

Business for '74, '75, '76: Good, better, best
CBS makes its move; NBC responds; ABC still shuffling

Index to departments on back cover

Broadcasting May 5

the newsworthy of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

THEIR BATTLES HAD JUST BEGUN.



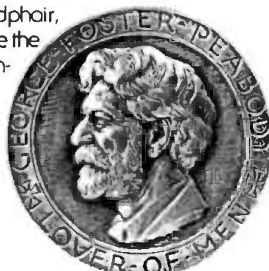
What awaited returning veterans was almost worse than Vietnam. Overwhelming indifference. Lack of jobs and sympathy. Even, at times, hostility.

Last year, in our extensive, multi-faceted series, "Battles Just Begun," we focused on their difficulties when they returned and found the welcome mat wasn't there. For that series, written and produced by Ted Landphair, WMAL Radio 63 is honored to be the first and only commercial Washington radio station ever to earn the George Foster Peabody Award, known as the "Pulitzer Prize of broadcast journalism."

Our ability to benefit the community we serve is

reflected in the legion of awards presented to us in our 50 years of broadcasting.

Public Service. It's what you'd expect from a station so widely and consistently commended. And no one does more of it in the Washington market.



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Seeing is believing (cont'd)!

This season WRET-TV (a Charlotte, N.C. independent) put 4 Viacom sitcoms together between 5:30 and 7:30 weekdays, replacing last season's different programming.

In the first "Seeing is believing!" ad, you saw the lift WRET-TV gets from laughs. In *every* half hour.

Back-to-back sitcoms gave WRET-TV an average 150% rating increase and a 157% greater share of audience over the 2-hour span, based on a Nov. '74-Nov. '73 comparison. Viewing by women jumped 180% and viewing by 18-49 women went up 177%.

That was a great growth story. But we didn't know then that it was only a beginning.

Now we present the continuing heroics of Lucy, the Hillbillies, Gomer and Andy in this sequel to "Seeing is believing!" Eyes right.

Viacom

Source: NSI, Feb.-Mar. 1975, Nov. 1974 and Nov. 1973.
Audience estimates are subject to qualifications available on request.

WRET-TV DMA RATINGS

(FEB.-MAR. 1975,
NOV. 1974, NOV. 1973)

9

FEB.-MAR. 1975



I LOVE LUCY

9

2

PROGRAM W

NOV.
1973

NOV.
1974

5:30

Weis

16

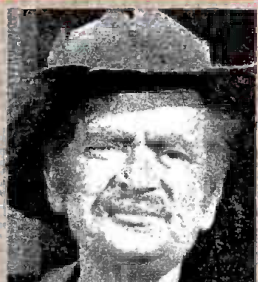
FEB-MAR. 1975

12

FEB-MAR. 1975

10

FEB-MAR. 1975



THE BEVERLY
HILLBILLIES



GOMER PYLE



ANDY GRIFFITH

5

9

PROGRAM X

5

9

PROGRAM Y

5

11

PROGRAM Z

NOV.
1973

NOV.
1974

6:00

NOV.
1973

NOV.
1974

6:30

NOV.
1973

NOV.
1974

7:00

Closed Circuit®

Appointment calendar. President Ford is expected to pick director of Office of Telecommunications Policy this week from list of prospects on file for some time. As decision neared, Robert Wells, one-time FCC member, now Midwest broadcaster, agreed to give up his Harris-stations stock to meet condition White House originally imposed (though no law requires it). One of newer prospects, John Evans of ATC, cable MSO, has picked up support. Others are John Eger, OTP deputy director; Albert Horley, director of Health, Education and Welfare's Office of Telecommunications Policy; Lynn Wickwire, New York State Cable Commission executive director, and Michael H. Moskow, assistant secretary of housing and urban development.

As for FCC, there's no sign of change. Commissioner Abbott Washburn's term expires June 30, but reappointment is said to be assured. White House aides say that Mr. Washburn, after 20 years in Washington (part of time as deputy director of U.S. Information Agency under Eisenhower) has too much Republican clout to be pushed aside (and he has been exercising it in recent overtures to senators).

Rising C-P-M for papers. One of tools to be given TV stations this month to help them dislodge advertising dollars from newspapers is Television Bureau of Advertising analysis of central-city newspapers in top-50 markets: 131 papers in all. It shows among other things that since 1970 all 131 have raised their line rates — by anywhere from 6% to 136%, with average almost 55% — even though two-thirds of papers have lost circulation in same period.

Analysis will be presented at six TVB regional workshops devoted solely to selling against newspapers, starting today (May 5) at Chicago.

Family way. TV independents and smaller affiliates, now confronted with resignation from National Association of Broadcasters if they do not subscribe to NAB's TV code next year, may not have to face that contingency. Despite reaffirmation of principle of mandatory code subscription for NAB members at last January's meeting of NAB TV board, there's strong movement on to suspend or rescind requirement at board's next meeting in Washington week of June 16. As now written, code subscription becomes condition of NAB membership April 1, 1976.

Substantial number of independents, including Metro-media's, as well as smaller-market affiliates have told NAB they would have to give up membership, since their circumstances won't permit adherence to all provisions of code. Problem has been accentuated by recent adoption of family-viewing provisions, which independents say unfairly inhibit their scheduling (see story page 7).

Field trips. President Ford is reported to have been so satisfied with CBS News's live three-on-one interview with him two weeks ago (*Broadcasting*, April 28) that he is considering, in effect, taking format on road. On some future presidential trip out of Washington, there is prospect of Mr. Ford sitting down with local anchormen for televised conversation. If so, it would probably take place of conventional news conferences President has been holding in cities he visits.

CBS's three-on-one, incidentally, did not start that way,

according to White House aides. Originally, Walter Cronkite was to do one-on-one. But then commentator Eric Sevareid and later White House correspondent Bob Schieffer suggested to New York brass they should be included. Eventually, CBS offered White House these alternatives: two-hour taped one-on-one with Mr. Cronkite, for editing to hour, or one-hour live three-on-one. White House preferred it live.

Fair or foul? FCC staff is dumping tough fairness-doctrine problem in commissioners' laps. Question: Did WNCN(FM) (now WQIV) New York incur fairness obligation when, as classical station about to switch to rock, it broadcast spots suggesting that only way to save format was to transfer it to noncommercial station along with WNCN record library? WNCN Listeners Guild, one of two groups that sought to block format switch and are now petitioning to deny WQIV's renewal, maintains that spots raised one side of controversial issue of public importance and that opposing view — that WNCN could retain format — should be aired. Commission's general counsel's office, which once opposed that view, now supports it. Broadcast Bureau says fairness is not involved. That leaves it all up to commissioners.

Although commission decision could have far-reaching implications, issue may be academic as far as Starr Broadcasting's WQIV is concerned, since station is now rocker. Station has also been hit with competing application.

Cranking up. Air staff for NBC Radio's new News and Information Service (NIS) is beginning to take shape, and month's dry run starts May 19 in preparation for official launching June 18. Among those reportedly set for anchor posts are Ed Brown, anchor/commentator at WNEW(AM) New York, who'll also do commentary; Ray Rice, newscaster/editorial supervisor at WNEW(AM), and Cliff Barrett, program director, WMCA(AM) New York. Bill Lynch, assistant director of news operations and programs at all-news WCBS(AM) New York, has signed on as national political correspondent. NIS has also signed as first broadcast client of UPI's Dataspeed service, which delivers copy at 1,200 words per minute, and for string of UPI newswire services.

Straw hat circuit. Though there's no variety show in its new fall schedule, NBC-TV is scheduling two — consecutively — for summer. Beginning in mid-July, Thursday hour at 8 p.m. NYT will be occupied for four consecutive weeks by Gladys Knight and Pips, then for four more by Ben Vereen, actor-singer-dancer and star of Broadway musical, "Pippin."

