 1/2	-	2 3/4	-	2.68	102 1/2	63	26	161,331	16,092,767
GENERAL ELECTRIC	GE	N	45	48	-	3	-	6.25	65	30	13	182,120	8,195,400
HARRIS CORP.	HRS	N	18 1/4	19 1/8	-	7/8	-	4.57	33 1/2	13 1/8		6,175	112,693
INTERNATIONAL VIDED	IVCP	O	3	2 3/4	+	1/4	+	9.09	7 1/2	1 1/4	38	2,730	8,190
MAGNAVOX	MAG	N	6 1/4	6 3/4	-	1/2	-	7.40	9 7/8	3 3/4	7	17,799	111,243
3M	MMM	N	57 3/4	54 5/8	+	3 1/8	+	5.72	80 1/2	44 1/8	22	113,831	6,573,740
MOTOROLA	MOT	N	54 1/4	55	-	3/4	-	1.36	61 7/8	34 1/8	22	28,053	1,521,875
OAK INDUSTRIES	OEN	N	7 7/8	7 7/8				.00	12 7/8	5 1/4	3	1,639	12,907
RCA	RCA	N	15 3/4	16 1/4	-	1/2	-	3.07	21 1/2	9 7/8	11	74,463	1,172,792
ROCKWELL INTL.	ROK	N	19 3/8	19 1/2	-	1/8	-	.64	28 3/8	18 3/8	5	30,802	596,788
RSC INDUSTRIES	RSC	A	2	2				.00	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	10 1/4	10 1/8	+	1/8	+	1.23	29 7/8	4 3/4	21	172,500	1,768,125
TEKTRONIX	TEK	N	32 1/2	34 1/8	-	1 5/8	-	4.76	47 3/4	18 1/2	13	8,651	281,157
TELEMATION	TMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.***	O		9	9				.00	9	2 1/2	56	475	4,275
VARIAN ASSOCIATES	VAR	N	9 1/4	9	+	1/4	+	2.77	13 1/4	6	9	6,838	63,251
WESTINGHOUSE	WX	N	14 5/8	14 5/8				.00	26	8 1/2	47	87,770	1,283,636
ZENITH	ZE	N	21 5/8	20 1/8	+	1 1/2	+	7.45	31 5/8	10	17	18,797	406,485
TOTAL											935,452	38,298,492	

GRAND TOTAL 1,688,037 54,052,471

Standard & Poor's Industrial Average

97.3 97.5 -0.2

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

Jack Decker, general manager of WHEC-TV Rochester, N.Y., named president of licensee WHEC Inc., subsidiary of Gannett Co. He succeeds late **C. Glover DeLaney** (BROADCASTING, Feb. 24).

Dorothy Brincefield, manager, equal opportunity programs, International Telephone & Telegraph, New York, named director, equal opportunity programs, ABC Inc., New York.

George R. Francis Jr., general sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., named station manager.

Christian R. Caggiano, assistant manager-local sales manager, WHWH(AM) Princeton, N.J., named general manager, WINE-AM-FM Brookfield, Conn.

John W. Hagerman, promotion manager, William B. Tanner Co., Memphis, named general manager, WOMI(AM)-WBKR(FM) Owensboro, Ky.

J. Thad McKinney, station manager, KAMB(FM) Merced, Calif., named to same post, KECR(FM) El Cajon, Calif.

Tom Foster, music director-assistant program director, WEZE(AM) Boston, named director of operations, WMEX(AM) Boston.

Frederic A. Williams, coordinator of regional offices, Office of Public Affairs, Cornell University, Ithaca, N.Y., named administrative assistant to owner and executive officer, Park Broadcasting Inc., Ithaca, group station owner.

Annette Leiderman, presentation writer, CBS Television Network Sales, named manager, press relations, CBS Television Stations Division, New York.

Selma Perelman, editor-media consultant, Massachusetts Institute of Technology, Cambridge, named information assistant, Pennsylvania Public Television Network, Hershey, Pa.

Virginia Monahan, media director, Smith, Smith, Baldwin & Carlberg advertising-public relations, Houston, elected president, Houston chapter of American Women in Radio and Television. **June O. Kodatt**, director, media-continuity acceptance, WTVT(TV) Tampa-St. Petersburg, Fla., elected president, AWRT Florida Hurricane chapter.

Broadcast Advertising

Jeff Dorf, general sales manager, WRC(AM)-WKYS(FM) Washington, named general sales manager, WQIV(FM) New York.

Joe Parish, sales manager, WIND(AM) Chicago, named general sales manager.

Norton Spitzer, sales representative, KFBK-AM-FM Sacramento, Calif., named sales manager.



New man in town. CBS Television Stations' new Washington bureau chief got a capital sendoff last week at a party attended by, among others, Senator Jacob Javits (R-N.Y.), here extending congratulations to honoree **Bill Eames**, the former news director of KNXT(TV) Los Angeles. At right: **D. Thomas Miller**, president of the owned stations division. In the background: **Mrs. Javits** and CBS Washington Vice President **Richard Jencks**.

W. Howard Jernigan, executive VP-general manager, WNOR-AM-FM Norfolk, Va., named general sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C. **Claire Russell Shaffner**, in sales, WAYS, named local sales manager.

Paul Merschorf, account executive, KBHK-TV San Francisco, named national sales manager, KGSC-TV San Jose, Calif.

Vince Williams, account executive, KIDD-

IRTS's state. International Radio and Television Society Inc., New York, has announced following nominations for officers for fiscal year 1975-76. For president, **Jerome Feniger**, Horizon Communications Corp. For first VP: **Giraud Chester**, Goodson-Todman Productions. For three VP slots: **Eleanor S. Applewhaite**, CBS Inc.; **Roy Danish**, Television Information Office; and **Richard A. O'Leary**, ABC-owned TV stations. For secretary: **Jerome S. Boros**, Fly, Shuebruk, Blume & Gaguine. For treasurer: **John C. Moler**, WRFM(FM) New York. For board of governors (two-year term): **Gene Accas**, **Leo Burnett**; **Ralph M. Baruch**, Viacom International Inc.; **Charles DeBare**, ABC-owned AM radio stations; **Joseph Dougherty**, Capital Cities Communications Inc.; **Archa Knowlton**, General Foods Corp.; **D. Thomas Miller**, CBS TV stations division; **Stanley H. Moger**, SFM Media Services Corp.; **Charles H. Tower**, Corinthian Broadcasting Corp.; and **Arthur A. Watson**, WNBC-TV New York.

(AM) Monterey, Calif., named general sales manager.

Richard A. Pike, media director, J. W. Thompson Co., San Francisco, and **Robert H. Judd** and **Thomas Mabley III**, copywriters and creative group heads, JWT, New York, elected VP's.

Terrence K. O'Leary, account supervisor; **Lewis G. Pringle**, management supervisor; **Roger S. Smith**, director of personnel and **Matthew F. Walsh**, account supervisor, BBDO, New York, elected VP's. **Milton H. Strasser**, Eastern sales manager of American International Television, named sales manager of TV syndication division of media department of BBDO New York.

Roland Abrams, sales executive, WOKY(AM) Milwaukee, named retail sales director.

Irv Adelsberg, media director, E. A. Korchnoy Ltd., New York, named associate media director, S. Jay Reiner Co., Carle Place, N.Y.

William A. Moulder, writer and account executive, Rustad Robertson Advertising, Madison, Wis., named chief copywriter, J.F.P. & Associates Inc., Duluth, Minn.

Karen J. Gagliardi, manager of information services, Avco Television Sales, New York, named promotion staff assistant at The Katz Agency, New York.

Newly elected officers, National Federation of Advertising Agencies, Sarasota, Fla.: **George P. Crumbley Jr.**, president of Crumbley Robertson Riley Advertising, Atlanta, president; **James S. Wattenmaker**, Wattenmaker Advertising, Cleveland, executive VP; **John A. Garrigues**, Ross, Journey and Associates, Salt Lake City, VP; and **Joel Freedman**, J. S. Freedman Advertising, Cincinnati, treasurer.

James W. Evans, director of sales development, WTAR-AM-FM-TV Norfolk, Va., retires May 1 after 25 years in broadcast management.

Programing

Gary Sanders, sports director, WAPI-AM-FM-TV Birmingham, Ala., named program director, WAPI-AM-FM.

Edward Andre, production manager, WPRI-TV Providence, R.I., named to same post, WCVB-TV Boston.

Ernest W. Baur, director, WMAL-TV Washington, named producer-director, WTOP-TV Washington.

Tom Edwards, producer-director, WJZ-TV Baltimore, named to same post, WTMJ-TV Milwaukee.

Kent Harman, operations manager, KSHO-TV Las Vegas, named executive director of production and sales, Global Productions, video-tape sales and production firm, Las Vegas.

Bob Rossow, station manager, WROR-(AM)-WCOP(FM) Boston, named VP-national sales, customer services division, Viewlex Inc., New York, record and tape production firm.

David Russell, head of own production firm, D/R Productions, Los Angeles, named VP-manager, N.B.E. Productions, new Los Angeles office. **Francis Grumman**, head of Atrium Films, his own Los Angeles firm, named director-camera-man, N.B.E., Los Angeles.

Rene Cantu, newswriter and producer, KGO-TV San Francisco, named bilingual program producer and announcer, KNTV-(TV) San Jose, Calif.

Bobby Wooten, program director, KAYO-(AM) Seattle, retires after 12 years with station.

Broadcast Journalism

Ernest Leiser, executive producer for *ABC Evening News* and *Reasoner Report*, and with CBS News from 1953 to 1972, rejoins CBS News, New York, as senior producer.

Ken Tiven, managing editor, WSB-TV Atlanta, named news director.

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

James R. Polk, investigative reporter, *The Washington Star*, named to same post, NBC News, Washington.

S. Peter Neumann, producer, Dutch National Television and Radio, Hilversum, The Netherlands, named director of news and public affairs, WBKB-TV Alpena, Mich.

Eleanor Schano, anchorwoman, WHC-TV Pittsburgh, named news and special assignment reporter, KDKA-AM-FM Pittsburgh.

Janice Coleman, newscaster, WQUA(AM) Moline, Ill., named to same post, WLS(AM) Chicago.

Cable

Robert J. Lewis, president, Cablecom-General Inc., Denver, named executive VP, Intertie Inc., Irvine, Calif., cable firm.

Equipment & Engineering

Harvie E. Schwartz Jr., manager of engi-

neering laboratory, Goldmark Communications, New York, named manager of technical operations, Byron Motion Pictures, Washington.

W. Paul Warnock, VP-finance-international operations, Electronics Memories and Magnetics, elected VP-finance, Tele-mation Inc., Salt Lake City.

Allied Fields

Jerry Gooze, with Lawrence Welk's *Vogue-T. B. Harms* music publishers, named membership representative, American Society of Composers, Authors and Publishers, Hollywood.

David Crane, associate editor, noncommercial KQED-TV San Francisco, named associate, Entertainment Response Analysts, San Francisco media research firm.

Death

V. J. Steele Sr., 77, founder and board chairman of Owensboro On The Air Inc. [WVJS(AM)-WSTO(FM) Owensboro, Ky.], and among originators of Owensboro Cablevision, died April 15 in Fort Lauderdale, Fla. He is survived by his wife, Pauline, four sons and three daughters.