Ascertainment by rule. FCC is moving carefully to implement changes in ascertainment procedures for commercial renewal applicants that won general commission endorsement in meeting early last month (*Broadcasting*, April 7). Although some officials thought several proposed changes could be adopted on basis of information obtained in inquiry, commission will seek comment on all of them in rulemaking due out this week. Proposed exemption from formal ascertainment procedures of stations in markets of less than 10,000, on which commission had always intended to obtain comments, is likely to be most controversial. One question commission will pose is how renewal applicant in exempt category could be challenged for inadequate ascertainment.

Top of the Week

Upward curve. The talk was understandably bullish at an investment seminar on broadcasting in New York, but it was not without foundation. 1975 is off to a good start despite the over-all economy and 1976 should do even better with a boost from campaign coffers, say broadcasters and a market analyst. And some of the first figures on 1974's good showing are out. Page 12.

Power cutback? President Ford sets unprecedented meeting of regulatory officials to explore reducing government regulation. Page 13.

Battlefield. The fight over the fairness doctrine moves to Capitol Hill and Senator Pastore's Communications Subcommittee. The pro's: ABC, Westinghouse and FCC Chairman Wiley. The anti's: CBS, NBC and Senator Proxmire. Page 14. In other forums, ex-OTP Director Clay T. Whitehead reaffirms his opposition to the doctrine at Boston University. Page 16. And, CBS chief William Paley denounces the doctrine and the "constant fear of reprisal" that goes with it. Page 17.

Women work. AWRT's 24th annual convention is all business, as usual. Organization determines to be more visible on industry issues, and some want it more visible on women's issues. Page 18.

FCC's full calendar. A hectic meeting schedule featuring Chairman Wiley-style innovations will keep the pressure on the commission and its staff for next three months. Page 20.

Confidentially speaking. Internal memoranda are exempt from Freedom of Information Act, according to FCC and Supreme Court rulings. Page 20.

Fancy footwork. Rather than leave well enough alone, CBS pulls some veteran programs, introduces nine new series and reshuffles six top-10 shows to new time periods for next season. NBC counterpunches. Page 26.

Retail advertising dollars. Television Bureau of Advertising workshop focuses on effective and economical retail campaigns. Executives from stations, advertisers, agencies and commercial production firms have inflation-recession on their minds. Page 29.

Uncle. Nielsen, after polling its clients, concludes that the time has not yet come for eight-week sweeps, and it gives up on idea for now. Page 30.

Toward a consensus. NCTA again endorses concept of copyright payments, but its board is still searching for a final position that will make everyone happy before legislation gets moving this summer on the Hill. Page 31.

From Saigon: 30. Broadcasting's biggest and longest story drew to a close last week, with correspondents scrambling to file stories and then flee in the hectic final hours. Page 36.

The ascent of a man. Under the leadership of 32-year-old Bruce Paisner, Time-Life Films looks in directions other than England. Page 57.

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ABC-TV abandons made-for-TV movies while it brings on nine new programs

ABC-TV announced seven and half hours of new programming, encompassing nine shows, and time-slot shifts for seven of its returning series, when it released its 1975-76 prime-time schedule to audience of ad-agency executives in New York Friday (May 2). Biggest surprise was ABC's cancellation of both of its made-for-TV movie nights in favor of more regular series shows.

Three of nine new series are sitcoms: *Welcome Back* (Jimmy Komack/David Wolper Productions), with Gabriel Kaplan as teacher sparring with his wisecracking delinquent students; *When Things Were Rotten* (Paramount Television), Mel Brooks's send-up of Robin Hood and 12th century England, and *On the Rocks* (John Rich Productions), about group of comic prisoners in minimum-security facility. Two are heavy-action series: *Starsky and Hutch* (Spelling-Goldberg Productions), about team of "street-wise" cops, and *Matt Helm* (Columbia Pictures Television), starring Tony Franciosa as Los Angeles private eye. Other new series are: *Swiss Family Robinson* (20th Century-Fox and Irwin Allen Productions), based on classic children's book about adventures of shipwrecked family; *Mobile Two* (Universal TV and Jack Webb Productions), starring Jackie Cooper as head of team of TV newsmen who get involved in all sorts of melodramatic stories, and previously announced *Howard Cosell Show* (executive producer, Roone Arledge, president of ABC Sports), which will be done live from New York and feature sports-like remotes. Final hour (Monday at 8, NYT) is still to be chosen from one of three westerns: *Barbary Coast* (Paramount), *Bridger* (Universal) and *How the West Was Won* (MGM-TV).

Shows ABC canceled, in addition to Tuesday and Wednesday *Movies of the Week*, are: *Karen*, *Night Stalker*, *Hot I Baltimore*, *Odd Couple*, *Get Christy Love*, *Kung Fu* and *Caribe*.

ABC-TV's 1975-76 prime-time schedule reads:

Monday: 8-9, western (to be announced); 9-11, *Monday Night Football*.

Tuesday: 8-8:30, *Happy Days*; 8:30-9, *Welcome Back*; 9-10, *Rookies*; 10-11, *Marcus Welby, M.D.*

Wednesday: 8-8:30, *When Things Were Rotten*; 8:30-9, *That's My Mama*; 9-10, *Baretta*; 10-11, *Starsky and Hutch*.

Thursday: 8-8:30, *Barney Miller*; 8:30-9, *On the Rocks*; 9-10, *Streets of San Francisco*; 10-11, *Harry O*.

Friday: 8-9, *The Howard Cosell Show*; 9-11, *Friday Night Movies*.

Saturday: 8-9, *Mobile Two*; 9-10, *S.W.A.T.*; 10-11, *Matt Helm*.

Sunday: 7-8, *Swiss Family Robinson*; 8-9, *Six Million Dollar Man*; 9-11, *Sunday Night Movies*.

Following release of ABC-TV's schedule, CBS and NBC said that no further changes were contemplated in their line-ups. CBS's schedule is "embedded in cement," said Robert Wood, president of CBS-TV. "Our major competitor is CBS," said Marvin Antonowsky, vice president, program administration, NBC. (Earlier story on CBS's newly announced schedule and NBC's revisions of previously announced schedule is on page 26.)

FCC hard-lines it on PTAR III, invites challenge in court on effective date

FCC on Friday disclosed manner in which it will modify Prime-Time Access Rule III as result of decision handed down two weeks ago by U.S. Court of Appeals in New York (*Broadcasting*, April 28). Commission's announcement made new court test certain.

Critical issue, and one on which court will be asked to rule, is effective date. Commission said PTAR III will be

come effective Sept. 8, 1975, as originally contemplated, including new exemption for network or off-network programs designed for children 2 through 12, documentary programs and public affairs programs. (Commission said it will define last category in new order; officials say it will rely on definition in proposed AM renewal form issued last month (*Broadcasting*, April 7).

Katrina Renouf, counsel for National Association of Independent Television Producers and Distributors, said her client will ask court to review date. NAITPD had appealed PTAR III in part on ground September date did not afford independent producers and syndicators sufficient lead time. And Ms. Renouf noted that court, whose decision at one point referred to "new effective date" of rule, had retained jurisdiction of case.

PTAR III — as does PTAR I, present version of rule — prohibits affiliates in top 50 markets from filling more than three hours of prime time with network or off-network material. New exemption — which NAITPD opposes, as do some others who support basic rule — is designed to encourage networks to produce programs commission felt were in public interest but being abandoned under PTAR I.

In one other change, network and off-network material and feature films are barred from access time on Saturday, at least for first year. Commission's original rule had stressed importance of Saturday night to independent producers, and warned networks against intruding into Saturday access time without compelling public interest reasons. Court directed commission either to deny access time to networks or drop admonition.