For the Record®

As compiled by BROADCASTING, April 14 through April 18 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 license

Broadcast Bureau granted following license covering

new station:

■ *WEDY New Haven, Conn., Connecticut Educational Television Corp. (BLET-372). Action April 7.

AM application

■ Roosevelt, Utah—Golden Circle Broadcasting seeks 1250 khz, 5 kw-D. P.O. address: East Hwy. 40, Roosevelt, Utah 84066. Estimated construction cost \$39,974; first-year operating cost \$49,489. Format: Easy listening, contemporary, C&W. Principals: Joe A., Jimmie N. and Tommie E. Reidhead (each 20%) own cement products and ranching and land development companies. Morris J. Jones (20%) is sales engineer for electronics manufacturer. Jay S. Monson (20%) is manager of KBYU-FM Brigham Young University, Provo, Utah. Ann. April 16.

AM starts

■ WPSC Pageland, S.C.—Authorized program operation on 1510 khz, 500 kw-D. Action April 3.

■ WEQO Wartburg, Tenn.—Authorized program operation on 1220 khz, 500 w-D. Action April 8.

FM applications

■ Tuscaloosa, Ala.—Tri-Cities Broadcasting Co. seeks 92.7 mhz, 3 kw., HAAT 196 ft. P.O. address: Box 1896, Tuscaloosa, Ala. 35401. Estimated construction cost \$41,245; first-year operating cost \$18,000; revenue \$18,000. Format: R&B, popular. Principals: E. O. Roden (45%) is banker and real estate investor. Zane D. Roden (27%) is director of finance company. Edmond Payne (27%) is general manager of WTUG(AM) Tuscaloosa, Ala. E. G. Roden owns WBIP(AM) Booneville, Miss. and CP for FM in same city and shares ownership of WTUP(AM) Tupelo, Miss., WGCM(AM)-WTAM-(FM) Gulfport, Miss., WBOP-AM-FM Pensacola, Fla., WTUG(AM) Tuscaloosa, WOKJ(AM)-WJM1-(FM) Jackson, Miss., with Zane Roden and Mr. Payne. Ann. April 15.

■ Liberty Ky.—Radio Station WKDO seeks 105.5 mhz, 3 kw., HAAT 204 ft. P.O. address: Box B, Liberty, Ky. 42539. Estimated construction cost \$25,500; first-year operating cost \$8,800; revenue \$12,000. Format: standard pop. country and gospel. Principal: Carlos Wesley (100%) owns and manages WKDO(AM) Liberty, Ky. Ann. April 17.

■ Auburn, Me.—Great Down East Wireless Talking Machine Co. seeks 100.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 1401, Lowell, Mass. 01853. Estimated construction cost \$30,997; first-year operating cost \$28,490; revenue \$40,000. Format: Btfl mus. Principals: Arnold S. Lerner (43%) is general manager and has interest in WLLH(AM)-WSSH-(FM) Lowell, Mass. and 70% interest in WSSH-(AM) Newport, R.I. Ronald R. Frizzell (43%) is employee of WLLH(AM)-WSSH(FM). Myer Feldman (14%) is Washington attorney and has interest in WADK(AM) WWBA-AM-FM St. Petersburg, Fla. and WOCN(AM) Miami. Ann. April 17.

■ Allegan, Mich.—Allegan County Broadcasters seeks 100.9 mhz, 3 kw., HAAT 278 ft. P.O. address: 706 E. Allegan, Otsego, Mich. 49078. Estimated construction cost \$41,722; first-year operating cost \$12,584; revenue \$18,000. Format: variety. Principal: Robert V. Doll (100%) owns WAOP(AM) Otsego, Mich. and has interest in WTRF-AM-FM Greensburg, Ind. Ann. April 17.

■ Sauk Centre, Minn.—Dairyland Broadcasters seeks 94.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 123

**NOTE
NEW
ADDRESS**



**EDWIN TORNBERG
& COMPANY, INC.**

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766

West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

Central Ave., Long Prairie, Minn. 56347. Estimated construction cost \$49,414; first-year operating cost \$39,960; revenue \$70,000. Format: MOR, C&W. Principal: Ken Eidenschink (100%) owns and manages KEYL(AM) Long Prairie. Ann. April 17.

■ Crete, Neb.—Airwaves Broadcasting Services seeks 103.9 mhz, 3 kw., HAAT 246 ft. P.O. address: 1367 33rd Ave., Columbus, Neb. 68601. Estimated construction cost \$19,900; first-year operating cost \$46,000; revenue \$40,000. Format: Standard-pop, polka. Principals: Joseph L. Stavas (30%) is general manager and part owner of KTTT-AM-FM Columbus, Neb. Donald L. Robson (30%) owns insurance and realty company and has interest in KTTT-AM-FM and KGEK(AM)-KYOT(FM) Sterling, Colo. William C. Whitlock (30%) has interest in KTTT-AM-FM, KGEK(AM)-KYOT(FM) and KUVR-AM-FM Holdrege, Neb. Ronald L. Kruse (10%) is sales manager of KTTT-AM-FM. Ann. April 17.

■ Fishkill, N.Y.—Wappingers Central School District seeks 88.5 mhz, 10 w., HAAT 50 ft. P.O. address: Remsen Ave., Wappingers Falls, N.Y. 12590. Estimated construction cost \$1,000; first-year operating cost \$1,000. Principal: John A. Ditton, instructor, John Jay High School. Ann. April 17.

■ Toppensish, Wash.—Radio Broadcasters seeks 92.7 mhz, 466 w., HAAT minus 35 ft. P.O. address: Box 350, Toppensish, Wash. 98948. Estimated construction cost \$3,750; first-year operating cost \$450; revenue \$4,950. Principal: Donald R. Nelson (100%) owns KENE(AM) Toppensish. Ann. April 15.

FM actions

■ Calais, Me.—WQDY Inc. Broadcast Bureau granted 92.7 mhz, 3 kw., HAAT 300 ft. P.O. address: 281 Main St., Calais. Estimated construction cost \$46,523; first-year operating cost \$3,180; revenue not given. Format: contemp./MOR. Principals: Robert E. and Mildred Smith (99.9%), et al. own WQDY(AM) Calais and WHOU(AM) Houlton, both Maine. Mr. and Mrs. Smith also have 99.9% interest in WMKR(AM) Millinockett, Me. (BPH-9245). Action April 11.

■ Houlton, Me.—WHOU Inc. Broadcast Bureau granted 100.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 71, Houlton 04730. Estimated construction cost \$54,599; first-year operating cost \$3,500; revenue not given. Format: pops/C&W. Principals: Robert E. and Mildred Smith (99.9%), et al. own WQDY(AM) Calais and WHOU(AM) Houlton. Mr. and Mrs. Smith also have 99.9% interest in WMKR(AM) Millinockett, Me. (BPH-9243). Action April 8.

■ Portageville, Mo.—New Madrid County Broadcasting Co. Broadcast Bureau granted 106.3 mhz, 3 kw., HAAT 230 ft. P.O. address: Box 250, Portageville, Mo. 63873. Estimated construction cost \$24,203; first-year operating cost \$6,000; revenue \$8,000. Format: C&W, gospel. Principal: J. Shelby McCallum (100%) owns KMIS(AM) Portageville, WCBL-AM-FM Benton, Ky. and has 1/2 interest in WABD-AM-FM Fort Campbell, Ky. (BPH-8073). Action April 18.

■ Alice, Tex.—Norman Broadcasting Corp. Broadcast Bureau granted 92.1 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 731, Alice 78332. Estimated construction cost \$66,086; first-year operating cost \$21,250; revenue \$53,000. Format: Spanish. Principal: Robert N. Aylin Sr. (100%) owns KOPY(AM) Alice and KCFH(AM) Cuero, Tex. (BPH-9158). Action April 17.

FM starts

■ *WFIT Melbourne, Fla.—Authorized program operation on 91.5 mhz, TPO 10 w. Action April 3.

■ *WUIC Chicago—Authorized program operation on 88.1 mhz, TPO 10 w. Action April 7.

■ *WNRC Dudley, Mass.—Authorized program operation on 91.1 mhz, TPO 10 w. Action April 3.

■ WLRQ Whitehall, Mich.—Authorized program operation on 95.3 mhz, ERP 1.5 kw, HAAT 410 ft. Action April 4.

■ WGOT Newton, Miss.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 158 ft. Action April 3.

■ KDKD-FM Clinton, Mo.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 177 ft. Action April 8.

■ *WBMU-FM Asheville, N.C.—Authorized program operation on 91.3 mhz, TPO 10 w. Action April 3.

■ WCIG Mullins, S.C.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 237 ft. Action April 3.

■ *KETR Commerce, Tex.—Authorized program operation on 88.9 mhz, ERP 7.1 kw, HAAT 224 ft. Action April 1.

■ KVEL-FM Vernal, Utah—Authorized program operation on 92.7 mhz, ERP 1.3 kw, HAAT 426 ft. Action April 2.

■ WWMH Minocqua, Wis.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 154 ft. Action April 2.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WMLN-FM Milton, Mass., Curry College (BLED-1345). Action April 3.

■ *WSPS Concord, N.H., St. Paul's School (BLED-1303). Action April 3.

Ownership changes

Applications

■ WOBS(AM) Jacksonville, Fla. (1360 khz, 5 kw-D)—Seeks assignment of license from Mel-Lin Inc. to WWBA Inc. for \$175,000. Seller: Mel-Lin, Lawrence Picus, president, wishes to acquire WMBR(AM), Jacksonville, now pending before FCC. Buyers: Myer Feldman (75%) is attorney and has interest in WWBA-AM-FM St. Petersburg, WOCN(AM) Miami, all Fla., and WADK(AM) Newport, R.I. Edward Winton (25%) also has interest in WWBA-AM-FM and WOCN.

■ WWSC-AM-FM Glens Falls, N.Y. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Seeks transfer of control of Normandy Broadcasting Corp. from Gretchen D. Lynch, executrix of estate of John B. Lynch (100% before; none after) to Thomas M. Lawson, trustee (none before; 100% after). Ann. April 18.

■ WANB(AM) Waynesburg, Pa. (1580 khz, 250 w-D)—Seeks transfer of control of Commonwealth Broadcasters from James E. Pattison (90% before; none after) to Kenneth R. Strawberry (5% before; 95% after). Consideration: \$15,000. Principals: James E. Pattison wishes to devote time to other interests. Kenneth R. Strawberry formerly held interest in station in Pennsylvania and is special assistant to U.S. Department of State. Ann. April 17.

■ WGOE(AM) Richmond, Va. (1590 khz, 5 kw-D)—Seeks assignment of license from WGOE Inc. to WGOE Radio for \$230,000. Seller: Fred A. Grewe has controlling interest in WEIF(AM) Moundsville, W. Va. Buyers: Carr P. (50%) and Barry P. Coffman (40%). Carr Coffman has interest in trucking, trailer and real estate firms in Richmond. Ann. April 16.