No restrictions are placed on presentation of films in access time, except on Saturday. Originally, commission had barred from access films that had played on network but not those that had not. Court called distinction "capricious." Commission last week said movies shown on individual station basis are not likely to have impact on prime-time access sufficient to warrant restriction on their use. However, it said that if experience warrants, it will after first year consider "an appropriate restriction."

Pastore sees uphill way on equal-time exemptions; Johnson, Washburn pro fairness

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) admitted Thursday that "I'm losing enthusiasm myself" for legislation he introduced to exempt presidential and vice presidential candidates from equal-time requirement of Communications Act. During hearings earlier in week (see page 14) he had heard subcommittee Republicans Robert Griffin (Michigan) and Ted Stevens (Alaska) attack network offers of free time if bill passes, indicating they thought networks really wanted debates between presidential candidates. If one is incumbent President, they said, he would be in embarrassing position if he refused to debate on grounds he might be forced to divulge sensitive information about policy decisions.

Mr. Pastore then heard former FCC Commissioner Nicholas Johnson complain, as have others in past, that repealing equal time would limit access of third-party candidates. Combined with Republicans' distrust, argument contributed to Mr. Pastore's unease about fight looming ahead on bill.

Mr. Johnson, lone witness at Thursday hearing, also opposed fairness doctrine bills of Senators William Proxmire (D-Wis.) and Roman Hruska (R-Neb.), saying fairness doctrine is "necessary" but not "essential" — necessary to keep "this government-sanctioned oligopoly" from violating First Amendment rights of others to be heard, but not essential because there are alternatives to doctrine. For example, he said, government could "pass around opportunity to broadcast," limiting licensees to one three-year term with no renewal. It could limit stations' power, thereby making room for more, or it could license more than one

operator to same frequency, dividing days or weeks between them. Or it could require stations to set aside portion of prime time for nonciscriminatory public access.

All these, he said, would address doctrine's basic purpose, "to guarantee every American a fair shot at personal expression . . ."

FCC Commissioner Abbott Washburn offered written statement backing up view of FCC Chairman Richard Wiley that doctrine be retained. Without it, he said, FCC would become no more than "frequency cop. I do not believe that this is what the Congress had in mind when it wrote and passed the Communications Act."

Starr's New York FM challenged as other area stations are hit with petitions to deny renewals

Concert Radio Inc., headed by Charles Benton, son of late Senator William Benton (D-Conn.) and owner of Films Inc., Wilmette, Ill., audio visual product distributorship, has filed competing application for 104.3 mhz New York — frequency now held by Starr Broadcasting's WQIV(FM). Concert would reinstate station's old WNCN call letters along with its previous classical music format. Mr. Benton has been active in opposing format changes in Chicago area. In addition, two listener groups that have opposed Starr's present rock format since its inception (*Broadcasting*, Nov. 4, 1974; et seq.) — WNCN Listeners Guild and Classical Radio for Connecticut — filed petitions to deny WQIV(FM) license renewal. (Listeners Guild updated petition filed last winter [*Broadcasting*, Feb. 10].)

There was spate of other filings against New York and New Jersey stations by deadline for oppositions, May 1.

New York television stations, WABC-TV, WNBC-TV, WCBS-TV, WOR-TV, WPIX(TV) and WNET(TV), were targets of New Jersey Governor Brendan Byrne, who requested FCC to "hold in abeyance" stations' renewals pending outcome of commission's proposed rulemaking on need for "adequate" VHF service for New Jersey. Greater Newark Chamber of Commerce, filed separate but identical request which was endorsed by New Jersey Coalition for Fair Broadcasting. NJCFB additionally filed request for FCC to order noncommercial WNET(TV) to "affirm" its responsibility to serve Newark — its actual city of license.

Puerto Rican Media Action and Educational Council Inc. filed against WNEW-TV; WNBC-TV and WNET(TV) New York, on charges of employment discrimination.

Congress of Afrikan People filed against WNET(TV) for failure to serve minority needs.

Solomon O. Battle, editor of *Black List*, filed "objections to renewals" of WCBS-TV and WRFM(FM) New York on charges of discrimination, improper ascertainment and not keeping accessible public inspection file.

Gary L. Veghten, resident, filed against WACK(AM) Newark, N.Y., on similar charges.

Syracuse Coalition for Free Flow of Information in the Broadcast Media filed against WSyr-TV Syracuse, N.Y., on charges S. I. Newhouse family, station owner, owns undue concentration of media control in market.

Network Project, affiliated with Protestant Foundation of Columbia University, filed against city owned WNYC(AM) New York on charges of undue control, as city also owns two television and two FM facilities.

Fifteen separate Spanish-speaking community groups filed against WNJU-TV Linden, N.J., on promise-versus-performance charges stemming from station's programming commitments made in 1972.

Robert C. Greene filed against WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y. (see page 21).

Build Inc. filed against WNIA(AM) Cheektowaga, N.Y., and Rochester Black Media Coalition against WSAY(AM) Rochester, N.Y., in joint petition against owner, Gordon

P. Brown, on charges of employment, ascertainment and programing inadequacies.

For first time "petitions to authorize license renewal" were filed in support of three Rochester stations: WHEC-TV, WBBF(AM) and WBFM(FM), by Rochester Black Media Coalition. RBMC noted unique petitions were designed to point up existing "good-faith working relationships" between itself and those licensees and RBMC's wish to withdraw challenges it presented during 1972 license renewals. RBMC also had requested month extension to file against other Rochester stations, absent FCC reply to its request for definition of legal broadcaster-citizen agreements. Commission granted extension last week, pushing date to June 1.

Citizen group agreement saved WNEW-TV New York from one petition to deny that otherwise would have come from National Organization for Women.

Code board seeks compromise with independents

Television code review board of National Association of Broadcasters last week took step toward making peace with independents over commercial time standards. After hearing presentation from Herman Land, president of Association of Independent TV Stations, and Don Curran, president of Kaiser Broadcasting Stations, board instructed its time standards committee to meet with INTV committee to explore ways to satisfy interests of both network affiliates and independents. NAB and INTV now have differing sets of standards, making problem for 17 independent station that subscribe to both organizations.

TV code board chairman Wayne Kearl of KENS-TV San Antonio, Tex., reported that board - during three-day meeting in Washington - also took up recently mandated family viewing period. There was consensus among network members of board, he said, that programs requiring advisory warnings and scheduled after 7-9 p.m. family viewing period will not be promoted during family time.

Code board accepted amendment proposed by Gray Panthers to admonish broadcasters to show special sensitivity toward older people, but denied similar plea for language in behalf of homosexuals.

At meeting last Monday, NAB's radio code board agreed on new language for radio code designed to update old. Most is restatement of same content in contemporary terms, but among new provisions are one urging moderation in use of gambling sequences in radio shows, one forbidding deception about value of prizes or chances of winning in listener contests, one forbidding detailed exposition of hypnosis and one making individual broadcaster responsible for "good faith" judgments on acceptability of music.

No retroactivity on fees, FCC says

FCC has confirmed March 1 effective date for its 1975 fee schedule as it concerns grant fees for broadcast assignment and transfer authorizations. Commission's revised fee schedule (*Broadcasting*, Jan. 20) had lowered grant fees and numerous broadcasters, involved in transfer cases before designated March 1 effective date, had contended they should be able to pay lower fee. Those broadcasters argued collection of higher fees (under old schedule) was "unreasonable and arbitrary" because new fees were adopted to implement Supreme Court ruling that struck down old schedule in case concerning National Cable Television Association. Commission held to its already stated view that court case involved only validity of cable annual fees and not over-all fee schedule. Commission further notified broadcasters that those who had withheld proper fee payment would have 10 days to pay or face possible rescission of granted authority. Refund requests from broadcasters who had paid correct fees under protest were similarly denied.