■ WAUK-AM-FM Waukesha, Wis. (AM: 1510 khz, 10 w-D, DA; FM: 106.1 mhz, 19.5 kw)—Seeks assignment of license from Zondervan Broadcasting Corp. to Stebbins Communications for \$450,000. Seller: Zondervan Broadcasting is subsidiary of Zondervan Corp., publisher, and licensee of WJBL-AM-FM Holland, Mich. Buyers: Mrs. M. Earlene Stebbins (51%) and son, Paul M. Stebbins (49%) have formed new corporation. Ann. April 16.

Actions

■ *KPOO(FM) San Francisco (89.5 mhz, 245 w)—Broadcast Bureau granted transfer of control of Poor Peoples' Radio from William Wade, Cese McGowan, Lorenzo Milam and Sherman Ellison (100% before; none after) to Ed Ashley, Jose Castellar, David Whitaker, George Kelsey, Karen Howze, Terry Collins and Jaymi Goodenought (none before; 100% after). Consideration: none. Principals: Representatives of community service organizations (BTC-7519). Action April 14.

■ WAVS(AM) Fort Lauderdale, Fla. (1190 khz, 5 k, DA-D)—Broadcast Bureau granted assignment of license from Lauderdale Broadcast to Radio WAVS Inc. for \$375,000. Seller: Gordon Sherman, president. Buyers: Jordan E. Ginsberg, building management company owner; Roy H. Bresky, ophthalmologist; Jordan S. Cohen, owner of real estate company (33% each); et al. (BAL-8346). Action April 14.

■ WKID(TV) Fort Lauderdale, Fla. (ch. 51)—Broadcast Bureau granted involuntary transfer of control of Channel 51 Inc. from Recreation Corp. of America, Dr. Donald Manuel and Miami Mission Association to Herbert S. Freehling, receiver in bankruptcy (BTC-7726). Action April 14.

■ WCBR-AM-FM Richmond, Ky. (AM: 1110 khz, 250 w-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of J. T. Parker Broadcasting Corp. from Lewis P. Young (50% before; none after) to J. T. Parker (50% before; 100% after). Principal: J. T. Parker owns WCOG(AM) Kingsport, Tenn. and has interest in WLRV(AM) Lebanon, Va. (BTC-7695). Action April 4.

■ WESX(AM) Salem, Mass. and WJDA(AM) Quincy, Mass. (1230 khz, 1 kw-D and 1300 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Television and Radio Broadcasting Corp. from Ruth S. Asher, executrix of estate of James D. Asher to Ruth S. Asher (71%) (BTC-7659). Action April 14.

■ KTXR(FM) Springfield, Mo. (101.5 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Meyer-Barneby Communications from Thomas A. Barneby (30% before; none after) to Kenneth E. Meyer (30% before; 60% after). Consideration: \$73,000 (BTC-7691). Action March 27.

■ WDKX(FM) Rochester, N.Y. (103.9 mhz, 8 kw)—Broadcast Bureau granted assignment of permit from Kelaki Agency Inc. to Monroe County Broadcasting Co. Name change following merger. (BAPH-575). Action April 14.

■ KYLE-FM Temple, Tex. (104.9 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from Texas Radio Corp. to KTEM Radio Inc. for

\$60,000. Seller: Charles H. Gillespie, vice president. Buyer: Clint Formby (45%), Marshall Formby (45%) et al. Messrs. Clint and Marshall Formby have interest in KPAN(AM) Hereford, KLVF(AM) Levelland. KTEM(AM) Temple and KTBB(AM) Tyler, all Texas (BAHL-2041). Action April 14.

Facilities changes

TV actions

■ *KAKM Anchorage—Broadcast Bureau granted mod. of CP to make changes in ant. structure (decrease height); change ant. height to 143 ft. (BTPET-841). Action April 14.

■ KXTV Sacramento, Calif.—Broadcast Bureau granted request for authority to operate trans. by remote control from 400 Broadway, Sacramento and CP to change type of trans. (BRCTV-242, BPCT-4835). Action April 7.

■ WATU-TV Augusta, Ga.—Broadcast Bureau granted CP to change studio location to Pine Log Rd., Beech Island, S.C. (BPCT-4810). Action March 28.

■ WTOG-TV Savannah, Ga.—Broadcast Bureau granted CP to install aux. trans. at main trans. location (BPCT-4834). Action April 9.

AM applications

■ WLS Chicago—Seeks CP to change ant.-trans. location to Grance St. and Fullerton Ave., Addison, Ill. and install new trans. Ann. April 17.

■ WTTL Madisonville, Ky.—Seeks CP to change ant.-trans. location to Ky. 262, 2.5 miles west of Madisonville. Ann. April 16.

■ KALV Alva, Okla.—Seeks CP to change ant.-trans. and studio location to one mile north of Alva city limits and .2 miles east of Hwy. 281. Ann. April 17.

■ WHYL Carlisle, Pa.—Seeks CP to make changes in MEOV's. Ann. April 17.

AM actions

■ WHOW Clinton, Ill.—Broadcast Bureau granted CP to make changes in ant. system; conditions (BP-19897). Action April 8.

■ WFTN Franklin, N.H.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans., change studio location to westerly side of Sanborn St., Franklin and delete remote control (BP-19828). Action April 11.

■ WJRI Lenoir, N.C.—Broadcast Bureau granted CP to change ant.-trans. location to Morganton Blvd., S.W., Lenoir (BP-19915). Action April 8.

■ WPVL Painesville, Ohio—Broadcast Bureau granted CP to relax MEOV's for daytime operation (BP-19903). Action April 8.

■ KGFF Shawnee, Okla.—Broadcast Bureau granted CP to change ant.-trans. and studio location to MacArthur and Bryan Sts., Shawnee; conditions (BP-19879). Action April 8.

■ KWJJ Portland, Ore.—Broadcast Bureau granted mod. of CP to make changes in MEOV's for nighttime array (BMP-13951). Action April 8.

■ WCMN Arecibo, P.R.—Broadcast Bureau granted CP to install new alternate main trans. (BP-19894). Action April 8.

■ WELK Charlottesville, Va.—Broadcast Bureau granted CP to install new alternate main trans. (BP-19896). Action April 8.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KVML Sonora, Calif. (BP-19,662) March 31 and WTTN Watertown, Wis. (BP-19,521) April 3.

FM applications

■ *KAHR Fremont, Calif.—Seeks modification of CP to change frequency to 90.5 mhz. Ann. April 18.

■ WZZM-FM Grand Rapids, Mich.—Seeks to change trans. location to 645 Three Mile Rd., N.W., Walker, Mich.; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; HAAT 311 ft. and add circular polarization to ERP. Ann. April 18.

■ WSTS Laurinburg, N.C.—Seeks to change trans.; change ant.; make changes in ant. system (increase height); change TPO and HAAT: 600 ft. Ann. April 18.

■ *WNAZ-FM Nashville—Seeks CP to change frequency to 89.1 mhz; change ant.-trans. and studio location to Tidwell Faculty Center, S.E. Cor. Lester Ave. and Hart St., Nashville; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 1.0 kw and

HAAT: 150 ft. Ann. April 18.

■ WNUW Milwaukee, Wis.—Seeks CP to change studio location to 200 N. Jefferson St., Milwaukee; operate by remote control from proposed studio site; install new trans.; install new ant.; change TPO; ERP: 50 kw and HAAT: 448 ft. Ann. April 15.

FM actions

■ KOLA San Bernardino, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 31 kw; ant. height 1630 ft. (BPH-9309). Action April 8.

■ WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change trans.; ERP 100 kw; ant. height 320 ft; conditions (BMPH-14440). Action April 8.

■ KULA Waipahu, Hawaii—Broadcast Bureau granted mod. of CP to change trans. location to Palehu Rd., six miles west of Waipahu township and site of trans. bldg., Palehua, Hawaii; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP 100 kw, and ant. height 1630 ft.; remote control from main studio at 94-1088 Farrington Hwy., Waipahu; condition (BMPH-14371). Action April 11.

■ WPME Pascagoula, Miss.—Broadcast Bureau granted mod. of CP to change trans.-studio location to Dale Ave., Escatawpa, Miss.; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP 2.2 kw; ant. height 345 ft. (BMPH-14395). Action April 11.

■ WONA-FM Winona, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to just off U.S. Hwy. 51, 1.25 miles south of downtown Winona; ERP 2.5 kw; ant. height 185 ft.; conditions (BMPH-14441). Action April 8.

■ KMTY-FM Clovis, N.M.—Broadcast Bureau granted CP to make changes in transmission line; ERP 100 kw; ant. height 230 ft.; remote control permitted (BPH-9314). Action April 8.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KFMH Muscatine, Iowa (BPH-9162) April 2; KSKG Salina, Kan. (BPH-9131) April 3; WGBI-FM Scranton, Pa. (BPH-8082) April 8; WQRB Pittsfield, Mass. (BPH-9163) April 8; WWEZ Cincinnati (BPH-9239) April 3; *KUSD-FM Vermillion, S.D. (BPH-1736) April 7 and WZID Manchester, N.H. (BPH-8894) April 8.

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Designated for hearing

■ Newark, N.J., AM proceeding: Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—Broadcast Bureau designated for hearing six mutually exclusive applications seeking authority to operate deleted facilities of WNJR Newark, N.J. Issues to be determined include whether Community Group, Fidelity Voices, W.M.E.D. Associates and Venture III are financially qualified to operate and ascertainment efforts made by Fidelity Voices and W.M.E.D. Associates. Action April 16.

Procedural rulings

■ Philadelphia, Miss., FM proceeding: Philadelphia Broadcasting Co. and H & G C Inc., competing for 102.3 mhz (Docs. 20219-20)—ALJ Jay A. Kyle rescheduled hearing from April 22 to April 29. Action April 15.

■ Monticello, N.Y., FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ Jay A. Kyle scheduled further hearing conference for April 21. Action April 15.

■ Edna, Tex., AM proceeding: International Broadcasting Corp. (KWKH[AM] Shreveport, La.) petition to deny Cosmopolitan Enterprises (KWBY[AM] Edna) CP for 5 kw (Doc. 20075)—Chief ALJ Arthur A. Gladstone changed site of hearing from Washington to Victoria, Tex. Action April 15.

■ St. George, Utah, AM proceeding: Julie P. Miner and Albert L. Crain, competing for 890 khz (Docs. 20252-3)—ALJ James F. Tierney on motion by Albert L. Crain, continued hearing from May 13 to May 20. Action April 9.

■ Suffolk, Va., FM proceeding: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20268-70)—ALJ Chester F. Naumowicz Jr. continued hearing from April 29 to June 2. Action April 11.

Dismissed

■ WJXT-TV Jacksonville, Fla., renewal proceeding: Post-Newsweek Stations, Florida (Docs. 20305-8)—ALJ Forest L. McClenning granted motion by Trans-Florida Television and dismissed its application with prejudice; dismissed motions by Post-Newsweek for production of documents by Trans-Florida and opposition by Trans-Florida. Action April 14.

Joint agreement

■ Hanford, Calif., FM proceeding: Kennebec Western Broadcasting Co. and Willson Broadcasting Co., competing for 103.7 mhz (Docs. 20266-7)—ALJ Chester F. Naumowicz Jr. granted joint request by applicants; dismissed application of Kennebec with prejudice and granted application of Willson. Action April 10.

Initial decisions

■ Birmingham, Ala., renewal proceeding: Hertz Broadcasting of Birmingham (WENN-AM-FM) and Johnston Broadcasting Co. (WJLD[AM]-WJLN-FM) (Docs. 19874-5)—ALJ James F. Tierney granted application of Johnston Broadcasting Co. for renewal of licenses in initial decision. Judge also ordered Johnston to forfeit \$1,000 for its overall violations of FCC rules and Communications Act. In same decision, judge retained in hearing status, applications of Hertz Broadcasting of Birmingham, for renewal of licenses. Ann. April 14.

■ 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 application of William F. Wallace and Anne K. Wallace for construction permit for new FM in initial decision. Action April 17.

Fines

■ KBBA(AM) Benton, Ark.—Broadcast Bureau ordered Benton Broadcasting Co. to forfeit \$300 for repeated violation of rules by failing to make required performance measurements. Action April 4.

■ KFAY(AM) Fayetteville, Ark.—Broadcast Bureau ordered Big Chief Broadcasting Co. of Fayetteville to forfeit \$2,000 for repeated failure to observe terms of station authorization and rules by operating with full daytime power during presunrise periods and by logging conflicting information about presunrise operating power. Action April 8.

■ KMYC(AM) Marysville, Calif.—Broadcast Bureau ordered California First Broadcasting Corp. to forfeit \$200 for repeated violation of rules for failure to file financial report. Action April 8.

■ WALM(AM) Marshall, Mich.—Broadcast Bureau notified Triad Stations that it incurred apparent

liability for forfeiture of \$2,000 for willful and repeated violation of rules by failing to calibrate remote ant. ammeters; failing to provide operator of proper grade in actual charge of transmitting system; failing to insure that entries in operating log were made by properly licensed operators; failing to make quarterly inspection of tower lights and associated tower lighting control devices, indicators and alarm system; failure to make weekly field strength measurements and various log violations. Action April 4.

■ KWRL(AM) Reno, Nev.—Broadcast Bureau notified Transierra Media that it incurred apparent liability for forfeiture of \$500 for willful or repeated failure to observe rules by failing to make required equipment performance measurements and failure to file with commission annual financial report. Action April 4.

■ WWIL(AM) Wilmington, N.C.—Broadcast Bureau notified The Progressive Broadcasting Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to maintain trans. output power within prescribed tolerance. Action April 4.

■ WDNE(AM) Elkins, W. Va.—Broadcast Bureau ordered Marja Broadcasting Corp. to forfeit \$1,500 for repeated failure to observe rules by failing to have operators holding at least third class radiotelephone operator permit endorsed for broadcast station operation on duty and in actual charge of transmitting equipment, and various log violations. Action April 4.

Other actions

■ FCC denied several petitions for reconsideration of its action denying numerous petitions for refund of fees, other than cable TV annual fees, paid under 1970 fee schedule. Petitioners primarily repeated arguments made in initial refund petitions. Action April 17.

■ WCOV(TV) Montgomery, Ala.—FCC denied petition by WCOV Montgomery for reconsideration of FCC's grant of application of WTVY(TV) Dothan, Ala. for authority to increase ant. height and grant of application of WSLA(TV) Selma, Ala. for authority to increase trans. power. Broadcast Bureau found no factual allegations for possible destructive UHF impact to WCOV as result of grants and that grants would provide substantial public service benefits. Action April 17.

Allocations

Actions

FCC took following actions on FM allocations:

■ Broadcast Bureau proposed assigning first channels to 12 communities throughout United States. Action would assign ch. 288A to Davis, Calif.; 292A to Ankeny, Iowa; 252A to Emmetsburg, Iowa; 280A to Hiawatha, Kan.; 257A to Frankfort, Mich.; 228A to Howell, Mich.; 292A to Jewett, Ohio; 292A to New Lexington, Ohio; 292A to Ottawa, Ohio; 288A to Selmer, Tenn.; 276A to Copperas Cove, Tex.; and 272A to Yoakum, Tex. Proposals were in response to petitions by Christian Communications, B. Rex Stamford, Richard C. Dorf and Bruce Horrigan, John Fallon Schad Jr., Ivar T. Wedin, Michael Carter, WHMI(AM) Howell, Mich., William A. Brackney, Triplett Broadcasting Co., WDTM-AM Selmer, Tenn. and Lloyd E. Kolbe. Action March 31.

■ Lompoc, Calif.—Broadcast Bureau proposed assigning ch. 265A to Lompoc as community's second FM assignment, in response to petition by KKOK(AM) Lompoc. Action April 15.

■ Snowmass Village, Colo.—Broadcast Bureau proposed assigning ch. 269A to Snowmass Village, as community's first FM assignment. Action was in response to petition by Rainbow Associates. Action April 15.

■ Marshfield and Tisbury, Mass.—FCC assigned ch. 240A to Marshfield and ch. 224A to Tisbury as those communities' first FM assignments. Commission deleted ch. 240A from Falmouth, now occupied by WVOI-FM Tisbury, leaving ch. 270 as Falmouth's only FM assignment. Actions were result of rulemaking notice adopted on request of Marshfield Broadcasting Co. Ann. April 17.

■ Oklahoma—Broadcast Bureau proposed assigning ch. 265A to Sapulpa as its first FM assignment, in response to petition by KXOJ Sapulpa. Bureau said in order to adopt KXOJ's proposal, ch. 285A would have to be substituted for unoccupied and unapplied for ch. 265A at Bristow which would require substitution of ch. 232A for ch. 285A at Okmulgee. Although Brewer Communications has been granted CP for station on ch. 285A at Okmulgee, Broadcast Bureau pointed out that CP was conditioned on outcome of this rulemaking proceeding. Action April 15.

■ Sharpville, Pa.—FCC assigned ch. 240A to Sharpville as that community's first FM assignment. Broadcast Bureau proposed assignment in rulemaking notice in response to petition by WFAK(AM) Farrell, Pa. Action April 17.

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Summary of broadcasting

FCC tabulations as of March 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,410	3	23	4,436	47	4,483
Commercial FM	2,619	0	46	2,665	154	2,819
Educational FM	705	0	35	740	90	830
Total radio	7,734	3	104	7,841	291	8,132
Commercial TV	698	1	10	709	50	759
VHF	507	1	4	512	8	520
UHF	191	0	6	197	42	239
Educational TV	221	9	12	242	11	253
VHF	89	3	3	95	4	99
UHF	132	6	9	147	7	154
Total TV	919	10	22	951	61	1,012

* Special temporary authorization

** Includes off-air licenses

■ Mitchell, S.D.—Broadcast Bureau proposed assigning either ch. 296A, 290 or 297 to Mitchell, S.D. in addition to or in place of present 272A Mitchell assignment. Action was in response to petition by KORN(AM) Mitchell (RM-2348). Action April 2.

■ Hoquiam, Wash.—Broadcast Bureau proposed substituting ch. 237A for ch. 280A at Hoquiam, Wash. Action was in response to petition by KGHO-AM-FM Hoquiam, requesting assignment of either ch. 241 or ch. 237A in place of ch. 280A. Action April 15.

■ La Crosse, Wis.—Broadcast Bureau proposed assigning ch. 269A to La Crosse as that community's fourth FM assignment. Action was in response to petition by WIZM(AM) La Crosse. Action April 15.

TV Albuquerque, N.M. (BPTT-2779). Action April 7.

■ K49AA Inyokern, Armitage Field and portions of Ridgecrest and China Lake, Calif.—Broadcast Bureau granted CP for translator on ch. 49, rebroadcasting KVCR-TV San Bernardino, Calif. (BPTT-2705). Action April 4.

■ Long Valley, Calif.—Application for CP by Mono County Service, Tax District No. 1 dismissed at request of applicant (BPTTV-4842). Ann. April 15.

■ K69AU El Huerfano and Nagezi, N.M.—Broadcast Bureau granted CP for translator on ch. 69, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2784). Action April 7.

■ K76CB Indian Village and Fort Wingate, N.M.—Broadcast Bureau granted CP for translator to change frequency from ch. 76 to ch. 57; change call letters to K57AL (BPTT-2786). Action April 1.

■ K66AN Tohatchi, N.M.—Broadcast Bureau granted CP for translator on ch. 66, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2782). Action April 7.

■ K69AV Cottage Grove, Ore.—Broadcast Bureau granted CP for translator on ch. 69, rebroadcasting KPTV Portland, Ore. (BPTT-2731). Action April 1.

■ K67AP Navajo Mountain, Utah and Page, Ariz.—Broadcast Bureau granted CP for translator on ch. 67, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2783). Action April 7.

Rulemaking

Action

■ FCC amended rules by increasing authority delegated to Chief of Field Operations Bureau. It said action should help reduce commission's workload of routine cases. Rules were amended to allow all matters of routine nature involving commercial radio operator license applications and petitions and those not presenting novel questions of law or policy to be processed at staff level unless particular matter warrants referral to commission. Action April 1.

Translators

Application

■ Northern Television, Pipeline Pump Station #10 and #3, Alaska—Seeks ch. 12, rebroadcasting KFAR-TV and KTVF Fairbanks, both Alaska (BPTTV-5264-5). Ann. April 17.

Actions

■ K58AG Redrock, Ariz. and Newcomb, N.M.—Broadcast Bureau granted CP for translator on ch. 58, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2778). Action April 7.

■ K60AT Sawmill, Ariz.—Broadcast Bureau granted CP for translator on ch. 60, rebroadcasting KNME-

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Peninsula Cable Television Corp. of Menlo Park, unincorporated areas of San Mateo, Calif. (CAC-4012); Ozark Community Cable TV, Lutesville, Mo. (CAC-4129); Gulf Coast Cablevision, Gautier, Miss. (CAC-4202); Key-White Video, Milton (CAC-4267), unincorporated areas of Cabell county (CAC-4268) and unincorporated areas of Putnam county (CAC-4269), all West Virginia; Warner Cable of Nashua, Nashua, N.H. (CAC-4402); Warner Cable of Berlin, Gorham (CAC-4403) and Berlin (CAC-4404), both New Hampshire; Cablevision of Greensboro, Greensboro, N.C. (CAC-4544); Baucse Cable Associates, Elkton, Va. (CAC-4563); Connecticut River Cable TV Co., Old Saybrook (CAC-4574), Westbrook (CAC-4575), Clinton (CAC-4576), Deep River