In Brief

Looking good in South Dakota. Dakota Broadcasting Co. (Theodore M. Cormaney, Gilbert D. Moyle and Sherwood L. Corner, all Rapid City, S.D., businessmen) has been granted construction permit for channel 7 Rapid City and satellite channel 5 in Lead, in initial decision by FCC Administrative Law Judge John H. Conlin.

Pacifica to fight indecency ruling. As expected ("Closed Circuit," March 24), FCC will get court test it said it wanted of its declaratory ruling that broadcast of George Carlin comedy record (seven dirty words never to be heard on air) is indecent. Pacifica Foundation, licensee of station involved, WBAI(FM) New York, has filed notice of appeal in U.S. Court of Appeals in Washington. WBAI station manager, Larry Josephson, said station would mount national publicity campaign to get other licensees, professional people and members of public to support its contest.

First in line at FCC for pay-cable earth station. As anticipated (*Broadcasting*, April 28) first application to build receive-only earth station has arrived at FCC, filed by UA-Columbia Cablevision. Proposal calls for earth station to be built at Fort Pierce, Fla., cable system's headend on 7½-acre site, with 10-meter dish, reaching to 40 feet height on mount. Use of 3940-4020 mhz and 4100-4180 mhz frequency bands are proposed. Programming received at earth station will be transmitted to companion cable system at Vero Beach, Fla., 13.1 miles away, via existing common carrier microwave provided by American Television and Communications. UA-Columbia estimated annual over-all costs for maintenance and overhead at \$15,000 per station. Equipment cost to build station is \$75,000.

Great guns in daytime. NBC-TV researchers reported 33 national Nielsen share average for first week (April 21-25) of episodes of new 60-minute version of long-running *Days of Our Lives* soap opera (1:30-2:30 p.m., NYT), improvement of eight share points over that time period's previous week. With *Another World* (3-4 p.m.) holding at solid 30 share since it was extended from 30- to 60 minutes earlier this year by NBC, other two networks may be forced to begin scheduling longer-form daytime dramas.

Headliners



Dillon



Jordan



Crawford

Tom Dillon, president and chief executive officer of BBDO International Inc. and its principal subsidiary, BBDO New York, named chairman of both companies and continues as chief executive officer. James J. Jordan, executive VP and creative director of BBDO Inc., named president of domestic agency. Bruce Crawford, executive VP and chief financial officer of BBDO Inc., named president of BBDO International. That organization is holding company with advertising agencies and other subsidiaries throughout world, with 71% of billings from BBDO Inc.

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This week

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 6**—Colorado broadcasters breakfast with aides to senators and representatives. U.S. Capitol, Washington.

■ **May 6**—Radio Advertising Bureau Idearama meeting on small-market sales. Sheraton Inn, Madison, Wis.

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

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

■ **May 8**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Minneapolis.

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**—Eighth annual mass and communion breakfast of Catholic Apostolate of Mass Media. Speaker: FCC Chairman Richard E. Wiley. St. Mathew's Cathedral and Mayflower hotel, Washington.

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

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

Also in May

■ **May 12-13**—National Religious Broadcasters Southwest chapter convention. First Baptist Church, Dallas.

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**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Indianapolis.

■ **May 13**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Roanoke, Va.

■ **May 13**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Birmingham, Ala.

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

■ **May 15**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Pensacola, Fla.

■ **May 15**—Radio Advertising Bureau Idearama meeting on small-market sales. Ramada Inn, Springfield, Ill.

■ **May 15**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Virginia Beach (for Norfolk, Va., area).

■ **May 15-16**—New Hampshire Association of Broadcasters meeting with exploratory talks about formation of a Northern New England Broadcasters Group for Maine, New Hampshire and Vermont. NABH agenda includes FCC Chairman Richard Wiley; William Carlisle, National Association of Broadcasters; Dick Burch, Washington Code Authority office, and Bill Greenwood, MBS. Ramada Inn, Keene, N.H.

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

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

Century Plaza hotel, Los Angeles.

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 20**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Amarillo, Tex.

■ **May 20**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Latham, N.Y. (for Albany area).

■ **May 20**—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Sacramento Calif.

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 the 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**—Radio Advertising Bureau Idearama meeting on small-market sales. Hilton Inn, Albuquerque N.M.

■ **May 22**—Radio Advertising Bureau Idearama meet

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.

ing on small-market sales. Holiday Inn, Tonawanda, N.Y. (for Buffalo area).

■ **May 22—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, San Jose, Calif.

■ **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 Terash, 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 27—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Shreveport, La.

■ **May 27—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Des Moines.

■ **May 27—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Dunmore, Pa. (for Scranton area).

■ **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—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Jackson, Miss.

■ **May 29—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Moline, Ill.

■ **May 29—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Philadelphia.

■ **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—National Headliner Awards** presentation: 12 are in broadcasting (BROADCASTING, April 21). Banquet speaker will be former California Governor Ronald Reagan. Atlantic City.

■ **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 Loevinger, 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 2-6—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—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Wichita, Kan.

■ **June 3—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Huntington, W.Va.

■ **June 3—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Spokane, Wash.

■ **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—Radio Advertising Bureau** Idearama meet-

ing on small-market sales. Hilton Inn, Oklahoma City.

■ **June 5—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Covington, Ky. (for Cincinnati area).

■ **June 5—Radio Advertising Bureau** Idearama meeting on small-market sales. Great Falls, Mont.

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

■ **June 5-8—Missouri Broadcasters Association** spring meeting. On Friday agenda: Dick Shiben, FCC, Washington, on new renewal form and new ascertainment guidelines, and Brenda Fox, National Association of Broadcasters, on double billing. Saturday luncheon speaker: Senator Roman Hruska (R-Neb.). Lodge of the Four Seasons, Lake of the Ozarks.

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

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

■ **June 7-10—Georgia Association of Broadcasters** 41st annual convention. Speakers: James Gabbert, KIOI(FM) San Francisco and president, National Association of FM Broadcasters; Thomas Frawley, Cox Broadcasting, Washington, and president, Radio-Television News Directors Association; Jack Thayer, NBC Radio, New York; Jim Lawhon, WMAZ-AM-FM-TV Macon; Bos Johnson, WSAZ-TV Huntington, W. Va.; Robert McAuliffe, Institute of Broadcasting Financial Management; Doug Edwards, CBS News, New York; Mike McDougald, WAAZ(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 Whitely, KBTV(TV) Denver, general chairman. Denver Hilton hotel. 1976 seminar to be held June 15-20 in Washington; 1977 seminar to be held June 12-16 in Los Angeles.

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

■ **June 9—Broadcast Day luncheon** for Colorado broadcasters. Denver Hilton, Denver.

■ **June 10—Radio Advertising Bureau** Idearama meeting on small-market sales. Prom Sheraton, Kansas City, Mo.

■ **June 10—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Lincoln, Neb.

■ **June 10—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Raleigh, N.C.

■ **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—Radio Advertising Bureau** Idearama meeting on small-market sales. Holiday Inn, Sioux Falls, S.D.

■ **June 12—Radio Advertising Bureau** Idearama meeting on small-market sales. Sheraton Jet Port Inn, Orlando, Fla.

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

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

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

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

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

■ **June 13-15—NBC News** conference for news managers of mountain and Pacific affiliates. Brown Palace, 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 16-20—National Association of Broadcasters** board meetings. Orientation meeting for new members of radio and television boards. June 16: radio and television boards meeting jointly. June 17 and 20: radio board meeting. June 18: TV board meeting. June 19. NAB headquarters, Washington.

■ **June 17—Advertising Research Foundation** midyear

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conference. O'Hare Hilton, Chicago.

■ June 17—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Portland, Me.

■ June 17—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Paducah, Ky.

■ June 19—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Worcester, Mass.

■ June 19—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Lexington, Ky.

■ June 19-20—National Religious Broadcasters Southeast chapter convention. Hotel Sheraton, Gatlinburg, Tenn.