(CAC-4577), Essex (CAC-4578), Chester (CAC-4579), Killingworth (CAC-4580), Haddam (CAC-4581) and Durham (CAC-4582), all Connecticut; El Cerrito Video System, El Cerrito, Calif. (CAC-4614); Colonial Cablevision of Burlington, Burlington, Mass. (CAC-4615); Colonial Cablevision of Stoughton, Stoughton, Mass. (CAC-4616); Colonial Cablevision of Woburn, Woburn, Mass. (CAC-4617); Caddo-Bossier Cablevision, Shreveport, La. (CAC-4624); Hawkeye Communications, Corning, Iowa (CAC-4698); Russell County Cablevision, Jamestown (CAC-4745), Russell Springs (CAC-4746) and unincorporated areas of Russell county (CAC-4747), all Kentucky; Monticello Cable Co., Monticello (CAC-4749), and unincorporated areas of Wayne county (CAC-4750), both Kentucky; Mount Kisco Communications, Mount Kisco (CAC-4583, CAC-4790), Bedford (CAC-4584, CAC-4791), both New York; North Bay Cable Television, Vallejo (CAC-4586) and unincorporated areas of Solano county (CAC-4587), both California; Platte County Communications, Lake Waukomis, Mo. (CAC-4629); Diversified Communications, Lisbon, N.H. (CAC-4635); Uvalde Television Cable Corp., Uvalde, Tex. (CAC-4673); Smyth Cable Co., Smyth county, Va. (CAC-4711); Centex Cable Co., Haskell, Tex. (CAC-4758); Mid-Florida Cablevision, Volusia county, Fla. (CAC-4787); Lake Telephone Co., Memorial Point Community, Tex. (CACR-6); Centre Video Corp., Stowe township (CACR-12) and McKees Rock borough (CACR-13), both Pennsylvania; Cablevision of Salisbury, Salisbury, N.C. (CAC-2208); Sammons Communications, Harrisburg (CAC-3276) and Susquehanna township (CAC-3294), both Pennsylvania; Tele-Media Co. of Lake Erie, West Unity, Ohio (CAC-3534); Coeur d'Alene Cablevision, Coeur d'Alene, Idaho (CAC-3688); Redwood Cablevision, Fortuna (CAC-3711); Rio Dell (CAC-3712) and unincorporated areas of Humboldt county (CAC-3806), all California; Inter-County Television Enterprise, North Hempstead, N.Y. (CAC-2493); Florida Gold Coast Cable TV, Dania, Fla. (CAC-2955); Sammons Communications, West Hanover (CAC-3293); Penbrook (CAC-3295) and Paxton (CAC-3296), all Pennsylvania; Peninsula Cablevision Corp., Reddingtown Shores, Fla. (CAC-3504); Cobb Cherokee Communications, areas of Cherokee county (CAC-4039) and Woodstock (CAC-4040), both Georgia; Hamburg TV Cable, Leesport borough, Pa. (CAC-4309); Cablevision of Oyster Bay, Oyster Bay, N.Y. (CAC-4317) and Scottsbluff Cable TV, Gering, Neb. (CAC-4557).

■ Maricopa county, Ariz.—FCC dismissed application for certificate of compliance by Arizona Cable TV, to extend existing system to all unincorporated areas of Maricopa county and to add two signals, and directed applicant to comply with rules with regard to operations in Paradise Valley, Ariz. and unincorporated areas of Maricopa county within thirty days of order (CAC-2774). Action April 11.

■ Tempe, Ariz.—FCC dismissed the application for certification by Central Arizona Television (CAC-286). Action April 17.

■ Reddingtown Shores, Fla.—Request by Peninsula Cablevision Corp. for authority to carry WXLTV-TV Sarasota, Fla. denied because carriage is inconsistent with rules. Application otherwise granted (CAC-3504). Action April 11.

■ Gibson City, Ill.—FCC granted Cable Television Co. of Illinois certificate of compliance to add WSNS-TV Chicago and delete WCUI-TV Chicago from system located in Springfield-Decatur-Champaign, Ill., major market (CAC-4637). Action April 11.

■ Maryland—FCC granted applications of Caltec for certification to begin operations in 21 communities in Baltimore county. Applications were filed as result of FCC decision last year in which Caltec's application for certificate of compliance for single system in Baltimore county was denied without prejudice to submission of separate applications for various separate and distinct communities within county. Randallstown, Catonsville, Pikesville, Woodlawn-Woodmore, Arbutus, Landsdowne-Baltimore Highlands, Edgemere and unincorporated area in Baltimore county are located in Baltimore and Washington major TV markets. Caltec proposed to provide following broadcast signals: WMAR-TV, WBAL-TV, WJZ-TV, WBFF, *WMPB Baltimore; WRC-TV, WTTG, WMAL-TV, WTOP-TV, WDCA-TV, *WETA-TV Washington; *WWPB-TV Hagerstown, *WNVT Goldvein, Va.; WOR-TV, WPIX New York and *WITF-TV Hershey, Pa. (CAC-2521). Action April 17.

■ Marble Hill and Lutesville, Mo.—FCC granted Ozark Community Cable TV applications for certificates of compliance to begin service at Marble Hill and Lutesville, located in Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill., major market and carry KFVS-TV Cape Girardeau, Mo., WPDS-TV Paducah, Ky., WSIL-TV Harrisburg, Ill., KPLR-TV St. Louis, WDXR-TV Paducah, *WSIU-TV Carbondale, Ill. and KETC St. Louis. Granted waiver of access channel requirements until partial or shared access might become feasible, but required Ozark to construct system with capacity to convert to twenty channels and with capacity for two-way communications (CAC-4129-4130). Action April 11.

■ Colonie, Guiderland and Watervliet, N.Y.—Application by Capitol District Better TV and Capitol Cablevision Systems for certificates of compliance dismissed at request of applicant (CAC-4123, 4125, 4128). Action April 11.

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BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

SUBSCRIBER SERVICE

- ☐ 3 years \$60
- ☐ 2 years \$45
- ☐ 1 year \$25
- Canada Add \$4 Per Year
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- ☐ 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- ☐ 1975 Yearbook \$20.00 (If payment with order: \$17.50)
- ☐ Payment enclosed
- ☐ Bill me

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Computer Products. Manager Market Research. National Market Research company is seeking a Manager of Computer Products. This is an opportunity for a product oriented manager who prefers a dynamic, growth environment. We need a degree or equivalent experience preferably in Computer Science, Marketing, or Business Administration. We also need five plus years experience primarily in market research or a related field that includes computer utilization, management science or EDP process. Radio/TV Advertising media experience a definite plus. If this matches your profile, send us a resume including salary history to: Box D-195, BROADCASTING.

Looking for your first management opportunity? Need strong salesperson that can take over Sales Management 120 days after joining our staff. Start \$10,000 salary. Over-ride added as Sales Manager. Three to four years successful sales background required. Ethnic station Top 100 market. Complete resume to Box D-202, BROADCASTING.

General Manager for KLYX, Houston. Mature experienced successful station operator for one of America's most dynamic growth markets. Base plus % cash flow. All inquiries to J. Amatore, P.O. Box 5333, Ft. Lauderdale, FL 33310. Confidentiality protected.

Help Wanted Sales

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.

Medium market station is looking for a full time salesperson, male or female, experience necessary. Please send list of references and job track record. An equal opportunity employer. Box D-196, BROADCASTING.

Small market contemporary station needs aggressive self-starting area salesperson who is willing to work. Will assume several good active accounts. Salary, commission and benefits. KRFS, Superior, NE 68978.

Enjoy the beautiful Finger Lakes. Handle sales and some announcing. Immediate opening. WCGR, P.O. Box 155, Canandaigua, NY 14424.

Dynamic, self-starter needed, must be capable of building Sales Department. Exclusive format. Salary plus commissions. Call or write: Fred Miller, WDCS, Portland, ME 04101. 207-774-9816.

Immediate opening to replace \$20,000 a year commission salesperson who has been promoted within the company. References and successful track record a must. Contact Arnold Lerner, WLLH/WSSH, Lowell, MA 01853, 617-458-9486.

Experienced Salesperson for 5000 Watt, full time Modern Country Station. Send information to Ronald Eubanks, WWUN, P.O. Box "E" Delta Station, Jackson, MS 39213.

Experienced Salesperson, WXIT, call Bob Knightstep, 304-342-4166.

Radio Sales, Northern California. McClatchy Broadcasting has opening at KBEE, Modesto, California for a radio time sales person. Experience essential. Permanent, full time position, excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, 21st & Q Streets, Sacramento, CA 95816. An Equal Opportunity Employer.

We're looking for a pro, a full-time Account Executive to assume an established account list. We have power and product. 100,000 Watts with TM Programming. Live in a University city of 30,000 in Arkansas, we're sure you'll like it. Opportunities for advancement unlimited with dynamic corporation. Interested? Write: R. L. Farr, General Manager, Box 1691, Jonesboro, AR 72401.

Christian FM Station, part of large network, looking for hard working, energetic, aggressive sales person. Send complete resume, past income and billing performance, references, and career goals to Mr. Dave Morrow, The Christian Broadcasting Network, Virginia Beach, VA 23463.

Help Wanted Sales Continued

If you missed our ad, page 111 of Broadcasting, April 7, 1975. Check out Sales "Opportunity Unlimited" selling a very unique advertising-merchandizing concept in Wisconsin and Minnesota. Then write Commander Board Sales, Inc., Box 746, 321 S. 3rd, La Crosse, WI 54601.

Help Wanted Announcers

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.

Announcer for Maryland small market station. Also, salesperson or combo announcer-sales. Box D-167, BROADCASTING.

Morning Deejay, more than time, temperature person to anchor medium market. Southern ratings leader. Need swinging evening jock also. Send resume, references to Box D-178, BROADCASTING.

Need nite-person, good in production for Top Station. E.O.E. Must dig personality Top 40. Only dependable people need apply. Box D-203, BROADCASTING.

50,000 Watt FM stereo rocker needs experienced jock for nights. Northeast. Good voice and right attitude a must. 3rd phone. Box D-207, BROADCASTING.

Morning Entertainer. Add personality to format without destroying adult contemporary format. Suburban AM, major market area. Good money. Opportunity to advance to Program Director likely. Box D-211, BROADCASTING.

5000 Watt Top 40 needs First Phone Announcer. Send tape, photo, and resume to KFSB, Box 1395, Joplin, MO 64801. E.O.E.

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.

Five kilowatt fulltime needs announcer for easy listening, news and sports format. Send tape and resume to KWEW, Box 777, Hobbs, NM 88240.

Immediate opening for announcer-program director. Accent on programming and production. Must have first class ticket. WAMD Aberdeen, MD 21001.

Warm, live human being to gently say "Good Morning" to Phila.'s beautiful music people. WDVR, 215-839-7832.

Top 40 DJ. Send air check, resume and recent photo to G. Lane, PD, WMID, Box 1137, Atlantic City, NJ.

South Florida Gulf Coast, new AM-FM, contemporary-MOR has immediate opening for good voice, midday, jock heavy on production. No calls. Send air check, production tape, resume and requirements airmail to WRGI, 935 4th Ave. So., Naples, FL 33940.

WVOJ, Jacksonville's #1, could be your next station if you have a 1st, good pipes and experience. The bread and fringes ain't bad. Tapes and resumes to John Harmon, 1435 Ellis Road, South, Jacksonville, FL 32205. E.O.E.

Need Jazz announcer, expect 1st class, BOT 5 kw AM/FM. Tapes and track record to: Contemporary Productions, 300 S. Alexandria, LA, CA 90020.

5000 Watt full time adult rocker setting up shop in central New England needs program director who knows the role of medium market radio; also need clever morning jock, newperson, salesperson. Tape. Resume to: Steve Fradkin, 22 James Ave., Stoughton, MA 62072.

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.

Small market adult top 40 has immediate opening for DJ/production announcer, call program director at 414-748-5111.

Help Wanted Technical

Southern Indiana AM/FM Stereo—needs chief—new equipment, strong maintenance, all benefits. 6 to 12 hrs. boardwork. Photo and resume to Box D-184, BROADCASTING.