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

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

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

■ June 24—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Little Rock, Ark.

■ June 24—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Green Bay, Wis.

■ June 24—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Youngstown, Ohio.

■ June 24—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Eugene, Ore.

■ 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.

■ June 26—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Springfield, Mo.

■ June 26—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Eau Claire, Wis.

■ June 27—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Seattle.

July

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

September

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

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

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

■ Sept. 15—Deadline for entries in 1976 Ohio State Awards competition, sponsored by the Institute for Education by Radio-Television, for informational, educational and public affairs radio and television programs. Additional information and entry forms: The Ohio State Awards, 2400 Olentangy Road, Columbus, Ohio 43210.

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

Sept. 17-20—Institute of Broadcasting Financial Management annual conference. Century Plaza hotel, Los Angeles. (1976 conference will be held Sept. 12-16 in Boston; 1977 conferences in mid-September in Chicago.)

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

■ Sept. 17-20—Tennessee Association of Broadcasters convention. Holiday Inn-Rivermont, Memphis.

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

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

■ Sept. 26—FCC deadline for comments on "warehousing" of movies by networks with regard to pay cable distribution. FCC, Washington.

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

October

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

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

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

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

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

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

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

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

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

■ Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution. FCC, Washington.

November

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

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

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

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

■ Nov. 10-11—Advertising Research Foundation annual conference. New York Hilton, New York.

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

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

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

■ Nov. 18-19—American Association of Advertising Agencies Eastern annual conference. Waldorf-Astoria, New York.

Nov. 18-20—Television Bureau of Advertising 21st annual meeting. Americana hotel, New York.

■ Nov. 19-21—National Association of Broadcasters 1975 fall conference. Fairmont hotel, San Francisco.

■ Nov. 30-Dec. 3—Association of National Advertisers annual meeting. Breakers hotel, Palm Beach, Fla.

February 1976

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

March 1976

■ March 7-10—Data Communications Corp., BIAS seminar, Hyatt Regency hotel, Memphis.

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* Reg. U.S. Patent Office.

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Monday Memo®

A broadcast advertising commentary from Arthur J. McDermott, VP-marketing California Canners and Growers, San Francisco

Radio gives California Canners and Growers room to maneuver in its advertising

Nearly everyone would agree that tailoring advertising and merchandising efforts to specific segments of the over-all consumer market is one of the keys to making marketing more efficient. And marketing must continue to be dollar-efficient if a manufacturer is to survive the squeeze between increasing product costs and a stiffening of consumer resistance to price advances.

More and more, we at California Canners and Growers have found radio to be a medium that fits our needs to reach specific markets, geographically as well as demographically, while enabling us to tailor our advertising investment to the value of the local market.

A flexible advertising medium is particularly necessary for CCG since we market five brands of canned fruit and vegetable items. Nationally, we have Diet Delight canned fruits and vegetables, and on a regional basis, Redpack canned tomato products, Fruit 'N Honey canned fruits, Heart's Delight nectars and Aunt Penny's sauces. In a commodity-type business, the margins are not great, and at the same time we are subject to strong competition from national brands and supermarket private labels.

Specifically, radio was a solution in developing for us the Spanish-speaking market in the New York area. Heart's Delight nectars are the number-one brand in this number-one market. But we were not as strong as we wanted to be in the ethnic markets, which traditionally are heavy nectar drinkers. Our New York-area broker, Seggerman-Nixon, worked with a Spanish-formatted station, WADO(AM) New York, to insure good distribution by sampling Heart's Delight to over 4,000 Spanish-speaking store owners. Then minute commercials produced by WADO were run in a flight last fall, and they are starting again this spring. Progress to date has been encouraging: A jump from a 25% to a 52-53% saturation of retailers in the ethnic market.

Radio also has time flexibility. That was important to us in Cleveland last year when a newspaper strike threatened our introductory advertising for Fruit 'N Honey. We augmented our radio schedule



Arthur J. McDermott spent 17 years with the Carnation Co. and three years as vice president-sales for Westgate-California Foods Inc. before joining California Canners and Growers in 1971 as VP-marketing. California Canners is a grower-owned cooperative with members and packing plants in California and Wisconsin. It markets a line of canned fruits and vegetables, sauces and fruit nectars. Mr. McDermott is responsible for the marketing and distribution planning for the \$200 million-a-year company.

on four stations to fill the void, using station personalities and a fact sheet of product selling points. As a result, the brand got off to a good start. Our distribution pattern (share of retail outlets) soared to over 80%. You're doing well when you have a market share of 40%.

Currently, we are doing a thorough analysis of our advertising investments by ADI markets as they relate to sales, households, distribution, market share and demographic profiles. Our advertising amounts to between \$1.25 million and \$1.5 million annually.

Of course the preciseness of this analysis would be for naught if we do not utilize media that allow fine adjustments of advertising investments to reach particular markets.

Radio provides this local investment flexibility.

Unfortunately, at a time when advertising investments must be adjusted market-by-market, few women's magazines are offering anything other than broad regional editions. When we talk about fine-tuning of our marketing efforts, we must include the trade in those markets. The merchandising of our advertising efforts to the broker and the grocery trade must rise above the traditional bulletin or flyer mailed to a standard list.

Some radio stations are noteworthy in their approach to helping the advertiser solve unique market problems in distribution or display, or in creating fresh ways to communicate to the top men in the food trade.

Many radio stations have excellent promotional staffs whose efforts, for example, extend to making direct calls on supermarkets to try and persuade the managers to run specials, or to provide special positions for our products during our broadcast advertising flights.

But for all of the positive dimensions of radio, it is still perhaps the most demanding medium in terms of creative talent. Since radio tends in some instances to be more of a background medium, commercials must stand out. The average commercial just is not sufficient. This is one of the reasons why we have been attracted to the use of station personalities who can deliver our message in their own style.

We've also used jingles, such as those produced recently using a classic jazz sound (a la Scott Joplin) that is both contemporary and fitting to our Aunt Penny's brand of sauces.

An aside: Given this need for superior creative treatment of the message, I wonder what future government regulation of food advertising will do to radio commercials. In radio, you can't "footnote" nutritional information as you can in print or in a "super" on television so it is available to the interested consumer but not injected in the heart of the primary selling idea. Write me a lyric that the consumer will respond to using the words "eight milligrams per 100 grams of sodium per half-cup serving" and I'll show you a genius.

But for us, and for now, radio offers flexibility, reach and frequencies at efficient costs. We have used it effectively in the past and, as marketing situation dictate, it will be a viable part of our future over-all media mix.

Media

A good '75 is only prelude to excellent '76

Broadcasting officials, stock analyst agree that curve will keep going up, particularly next year with impetus from political campaigns, Olympics

The sales reports and forecasts were almost uniformly bullish last week when key executives of two TV networks, the president of a leading group broadcaster and one of Wall Street's top broadcasting analysts appeared together in a seminar for institutional investors.

John A. Schneider, president of the CBS/Broadcast Group, said that despite the recession TV sales continue strong, predicted 1975 gains of 6% in network, 5% in national spot and 10% in local and said 1976 should be even better for all three elements.

Frederick S. Pierce, president of ABC Television, estimated network television sales are rising by about 6% in the first half of this year, predicted they will do at least that well in the second half and improve next year—and, by 1980, be running around 50% higher than now.

Daniel B. Burke, president of Capital Cities Communications, said business for most TV stations "has been quite good through the first quarter of 1975 and is continuing to hold up reasonably well through the second quarter," but that radio, over-all, "is not as good." In general, he said, "considering unemployment levels and soft economic conditions in some of our markets, we have been gratified by our sales levels to date."