Help Wanted Technical Continued

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. Leenderisen, Bellevue Eastside Radio Ltd., 1200 112th N.E., Bellevue, WA 98004.

Chief for 5 kw Da-D (2 tower) for heavy maintenance and renovation. Metro Atlanta location. Resume to WIIN, 1365 Peachtree NE, Atlanta, GA 30309.

Chief Engineer, automated stereo FM. Mid-West College City. Opportunity to advance within chain of stations. Drawer 14, St. Louis, MO 63188.

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.

Help Wanted News

50,000 Watt'er, Eastern Capital, desires news director. Only experienced apply. Confidential. Resume to Box D-9, BROADCASTING.

Radio newperson to work in 24 hour news operation in midwestern medium market AM-FM combination. We have the top rated modern country station in our area, and we're looking for a solid all around newperson who will fit into a professional established news department. Box D-213, BROADCASTING.

Immediate. Newperson or news director. E.O.E. \$125-180 per week. Tapes, resumes, WROV, Box 4005, Roanoke, VA 24015. 703-343-4444.

Experienced News Director, needed for Public Radio Station in Southcentral Kansas, community of 300,000. Public and/or commercial experience desired. BA Degree required, MA Degree preferred. Strong news production; supervise and train students; teach course in Radio-TV News. Salary \$8,500-\$9,300. Affirmative Action and E.O.E. Send resume and tape to: Prof. Robert M. Smith, Chrm., Department of Speech Communication, Wichita State University, Wichita, KS 67208. Calls accepted at 316-689-3185 or 316-689-3390. No collect calls please.

Help Wanted Programing, Production, Others

Operations Manager for successful beautiful music FM. Full responsibility for copy, traffic, production. Hard-working, organized, efficient, creative person. Send resume, salary requirements to Box D-214, BROADCASTING.

Afternoon production person. Help write copy, record spots, collect and write news. Some air work. Prefer experienced person. Write WKMC, Roaring Spring, PA 16673.

Situations Wanted Management

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.

Wanted: FM in Southeast that can be converted to a Christian format. Write Box D-163, BROADCASTING.

Manager/Investor. Chief Adm./Financial officer. Large Service Corp. seeks return to Broadcasting/News-papers as full time problem solver for small or medium market business. Excellent credentials & references. Family, degree, 40. Interested in reputable operations with solid business and civic goals. Like to help with orwino oains, expertise & capital. Write Box D-169, BROADCASTING.

GM. Sales expert! Creative programer. Ethical executive. Bottom line oriented. Well dressed, but shirt sleeve performance. Any mountains to climb? Box D-200, BROADCASTING.

Will invest \$20,000+ and manage for absentee, semi-retired, or otherwise occupied owner. Experienced. Prefer East. Box D-201, BROADCASTING.

Former GM, have run own ad agency last year, desires small to medium market GM position. 31, degree, 1st FCC. Aggressive in sales and administration. Apt. 84, 1705 South Beach, Daytona Beach, FL 32014.

Situations Wanted Sales

Dynamic salesman in top 10 market seeks opportunity to develop potential as sales manager; have ability, potential, drive and initiative. Box D-120, BROADCASTING.

Situations Wanted Sales Continued

Have many years experience as salesman, morning man, and PBP several sports. Too cold here, want permanent location warmer climate. Prefer Carolinas or So. Virginia. Resume, complete info. on request. Box D-181, BROADCASTING.

Broadcast graduate. Minor in business. Seeking position in Eastern half of country. Box D-190, 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

Female, first phone announcer. Radio or television. News broadcast experience. Strong sports. Network station preferred. Florida or East Coast. Evenings 212-673-0567. Box D-164, BROADCASTING.

Top 40-MOR Personality desires spot in top 30 market. Warm, mature, hip voice and delivery. Good sense of humor. Good ear. Seven years of on-the-air experience, same station. Strong production. 3rd endorsed. Box D-168, BROADCASTING.

Personality radio lives! So do I but only on a decent salary. Humorous, partially insane, original wit. Over a decade in radio and TV. Heavy pipes. Good production. Major market only. Box D-180, BROADCASTING.

Allow me to unleash my creativeness on your listeners. 2 years experience, college degree. An equal opportunity employee. Box D-189, BROADCASTING.

Rock or MOR, 2 1/2 years in Chicago, first phone, college graduate, available immediately. Box D-205, BROADCASTING.

DJ, 3rd phone, tight board, good news and commercials, ready now, anywhere. Box H-5, BROADCASTING.

Experienced Country and MOR. Available now. Sales and Program Director experience also. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 1-414-748-7261.

Announcer, DJ needs break anywhere. Excellent all-rounder, 3rd. Call Maurice Charles 212-469-9713.

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.

Two years experience. B.A. film-theatre background. Multi-faceted. 30, with family. Prefer north-midwest. Will consider all. 616-347-5546 A.M.

Experienced Top 40 Jock, third endorsed seeks air shift and production. Will relocate immediately. Kevin Hogle, 1148 Pleasant Place, Aurora, IL.

Top-40 Entertainer, comes complete with first phone, strong production and heavy experience. Call now for a free sample. 602-881-2487.

I love Hockey! If you're considering broadcasting this exciting, fast-paced sport next year: maybe I'm your man. Three years play-by-play experience. Mike Pittelkow, River Falls, WI. 715-425-7530.

First phone personality, 15 years top ratings in top markets. MOR, country. 714-797-9886.

Dedicated, bright young man with 3 years experience at east coast Pacific station seeking first commercial DJ position. Experience with MOR, contemporary, progressive formats and news. 3rd endorsed. Prefer mid-Atlantic or New England areas, but welcome offers from almost anywhere. Call Philip Sahadi, 212-238-2849. Thanks.

First phone weekend. Western NY, Northwestern Pennsylvania. 6 years: jockin', news, maintenance. 716-372-1759 before 10:15 mornings, after 3:30 evenings.

Experienced, pleasant voiced radio personality looking for a good station to grow with. Will do some sales. Bill Smith, 516-731-6168.

Specs Howard Broadcast graduate, with 3rd endorsed, seeks position as air personality. Good production, creative, willing to relocate. Robert Hollowell, 15266 Cleveland, Allen Park, MI 313-928-5918.

Female DJ, 3rd phone endorsed, Maryland or surrounding states. MOR/CW/Contemporary. Jackie, 301-342-0373. Tape/resume available. Reliable, dedicated.

Three years experience, 3rd May grad., looking for station that needs bright, young communicator. Can handle contemporary, progressive, MOR, top 40. Good production, too. Ken Jennings, 24 Peirce Ave., Everett, MA 02149. 617-387-5221.

Looking Minn or area. Contemp. or Top 40 DJ-MD, experienced. Married, BA, 3rd endorsed. Dedicated. Tom Krause. 402-462-5943.

Situations Wanted Announcers Continued

If you want a young, ambitious college grad. who can start anywhere in your station, call Joe Prewitt. 404-546-7868.

Ready, willing, able. Radio/TV graduates capable of all duties, DJ, news, sports, copy, camera, direct. Have live experience. Contact Austin Vo-Tech, Austin, MN 55912. 507-437-6681.

Broadcast grad, 3rd phone, AFRTV experience, seeks first opportunity. Will relocate. George R. Muzyka, 3825 N. Newcastle Ave., Chicago, IL 60634. 312-685-7984.

Voice: Capable of multi-syllabic pronunciation, unoffensive. Experience: Single page, double spaced, beginning recently dated. Location: NYC Metro area. Speaks through: Robert Mitchell, 201-944-5000.

Got foot in door, but wrong house. Professional broadcaster with some sports experience, looking for sports-oriented opportunity, either radio or TV. Chuck Laurence, 2207 S. Juniper St., Philadelphia, PA 19148. 215-232-2523.

Talented and dependable performer, 5 years, first phone, great production. Married. Looking for Contemporary-MOR station. No screamer. Pete, 503-648-5580.

3rd phone with experience looking for announcing, production at C&W or rock in Southwest. 602-265-1361. Graham, 4629 N. 10th Street, Phoenix, AZ 85014.

Situations Wanted Technical

Competent Chief. Excellent references, currently chief of financially unstable small group. No small market stations. Box D-117, BROADCASTING.

Engineer, 14 years, AM, FM, TV, VOA. Stable, competent. Prefer group or growing company in South. Box D-199, BROADCASTING.

Assistant Chief or staff engineering position with a good radio organization sought by first ticket of twenty years' standing. Thoroughly experienced, capable, reliable, mid-age, family. Box D-208, 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.

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.

Newsman, experienced reporter/writer with major NYC all-news station. 12 years experience, general news, NY and NJ. Specialty, investigative news. Interested reporting or writing-editing work, NYC or vicinity. Box D-75, BROADCASTING.

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.

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.

Hard working young woman reporter/producer experienced in radio-TV looking to move up. Call 703-828-3279 or write Box D-182, BROADCASTING.

News Director/Anchorman. Six years NBC news management, 14 years in news. Excellent reputation. Write Box D-186, BROADCASTING.

Newsman, announcer, 2 years experience, 3rd phone, looking for news-sports position in medium market. Will relocate. 203-933-4723. Box D-191, BROADCASTING.

Tokyo-based Foreign Correspondent: National Radio Reporter, TV Film Editor, Caster; seeks assignment West Coast or here. Write/Cable: C.P.O. Box 1064, Tokyo 100, Japan.

Top ten market newsman desires return to small market news director position. 216-225-1727.

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.

Situations Wanted Programing, Production, Others

Seek position as program director and/or music programmer at professional, beautiful or good music station. Over 5 yrs. experience. Box D-53, BROADCASTING.

Need PD. You need me. Young personality with experience looking for 5 figures in top 40 market at talk show host. No collect calls. Evenings 312-646-2007. Box D-166, BROADCASTING.

Experienced continuity writer. Competent, creative young female. Small or medium market preferred. Box D-194, BROADCASTING.

First phone, seven years with programing, music sales. Want to grow with expanding station. Box D-198, BROADCASTING.

Reporter/Writer with excellent experience, strong film and production talents. Looking for opportunity to move into public television or onto productive public affairs unit. Call 404-876-1134 after 4 pm EDT.

Award winning production wizard, 3rd endorsed. Write, produce, voice. References/tape available. Ja Norman, 8 Trenchard Drive, Buxton, Derbys, England. Locate anywhere.

KKDJ, KLIF, WNOE, WKBW, KBOX, Franke Joll seeking a top 40 PD pig. 213-462-7301, P.O. Box 3087, Hollywood 90028.

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.

Sharp, imaginative program director for CBS affiliate in a top 30 Midwestern market. Must be experienced and able to thrive on fierce competition. Personality leadership, cooperation, integrity are all vital. Salary commensurate with market size and position. Equal opportunity employer. Send resume to Box D-177 BROADCASTING.

Help Wanted Sales

Manager with proven track record to sell and direct salesmen on an independent family and sports station. Call 602-273-1478 or write: General Manager Box 5421, Phoenix, AZ 85010.

Help Wanted Technical

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.

Television Transmitter Specialist. A challenging and rewarding opportunity for the person with a good technical knowledge of television transmitters. Applicant must be willing to travel. Work includes maintenance and service of television transmitters. Salary commensurate with experience. Box D-187, BROADCASTING.