William P. Suter, executive vice president of Shaw & Co. and a specialist in broadcasting stocks, said that "while 1975 will be a challenging year for the broadcasting industry, 1976 should be an excellent year," with earnings gains greater for stations because networks will have to absorb substantial presidential-election coverage costs. He anticipated 1976 increases in pretax profits amounting to 11%-16% for TV and 19% for radio, with TV's breaking down to 5%-10% for networks, 7%-14% for network O&O's and 15%-20% for all other TV stations.

Mr. Suter's projections, along with trend data from 1963, were summarized in a table he distributed at the meeting

(see table). He organized and was moderator of the panel, which was a Monday feature of a three-day Institutional Investor Conference in New York.

Mr. Suter noted that, historically, presidential election years produce the biggest earnings gains for broadcasters (underlined in table), though usually the preceding year shows the smallest.

ABC's Mr. Pierce carried this projection further, noting that 1976 will also see extensive summer and winter Olympics coverage on ABC-TV and "much pre-emptive sponsorship of Bicentennial events and political coverage on all networks," with the result that "we will experience a significant shortage of total network prime-time availabilities." As a result, he added, "other day parts and spot television, too, should benefit from network prime time's tight availability picture."

In response to questions Mr. Pierce said the Olympics, despite rights costs approximating \$40 million, will be profitable for ABC, and Capital Cities' Mr. Burke added that for ABC affiliates they will be "gloriously profitable."

Mr. Burke said he was convinced that trends toward more local news and documentary programming would continue, with electronic news gathering equipment

Banner year. Those estimates of how good a year 1974 was in broadcasting are beginning to give way to the real thing. For the three television networks and their 15 owned stations, it was a good year indeed. According to official figures released by the FCC last week:

- Total broadcast revenues were \$2.3 billion, up 9.1% over 1973.

- Net revenues (after commissions to agencies and representatives and cash discounts) were \$1.9 billion, up 9.1%.

- Expenses were \$1.6 billion, up 8.2%.

- Leaving profits of \$330.8 million, up 15%.

The TV networks themselves contributed the lion's share of both revenues and profits to those totals, although the owned stations' contribution to profits was greater from a percentage point of view. Total revenues for the three networks was \$1.8 billion, for example, while that from the 15 stations was \$454.9 million—80.2% and 19.8%, respectively, of the grand total. When it came to profits, the networks' together came to \$225.1 million, while the stations' came to \$105.7 million—68% and 32%, respectively.

soon to be "a virtual necessity for large-market TV stations." But partly because of the increased importance of local news, he said, "revenues and profits for local stations will regularly grow somewhat less dependent on the success achieved by their various networks in the prime-time ratings battle."

Where medium-to-large-market stations 10 or 12 years ago derived as much as 65% of their income from selling time adjacent to network programs, he said, the figure today is probably under 50% in most cases. Given a choice, Mr. Burke suggested, a station manager today would always prefer to outrate his competition in local programming than to have his network number one.

"His local time periods have grown each year in relative dollar importance, and it also frequently happens that a strong local performance can actually lift network audiences well above national averages," he said. "It is also true that even in a disappointing season, all networks retain areas of rating strength: individual offerings which provide high ratings and attractive local spot availabilities."

On the negative side he said network selling of short line-ups to regional advertisers, although virtually mandated by government, poses "an obvious threat" to station sales, and when asked about declining network compensation to affiliates, he quipped: "I just hope they keep paying us." He added that the networks' "astronomical" costs were one reason why compensation has not increased.

Mr. Burke also speculated that increases in newspaper costs will outstrip those in TV and radio. He noted that Capcities has invested more than \$100 million in the acquisition of newspapers, has confidence in their future and hopes to acquire more, but said the company also is convinced that "both electronic media can and will continue to move merchandise for advertisers at cost levels which will improve versus other media in the years ahead."

CBS's Mr. Schneider offered "Schneider's First Law of Network Television," which he said is that "The costs aren't so important if the jokes are funny." What this means, he said, is that network costs are "largely fixed," varying relatively little from one network to another; that network prices are unrelated to costs, but depend "mostly on how many people are likely to watch our programs," so that "the key to who does well and who doesn't is who's got the funny jokes, the programs that people want to watch."

"Because," he added, "once you pay

Trends in television and radio

Percentage changes and compound growth rates in revenues and pre-tax profits for
TV industry and components and radio industry, 1963-73, 1974*, 1975*, 1976*

	% change in revenues					% change in pre-tax profits				
	Television				Radio	Television				Radio
	Industry	Networks	O & O's	All other TV stations	Industry	Industry	Networks	O & O's	All other TV stations	Industry
1963	+ 7.5%	+ 8.7%	+ 8.8%	+ 6.1%	+ 7.1%	+10.1%	+ 53.7%	+ 6.8%	+ 3.4%	+26.2%
1964	+12.3	+12.1	+17.2	+11.3	+ 7.5	+21.1	+ 6.7	+20.8	+25.2	+29.0
1965	+ 9.6	+10.7	+ 8.8	+ 8.8	+ 8.3	+ 7.8	- 1.3	+ 6.1	+11.7	+ 9.9
1966	+12.1	+14.6	+11.6	+10.2	+10.0	+10.0	+ 32.5	+ 5.8	+ 6.9	+25.1
1967	+ 3.3	+ 5.5	+ 0.3	+ 2.1	+ 4.0	-15.9	- 29.1	- 3.5	-16.9	-17.0
1968	+10.8	+ 6.6	+10.7	+14.6	+12.8	+19.6	+ 1.1	+17.4	+24.2	+40.3
1969	+10.9	+12.6	+10.9	+ 9.6	+ 6.1	+11.9	+ 64.4	+ 9.0	+ 3.6	-11.0
1970	+ 0.4	0.0	- 3.4	+ 1.7	+ 4.7	-18.0	- 46.0	-12.1	-12.5	- 7.9
1971	- 2.1	- 4.4	- 8.9	+ 1.5	+10.7	-14.2	+ 7.2	-22.3	-14.7	+10.7
1972	+15.6	+16.2	+14.8	+15.3	+11.8	+41.9	+106.5	+12.4	+38.7	+30.6
1973	+ 9.0	+10.5	+ 8.0	+ 7.9	+ 7.4	+18.3	+ 66.7	+ 0.3	+ 7.8	-16.3
1974*	+10.5	+10.5	+ 5.6	+11.0	+ 5.0	+13.5	+ 17.3	+ 1.2	+15.0	- 8.5
1975*	+ 4-7	+ 5-7	+3.5-5.0	+ 4-7	+ 6.0	-3 - +1	-3 - +1	- 4-2	+ 2	0.0
1976*	+10-13	+ 9-12	+ 8-11	+11-14	+ 8.5	+11-16	+ 5-10	+ 7-14	+15-20	+ 19
Compound growth rates										
1963-1973	8.1%	8.3%	6.7%	8.2%	8.3%	6.6%	12.6%	2.6%	5.8%	7.5%
1963-1968	9.5	9.8	9.6	9.3	8.5	7.6	0.0	8.9	8.8	15.6
1968-1973	6.6	6.7	3.9	7.1	8.1	5.7	26.7	- 3.4	2.9	- 0.2
Pre-Tax Profit Margins, 1974*						19.4%	14.0%	27.9%	22.1%	6.5%

* Estimated.

Source: FCC, Shaw & Co.'s "Broadcasting Basics" and estimates.

(Underscore indicates presidential election years)

off the fixed cost of filling the broadcast lay, every additional viewer, every additional advertising dollar, can be felt on the bottom line. Success, not cost patterns, is what you should be looking for." Of current sales and sales prospects, Mr. Schneider said:

"We are now nearing the bottom of a severe recession. If we were going to see network advertisers pulling in their horns, we would have expected to see them do so by now. We haven't. Advertisers can get out of some of their long-term commitments, but requests for relief haven't been noticeably greater than usual, and we've had little trouble finding new advertisers to take the time involved. Sales are continuing to be strong. We don't have much indication yet for the new season, except for children's shows and sports, but the indications there are favorable too."

The two network executives had different answers when asked whether the networks might pool their election coverage. "I would hope so," said ABC's Mr. Pierce. "I can't see pooling of election night," said CBS's Mr. Schneider, who also said he was not aware of any discussions about pooling coverage of the political conventions, either.

In response to other questions Mr. Schneider said he did not expect 1976 political convention coverage costs to exceed 1972's, and speculated that if New York were a convention site the networks would save on shipping, transportation and housing costs.

He also said, in answer to other ques-

tions, that he did not think cable TV would be "the doom of network TV," and that he did not foresee "a fourth network coming into being."

De-regulation is battle cry at White House

Ford sets meeting with regulators to discuss trimming government's power over industries in effort to improve competition, cut inflation

In his speech before the National Association of Broadcasters and in his message to the National Cable Television Association last month, President Ford stressed his concern with the "overregulation" of industry. Now he plans to confer with federal regulatory agency members, with a view toward trimming back regulation he feels is anticompetitive and inflationary.

The FCC and the Federal Trade Commission are among the agencies whose members will be invited to the meeting, which will be held within the next two weeks. The others are the Interstate Commerce Commission, the Civil Aeronautics Board, the Securities and Exchange Commission, the Federal Maritime Commission, the Nuclear Regulatory Commission, the Commodity Futures Trading Commission and the Fed-

eral Power Commission.

The meeting will not be limited to members of regulatory agencies, however. President Ford will also invite members of Congress and administration officials.

White House spokesmen last week said no agenda had yet been prepared. But they said the President is likely to urge the agency members to determine the inflationary and economic impact of regulations they work with (he has already directed executive-department agencies to consider those factors in proposing legislation and regulations), and to request suggestions for de-regulation.

The President, who disclosed his plans for the unprecedented meeting in a speech to the U.S. Chamber of Commerce, said the best way to improve government is not to enlarge it. And in that connection he drew applause when he said he had asked Congress to postpone action on legislation that would create a consumer protection agency. He said he had ordered executive departments and agencies to make major improvements in the quality of service to the consumer, and added: "I do not believe that we need yet another federal bureaucracy in Washington with its attendant cost of about \$60 million over the next three years, and hundreds of additional federal employees."

There is strong sentiment in Congress for such an agency. The House has twice passed legislation providing for a consumer protection agency, and although a consumer protection agency bill was

filibustered to death in the Senate last year, backers of the bill have reintroduced it in the new Congress in both houses, and it has already cleared committee in the Senate.

The President's remarks did not touch particularly on the kind of regulation broadcasters know. For the most part, he appeared to be concerned about the kind of regulation that raises costs—"and consumer prices at the same time—to achieve small or limited social benefits." But he left no doubt he opposes all burdensome regulation that cannot be defended as serving a social good.

"In the nearly 90 years since we created the first federal regulatory commission [the ICC]," he said, "we have built a system of regulations which abound with contradictions and excesses, all to the detriment of the public. There are sound estimates that government regulations have added billions of unnecessary dollars to business and consumer costs every year."

The President's speeches and his proposal for a meeting of regulatory agency commissioners constitute a second effort at tackling the problem of what the administration calls overregulation. Last year, administration bills calling for the creation of a National Commission on Regulatory Reform to consider the problem were introduced, but other than being the subject of hearings in the Senate, received little attention. Similar legislation has been reintroduced in the new Congress, but little has been heard of it, either.

Pastore sticks to his guns as CBS, NBC fire on fairness

ABC, Westinghouse bolster chairman's argument for retention of doctrine; Robinson dissents to FCC support; Pastore, Hruska call for repeal

Armed with quotes from the founding fathers and a few phrases of their own, detractors of the fairness doctrine faced off against doctrine adherents, themselves equipped with quotes from the Supreme Court *Red Lion* decision, before the Senate Communications Subcommittee in Washington last week. Broadcasters and former broadcasters buttressed the ranks on both sides.

"Dark potential," "ominous potential," "chilling effect," even "killing effect" were some of the phrases fairness doctrine opponents used to dramatize their argument that the doctrine inhibits the development of programing and aggressive news reporting by broadcasters.

The fairness doctrine requires broadcasters to afford "reasonable opportunity" for the presentation of conflicting views on issues of public importance.

Leaders in the fight against the doctrine were CBS and NBC. "It is a potential tool for determined and unscrupu-

lous public officials to destroy what is, in effect, the only national daily press that this diverse nation has," said Arthur Taylor, president of CBS. "The broadcaster has earned the right . . . of reprieve (from the doctrine)," said Julian Goodman, chairman of the board of NBC.

But ABC disagreed with its two competitors. "We have not found it to be an inhibition which need hurt us in our coverage of news or in our investigative journalism," ABC News President William Sheehan said. Donald McGannon, chairman and president of group owner Westinghouse Broadcasting Co., agreed with Mr. Sheehan: "I can say implementation of the doctrine has not been a significant or troublesome problem. It has never hampered our editorial judgment nor caused us to shy away from any issues other than for reasons of good journalistic practice."

The last comments were music to ears of Communications Subcommittee Chairman John Pastore (D-R.I.), long a champion of the fairness doctrine. Mr. Pastore was skeptical of arguments that the doctrine inhibits broadcasters, and more concerned that the broadcasting industry, particularly the networks, "will have unprecedented power" if the doctrine is repealed, with no incentive to balance diverse opinions.

While questioning Mr. Goodman Senator Pastore attacked a recent NBC program narrated by John Chancellor for what he saw as lack of balance. The program, an NBC special, *The Nuclear Threat and You*, which aired Feb. 21, equated the atomic bomb with nuclear reactors, Mr. Pastore said, an example of how broadcasters can shut out opposing views. "Don't you see how you can disturb the public mind?"

He continued in the same vein at a later point: "That's what Hitler did—he gave only his side." And the result he said was that Hitler "poisoned the mind of an entire population and ruined an entire country." "No, I'm not comparing you to Hitler," he said when Mr. Goodman objected, and he softened his attack, saying, "the minute you begin to monopolize news and give only one side of a controversial issue, you frustrate a public."

The occasion of these exchanges on the fairness doctrine was a three-day hearing on three pieces of legislation pending before Mr. Pastore's subcommittee. Two of the measures are substantially designed to strike down the fairness doctrine. The first, S. 2 by Senator William Proxmire (D-Wis.), would not only repeal the fairness doctrine but amend the Communications Act to forbid the FCC to influence broadcast program content and scheduling in any way. It would also repeal the whole of Section 315, the "equal time" provision of the Communications Act. The Proxmire bill would further strike out the wording in Section 312, which says a broadcast station may lose its license for "willful or repeated failure" to permit access to political candidates. And it would repeal Section 399, which says noncommercial stations may not editorialize.

The second fairness doctrine bill, S. 1788, by Senator Roman Hruska (R-Neb.), would do the same as the Proxmire bill, but in addition would end the ban on cigarette advertising on radio and TV and would prohibit the armed services and the postal service from discriminating against broadcasters in a way that asks radio and TV to carry free public service announcements while local newspapers are paid for advertisements.

The purpose of both bills, their authors recited during last week's hearings, is to give broadcasters the same rights under the First Amendment that the printed press enjoys. Mr. Proxmire, who back in 1959 introduced the amendment that wrote the fairness doctrine into the Communications Act ("You will agree that all of us learn as we get a little older," he said during the hearing last Monday) said the argument that government is justified in imposing the doctrine because available frequencies are scarce "has outlived its usefulness." He referred to a "technological revolution" that has fostered the increase in broadcast stations from 4,959 to 8,575 since 1959.