A leading manufacturer of broadcast equipment is looking for an experienced television transmitter person to represent them as their Northeast District Field Engineer. Individual must be technically strong; work with minimum supervision from home office; willing to travel. Training at the manufacturer's facilities will be provided. Business expenses while traveling are reimbursable. Salary commensurate with experience. Box D-188, BROADCASTING.

First Phone Engineer for Public UHF station. Strong on maintenance. Experience required. An equal opportunity employer. Send resume with salary requirements to: Art Hafer, Director of Engineering, WGTE-TV, 415 North St. Clair Street, Toledo, OH 43604.

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.

TV technical maintenance engineer needed, rapidly expanding UHF station in Northeast. Must have strong maintenance background and 1st phone. Contact J. Devine, WUTR-TV, Utica, NY 315-797-5220.

Maintenance Engineer opening. Must have 1st phone. Position involves maintaining both studio and transmitter equipment. WVIR-TV Charlottesville, VA 804-977-7082.

Help Wanted Technical Continued

TV Studio Engineer. J. Walter Thompson Company. Engineer needed immediately for advertising agency studio. Applicant must have minimum 3 to 5 years experience in maintaining and operating RCA professional equipment and video tape in all formats. Contact Edward Abrams, 212-686-7000, Ext. 2136.

Chief Engineer. Chance for a number two person to move up or for a chief who wants a greater challenge. Midwest net affiliate looking for right combination of administrative and technical skills. Call or write Mike Walker, Ron Curtis and Company, O'Hare Plaza, 5725 East River Road, Chicago, 60631. 312-693-6171.

Help Wanted News

Street reporter for top-20 television station on East Coast, minimum of two years television news experience, with degree in journalism or comparable degree. Send detailed resume and picture first letter. An Equal Opportunity Employer. Box D-174, BROADCASTING.

Anchor/Reporter. Major Ohio VHF. Send picture and resume. Equal Opportunity Employer. Box D-204, BROADCASTING.

South Florida. Full weather station--radar. Needs qualified meteorologist to operate equipment and perform with number one news team. Excellent opportunity to move up from weekend to a week day position. Call Steve Smith, 813-936-0195. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Midwest NBC affiliate seeking a current assistant production manager ready to move up. Some experience required. Send resume to Box D-149, BROADCASTING.

Producer/Director for special projects, top 10 market, major group station, minimum three years commercial producing experience. An equal opportunity employer. Box D-183, BROADCASTING.

TV Time Buyer Wanted for Direct Response Advertiser. Successful Direct Response Marketing Company is moving aggressively into TV and Radio marketing. Our past experience is primarily in print and direct mail. We have successfully tested products on radio and TV and now need a proven time buyer to spearhead our efforts in this new direction. Terrific opportunity for an experienced buyer who wants to join a young expanding group. Box D-197, BROADCASTING.

Situations Wanted Management

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.

Production-Operations Manager. 15 years TV, 5 years film. References rate: brilliant, innovative, steady and remarkably professional. Box D-173, BROADCASTING.

Chicago TV Sales Manager, with superb billing record including local and national radio sales, available for growth move to a stable broadcaster. Employed, family, young, degreed. Might relocate. Box D-185, BROADCASTING.

Situations Wanted Technical

Engineer. Extensive experience in AM-FM-TV studio, transmitter, installations, maintenance, operations and management. Available now. Box D-135, BROADCASTING.

Female Technician with beauty, brains and a 1st phone. Major Market Experience. Will relocate. Box D-172, BROADCASTING.

Experienced Chief Engineer, over 15 years in TV, ETV, CATV. FCC 1st, BSEE. Box D-175, BROADCASTING.

Chief Engineer with best technical qualifications, complete knowledge of FCC regulations, good industry record, community involvement, excellent references. Seeking challenge, opportunity, reward, plus security. Over 20 years as chief with single stations and groups. Can motivate your technical department to excellence. Box D-176, BROADCASTING.

Experienced Top 10 supervisor, heavy maintenance, wants chief or assistant. Will consider any market. Box D-210, BROADCASTING.

Recent television school graduate seeks position as television cameraman or assistant. Excellent references. A. Dzamba, 1389 High Ridge Rd., Stamford, CT 06903.

Situations Wanted News

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.

Impact soon. Polished, print journalist, 30, ripe for television news. Experienced, very aware. VTR. BJ masters. Box D-165, BROADCASTING.

TV Meteorologist, AMS Seal, seeks Midwest position. High visual presentations. Eight years radio-TV weather experience. Box D-171, BROADCASTING.

Hard working young woman Reporter/Producer, experienced in radio-TV looking to move up. Call 703-828-3279 or write Box D-182, BROADCASTING.

Working film reporter, graduating soon, looking for second break. Experience with Bell & Howell, Bolex, CP-16, processing equipment. Write Box D-193, BROADCASTING.

Six years in radio/TV make me just what your medium/large market news department needs. Anchor, investigative, can shoot and edit film. Natural on air, Columbia Journalism grad. Go anywhere. Box D-206, BROADCASTING.

Broadcast journalist with seven years radio experience, some TV, seeking position as anchorman/reporter. Under thirty, married veteran, degree and currently employed. All replies answered immediately. Box D-216, BROADCASTING.

Reporter with four years excellent experience. Especially strong on features, talented writer, creative with film and in production. Call 404-876-1134 after 3 pm EDT.

Sports Director who gives 110%. Concise, enthusiastic well-produced sportscasts. Available now, a victim of economics at top 25 station. Would accept news/sports position. Call collect: 816-924-2797.

Major Market Radio Experience. Want first television news job.. Talented, ambitious college grad. Paul Anthony, 1-313-573-8378.

Situations Wanted Programing, Production, Others

Studio Cameraman. All phases studio production. Nine years experience. Box D-192, BROADCASTING.

Best years of my life, camera, audio, staging, switcher, remotes, BS communications, three years experience, small wallet, Bruce Vincent, 302-658-4603.

CABLE

Help Wanted Management

Chief Engineer. Full technical responsibility for 450 mile, dual cable, fully activated, bi-directional cable communications system. Must be thoroughly prepared in cable electronics (R.F. and video), BSEE and FCC first class license preferred but not required. Requires good people management, budget preparation and performance. Send resume and salary requirements to: R. E. Joslin, Executive Vice-President, Big Valley Cablevision, Inc., 4955 West Lane, Stockton, CA 95207.

BUY—SELL—TRADE

B&H Jan TV Projector \$1250, B&H Jan Projector for Preview Opt/Mag \$995.00, B&H 302 Opt/Mag Record & Play, \$495.00. Other 16 mm SOF Projectors from \$125.00. Free List. Reels, Lenses, Cameras. Much more. 2991 North Fulton Dr. NE, Atlanta, International Cinema Eq. Co., GA 30305.

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.

Wanted: Quad Recorders HI band, switcher, special effect, chroma key, Norelco 70's. Call 212-369-2552. B. Grodin.

FOR SALE EQUIPMENT

G.R. 916AL RF bridge, like new condx., calib'd, \$549.95 FOB. Box D-179, BROADCASTING.

Gates FM-10H transmitter, 7 1/2 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; 60'3/8" Heliax w/ Gas Barrier & Flange; In Line Harmonic Filter. All or part. Call Manager, KIOU, Corpus Christi, TX, 512-882-4394.

For Sale: RCA-BTA-5F. Transmitter 5000-1000 Watts. Good condition. May see in operation Columbus, Ohio. Wilkinson rectifiers, spare parts, tubes, spare modulation transformer, instruction books. Contact Harry Jackson, WRFD, 614-885-5342.

Marti. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stiemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

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Ampex 7950 1" Multi Band Console Broadcast Helical Recorder with Time Base Corrector and Drop-out Compensator. 305-587-9477.

Complete automation system, top condition. 301-652-5129, Mr. Hroblak.

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Custom, solid state, 5-channel board. Custom made by well-known firm. Complete with practically new QRK Turntable, reverb, equalizers, desk, and mike stand. Complete schematic. \$2,100. Write or call Hugh M. Metheny, 6935 Wisconsin Ave., Bethesda, MD 20015. 301-654-5728.

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WANTED

Programer with varied experience and preferably Master's degree. Must be responsible, mature, self-starter. An unusually good opportunity for the right person.

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WTLV

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WTLV
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Jacksonville, Florida 32201

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CATV

CATV FRANCHISE AVAILABLE

The City of Rocky Mount, N.C., is requesting proposals for a 15-year franchise to be awarded in late summer, 1975. Deadline for receipt of applications is July 15, 1975.

Application forms and a copy of the ordinance are available from the undersigned beginning May 13, upon payment of \$25 payable to the City of Rocky Mount.

MARKET DATA:

Population	39,500
Homes	13,500
Street Miles	168
TV Market	84
Pole Plant	Good
Growing Economy	
Subscriber Rate	\$7.50

Contact: Peter Varney
Assistant to the City Manager
P.O. Drawer 1180
Rocky Mount, N.C. 27801
(919) 977-2111

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opens doors for you!

Wanted to Buy Stations

Eminently qualified broadcaster with limited finances desires to purchase station. Location unimportant. Send letter with details to:

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AM and 50,000 watts FM stereo stations in the most ideal of the top 15 markets. Combined price: 2½ million. Excellent facilities; superb properties. Replies should contain information sufficient to establish financial and personal qualifications.

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Bob Ruark: 702-882-1319

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MW	Small	AM/FM	241K	Terms
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The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 60¢ per word—\$10.00 weekly minimum.
- Add \$2.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All other \$45.00 per inch.
- More than 4" billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

Back behind a microphone: Ronald 'Dutch' Reagan

Ronald Reagan didn't so much step down as governor of California as step out; when he left office at the beginning of the year, he immediately plunged into activities sufficient to keep any potential presidential candidate in the public eye. And ear. One of his current occupations is radio commentator, which for him is a return to his first career.

His daily, syndicated *Viewpoints* show, however, is a far cry from his days as a sportscaster at WHO(AM) Des Moines, Iowa, where he began in 1932. In recent *Viewpoint* programs he has argued his conservative opinions of the South Vietnam situation, welfare programs and the Congress. At WHO, "Dutch" Reagan more kely was recreating in the studio a Chicago Cubs-St. Louis Cardinals baseball game from a Western Union telegraph account. He was no Graham McNamee or Red Husing back then, but he was as well known and listened to in WHO's Midwest coverage area.

His entry into broadcasting took considerably less campaigning than his two terms as governor required. He used his college and high-school football experience to talk WOC(AM) Davenport, Iowa, into letting him announce a four-game series of University of Iowa football games. His first turn at the mike earned him \$5 and the right to do the remaining three games (for which he was upped to \$10 each). He was soon moved over to and stationed at WOC's sister station, WHO, where as resident sportscaster he earned the then princely sum of \$75 a week. He broadcast Chicago Cubs and Chicago White Sox baseball and Big 10 Conference football games.

But Dutch (he felt "Ronald" was inappropriate for a sports announcer and he used his boyhood nickname) Reagan had picked up a bug for acting in a college drama group. And in 1937, while covering the Cubs in spring training at Catalina Island, near Los Angeles, he sought and was given several screen tests. Warner Bros. recruited him with its standard \$200-a-week, seven-year contract.

He was off on a career that would last 30 years and include more than 50 feature films and numerous episodes of television's *Death Valley Days* and *GE Theater* series.

Wartime service (captain, adjutant of a U.S. Army Air Corps post at Hollywood) interrupted his acting career. Soon after his return to civilian life, the motion picture industry exploded into labor strife. It was his experience during that time that molded him into the conservative he is to-



Ronald Wilson Reagan—former two-term Republican governor of California; b. Feb. 6, 1911, Tampico, Ill.; BS (economics and sociology), Eureka (Ill.) College, 1932; sports announcer, WOC(AM) Davenport, Iowa, and WHO(AM) Des Moines, Iowa, 1932-37; movie and TV actor, 1937-66; president, Screen Actors Guild, 1947-52 and 1959; elected governor of California in 1966, re-elected in 1970, declined to run again in 1974; m. Jane Wyman, Jan. 25, 1940 (divorced 1948); children—Maureen E. and Michael E.; m. Nancy Davis, March 4, 1952; children—Patricia Ann and Ronald Prescott.

day. (Actually, he was once, as he says, "a near-hemophilic liberal" and staunch supporter of Franklin Roosevelt.)

He was a board member and later president of the Screen Actors Guild during those troubled years in Hollywood. SAG tried to mediate jurisdictional disputes among the craft unions that eventually escalated into a strike involving 12,000 technicians. But lurking behind the strike, wrote Mr. Reagan in a 1965 book, "Where's the Rest of Me?" was Communism. And he soon found Communists even in his beloved SAG.

He didn't spend all his time in SAG fighting Communists, however. It was under his leadership that SAG won acceptance by the studios of the principle of residual payments and the establishment of a pension and welfare fund. It was also under his leadership that SAG refused to embrace the idea of one big union for television.

Television entered into Mr. Reagan's life in the fifties. He was star of the syndicated *Death Valley Days* series, and later

was actor, host and production supervisor for General Electric's *GE Theater*, on CBS.

Part of the GE package was for Mr. Reagan to get out and talk to GE workers in communities throughout the country. It was during this time, he says, that he learned to communicate his philosophy and found that he could make converts. Ultimately, he parlayed that new skill into the governorship of California, in 1966 and in 1970.

The end of his second term did not spell the end of politics for Mr. Reagan. To one element of the Republican party, first disenchanted with Richard Nixon and now President Ford, Mr. Reagan is a viable candidate for President. And he is spreading his gospel daily, not only in his radio show, but in a Copley News Service syndicated newspaper column. He is also very big on the chicken-and-peas circuit. In one recent week, he logged 9,000 miles, gave five major speeches, attended numerous receptions, held several news conferences, shook thousands of hands.

His radio series is produced by Harry O'Connor Productions in Hollywood. It is sold to around 250 stations at prices that range from \$20 weekly for small markets up to \$300 weekly for large markets. Sponsorship is all local—principally banks, insurance firms, savings-and-loan associations and auto dealers.

He has turned to radio today for a very practical purpose. But his WHO days hold a powerful, nostalgic charm for Mr. Reagan. It was the heyday of American radio, and he recalls them with much affection. As powerful as TV is today, he says, "I don't think it has attained the glamour radio had. Probably because in a sense it's just a different version of motion pictures. Radio, however, was truly a new art. It stimulated peoples' imagination. Jack Benny's trips to his vault or Fibber McGee's problems with his closet wouldn't be all that funny on TV. Even in my own field—sportscasting—I wouldn't enjoy doing that on TV. The sportscaster is sort of an emcee for something the audience has already seen."

What the audience didn't see once is the subject of a favorite Reagan anecdote. He was doing a telegraphic reconstruction of a Cubs game from the WHO studio; a Cubs batter was up, the score was tied in the bottom of the ninth. Dutch Reagan announced the wind-up "and there's the pitch," and the line went dead. For the next six and a half minutes, the batter, according to sportscaster Reagan, fouled one ball after another (certainly some sort of record), until the line was restored and the batter was discovered to have popped out.

Ronald Reagan, still on radio today, is at no less a loss for words.

Editorials

Retrogression

It isn't quite clear what the appellate court did last week to the FCC's latest version of prime-time access rules, but neither has it been very clear what the FCC has been up to over the last five years in its inept attempts to tame the savage networks. The one unmistakable message in the court's opinion is an affirmation of the FCC's authority to intrude farther into programing. That could have dismaying consequences.

The court has held it constitutional for the FCC to issue a list of governmentally approved program types—public affairs, children's programs, documentaries—worthy of exemption to the rule barring other network programing from access periods. It has thus held that the First Amendment no more applies to the FCC and broadcast programing than to government grading of sides of beef.

In reaching that bizarre conclusion, the court used reasoning at least as bizarre. "The only way that broadcasters can operate in the 'public interest' is by broadcasting programs that meet somebody's view of what is in the 'public interest,'" said the court. "That can scarcely be determined by the broadcaster himself, for he is in an obvious conflict of interest." Then who is to determine it? Why, the FCC, of course. "Since the public cannot through a million stifled yawns convey that their television fare, as a whole, is not in their interest," said the court, ignoring all modern means of measuring audience reaction, "the Congress has made the FCC the guardian of that public interest."

The only flaw the court could find in the FCC's program grading was its lack of definition of "public affairs." The agency is now asked to remedy that omission, while making the other repairs that the court has prescribed.

It is impossible to believe that this decision would survive a review by the Supreme Court. If it does stand, broadcasters have lost much of the ground they have lately gained in their struggle for First Amendment protection.

Back to basics

Now under consideration in Senate and House are bills for the funding of noncommercial, educational broadcasting. While the measures differ in amounts, they correspond in division of fundraising, specifying that \$1 be appropriated for every \$2.50 raised privately, to the extent of \$70 million in the House bill and \$100 million in the Senate measure for 1976.

There are conflicts aplenty, however, in areas of policy, programing and objectives. And, as we have said before, there is great need for a redefinition of noncommercial broadcasting and an appraisal of its educational services.

Newest voice protesting ETV service is that of FCC Commissioner Ben Hooks. He laments the lack of programing geared toward minority needs, methods of ascertaining them and the extent of minority employment at the subsidized outlets. He has the notion that ETV programing is directed toward an intellectual elite rather than the masses.

There can be no question about the excellence of many cultural and dramatic programs on ETV. The preponderance of imported programs during ETV's prime hours also probably is ascribable to lower costs in relation to domestic product.

Nonetheless there is validity in the suggestion to the House Communications Subcommittee of Jack Golodner, AFL-CIO official, that taxpayers' funds should be spent to develop domestic programing, thereby relieving mounting unemployment while encouraging home-grown talent.

Mr. Golodner's Sunday punch however, came in relation to

private-sector funding. He suggested general grants rather than the underwriting of programs. "Grants for specific programs," he said, "are given to enhance corporate images and this take precedence over the mission of public broadcasting."

Mr. Golodner is on target. Most people have forgotten, or never knew, that ETV's were licensed to operate on reserve channels allocated for instructional and educational purposes. Program "underwriting," a form of commercial sponsorship as practiced today, was unknown in the legislative history of ETV.

A way in

There are signs of progress in the House Rules Committee's consideration of a bill to equip the House chamber for live and recorded audio and video coverage. Some members remain disinclined to advance the Congress into the 20th century, but 10 have put their names to a bill authorizing a one-year experiment with modern technology.

The idea is to turn the cameras and microphones on all public sessions of the House. Thus the full text of the proceeding would be available, as they happen, for observation on closed circuit monitors around Capitol Hill and, in recorded form, for future reference. After a shakedown period of six months, the feed would be available for broadcast use, live or recorded and any length.

The proposal has brought out all the old objections that broadcast coverage would turn the members into performers and the deliberations of the Congress into a circus. Privately, other fears are held. For the first time in history the members would be exposed to an accurate reflection of their conduct preserved on video tape, instead of a *Congressional Record* that is routinely edited before it goes to press.

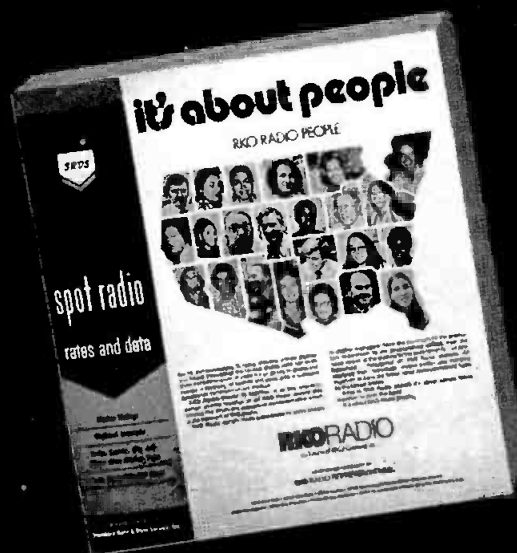
For broadcast journalists, the system now proposed would fall short of the full range of coverage they could produce if admitted to the chamber with their own crews and equipment. No official manipulated system is going to show delegates sleeping in the chairs or absent during votes on decisive measures. But the system could provide a dependable core around which newscasts could be built and, when merited, a source of live pickups. It deserves the support of all broadcasters.



Drawn for BROADCASTING by Jack Schmid

"There was a noticeable lack of enthusiasm in your reading of 'baby beef liver, only \$1.29 a pound.'"

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A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We checked. We researched.

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'EMERGENCY!' HELPS SAVE LIVES



Randolph Mantooth as John Gage and Kevin Tighe as Roy DeSoto. Robert Fuller as Dr. Kelly Brackett. Julie London as head nurse Dixie McCall. Bobby Troup as Dr. Joe Ealy.

'EMERGENCY!' IS PRAISED FOR PUBLIC SERVICE

Show Honored by AMA and Fire Chiefs

Los Angeles (1975) "The most important education program in [its] field," recommendation, as TV...

Alerts Viewers to Fire-Emergency Unit Techniques and Services

A pioneer in developing emergency service teams, the Los Angeles County Fire Department, model for "EMERGENCY!", now has over 50 operational squads manned by over 400 qualified paramedics. The television series has inspired legislation to promote the growth of paramedic services and public confidence in them. Time and again, "EMERGENCY!" episodes have encouraged individuals to react appropriately to crisis situations. News reports and personal letters tie "EMERGENCY!" to enlightened reliance on paramedic aid. They show many instances of clear-headedness and bravery as a result of viewing "EMERGENCY!" From everywhere come tributes prompted by the series:

A ten year old boy, who says that "EMERGENCY!" taught him everything he knows about fighting fires, saved his own mother when she was set aflame in a kitchen accident. Another youngster, trapped in a cave-in, was saved by a rescue squad alerted by one of his brothers.

A couple taken ill at a restaurant, were given on the spot treatment because the restaurateur knew about the availability of a local emergency squad.

A girl, hurt while horseback riding, would have died if not for quick treatment by paramedics.



'Emergency!' is good news!

According to 1975 TVQ—'Emergency!' is the #1 action/adventure network series among All Viewers and #1 with 18-49 women! 'Emergency!' is action without violence and a real asset to any station's image.

And its great popularity means it's great entertainment! For local start, Fall 1976

mca tv



Broadcasting Apr 28

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