Mr. Proxmire also offered statistics from a poll he took last summer of daily newspaper editors, some syndicated columnists and heads of journalism schools which showed that 80.4% thought radio and TV news operations should have the same First Amendment rights as print news operations. He said 15.7% thought broadcasters should not have the same rights and 6.8% were undecided. He also quoted the results of a Roper poll from last November in which 81% of a cross section of the population thought government should have no control over TV news programs, as opposed to 12% who thought government should.

The third bill before the subcommittee was Senator Pastore's S. 608 to exempt candidates for President and Vice President from the equal-time rule of the Communications Act. The equal-time rule requires that candidates for the same office have the same amount of air time.

Mr. Goodman and Elton Rule, president of ABC, renewed their promises of free time for the presidential and vice presidential candidates of the two major parties in the 1976 elections if the Pastore bill passes. Their pledges of four prime-time hours for the candidates to use as they wish drew favorable reaction from the members of the subcommittee after they drew assurances from the two executives that control over the formula for the free time would be in the hands of the candidates.

Mr. Taylor, however, would only grant that assurance for two of the eight hours CBS has promised to donate in the next election. CBS intends that the other six hours be more than just "talking heads" but rather be devoted to "some juxtaposition" of the opposing candidates, although not necessarily to toe-to-toe debates. It disturbed Senator Ted Stevens (R-Alaska) to learn that CBS wants to keep a hand in the negotiations over how the six hours should be used. He said one presidential candidate, particularly an incumbent President, might for tactical



Taylor



Goodman



Rule



McGannon

reasons wish to avoid a debate such as the one former Presidents Kennedy and Nixon engaged in in 1960. He said he did not want CBS to be able to report that "candidate A" refused to debate. Mr. Taylor attempted to allay those fears, saying, "CBS will not make this a witch-hunt." The network would, instead, negotiate the shape of the free-time format in private with the candidates and would attempt to keep those talks quiet, he added.

A defense of the fairness doctrine came the first day of the hearings from FCC Chairman Richard Wiley. Mr. Wiley read his statement for the record, but time did not permit questions from the subcommittee. And although he was present the second day, Tuesday, he was not called on again. Mr. Wiley said the fairness doctrine affords "considerable latitude" to the broadcaster, and that the commission will not interfere unless the broadcaster's judgment in balancing points of view "is exercised in an arbitrary and unreasonable manner." He said the scarcity argument, Mr. Proxmire said no longer applies, indeed does still apply as long as there are more individuals wanting to broadcast than there are frequencies.

He said there is little evidence supporting the argument that the doctrine inhibits broadcast journalism. "I do not believe that I have ever heard a broadcaster say that he was inhibited by the doctrine and thereby prevented from saying something which he otherwise would have said," Mr. Wiley said. He also said: "If a broadcaster fails to present news and public affairs programming, I respectfully suggest that it is not due to the commission's policies, but—for whatever reason—his own."

There was not a shortage of witnesses to argue against that point. Tom Frawley, president of the Radio Television News Directors Association, told the subcommittee that "the mere existence of the fairness doctrine can make a broadcaster reluctant to stick out his neck on a controversial issue and provide the fullest and best possible service for his listeners and viewers." As for Mr. Wiley's statement that he has never talked to a broadcaster who said the doctrine interfered with his news judgment, Mr. Fraw-

ley could explain that as well. It is not easy to provide examples of interference, he said, "because individual journalists and station managers do not usually like to admit that they have been worn down by complaints, attorneys and complex legal rules."

Mr. Taylor agreed, saying, "Too often, I fear, too many broadcasters (particularly small market broadcasters) will shy away from controversial programming or will submit to unreasonable fairness demands merely to avoid the burdens of lengthy litigation."

The fairness doctrine makes broadcast journalists "second-class citizens," Mr. Frawley said, and unfairly so. He said without the doctrine broadcasters would be just as eager to present opposing viewpoints. "Professional standards are inbred, not forced by law," he said. Mr. Taylor agreed, saying, "broadcasters must face the judgment of their viewers every day." And "the public will not long tolerate unfairness, nor should it."

Mr. Sheehan spoke of a "large vacuum" which would be created if the fairness doctrine is repealed. The doctrine has its faults, he said, but to eliminate it would be to open the door to the possibility of "a new and more onerous obligation" or to infuse greater complexities and uncertainties into license challenge proceedings than already exist.

What is needed is a reform of the doctrine, Mr. Sheehan said, to create a "definitive standard" to insure that a broadcaster's "good faith" judgment in presenting the news is not disturbed. As things stand, he said the commission can be cast as "ultimate editor—inviting the most minuscule quantitative examination of a station's or network's programming on a given issue." There should be no "subjective second-guessing," Mr. Sheehan added; commission action should only be initiated on a showing of "material unfairness."

Chairman Wiley also inserted in the hearing record a dissenting opinion on the doctrine from FCC Commissioner Glen Robinson. Mr. Robinson said nothing he has read or experienced makes him optimistic that more reasonably balanced discussions of important public controversies will be fostered under the doctrine. "Weighing that fact against the

risk that the doctrine may have a chilling effect on a licensee's disposition to present controversial material on television or radio, I believe we would be better off without the doctrine," Mr. Robinson said.

Mr. Wiley defended the FCC's handling of the fairness doctrine, offering statistics to demonstrate that it has acted with restraint. Of 4,300 fairness complaints the commission received in 1973 and 1974, he said, 97% were dismissed without requiring the licensee to respond at all. Of the remaining, he added, "only 19 were ultimately resolved in a manner unfavorable to the broadcaster."

Of greater concern to Chairman Wiley however, was that the Proxmire and Hruska bills would do a great deal more than abolish the fairness doctrine. In Mr. Wiley's words, they would effect "a radical redirection of commission activities."

He said the bills would eliminate other policies, including: the requirement that licensees ascertain the problems, needs and interests of their communities; the obligation to present a reasonable amount of news and public affairs programming responsive to the ascertained needs; the requirement that TV stations provide programming to serve the special educational and cultural needs of the child audience; the prohibition of loud and excessive commercials.

And he said the bills would also preclude FCC concern about violence on TV.

In fact, Mr. Wiley concluded, the Proxmire and Hruska bills would reduce the FCC's regulatory jurisdiction to "the purely scientific or physical aspects of broadcasting—assignment of frequencies, signal strength, hours of operation, antenna location and the like."

That revelation struck a responsive chord in Senator Pastore, who said he was afraid abolishing the doctrine would amount to a "license in perpetuity" for broadcasters. He told a later witness that the result might be a "labyrinth of confusion" as existed before the enactment of the Communications Act. He said the fairness doctrine permits only "minimal intrusion" by government, and only asks stations to account to their publics. Without that "minimal intrusion" he said, the broadcasting industry, which is today a "white industry," in Mr. Pastore's words,

broadcasters would not have to listen to minority groups which seek access into station programming and hiring. "I'm telling you in time this attitude (opposing the doctrine) is going to be very, very counterproductive," he said.

Dr. Everett C. Parker, director of the Office of Communications for the United Church of Christ, too was distressed at the prospect that the FCC might no longer be able to monitor station performance if the fairness doctrine were revoked. Broadcast licenses "have monopoly values running into hundreds of millions of dollars," he said. "They were granted in return for promises of public service. To waive these promises gratuitously would amount to a gift of public property so enormous as to make it the biggest giveaway to special interests in the history of the United States."

Professor Robert Lewis Shayon, of the Annenberg School of Communications at the University of Pennsylvania, also had gloomy predictions if the fairness doctrine falls. He said the present license-renewal procedure, "for all its shortcomings," at least forces broadcasters to make contact with their communities periodically. But that would be thrown out, he said, and "a licensee could with impunity drop all news and public affairs programs, all local programs, broadcast his or her partisan political views and make personal attacks without according anyone the right to reply or the public the opportunity to hear opposing views."

Mr. Shayon continued: "The only reason licensees schedule some news, public affairs and local programs is because the present regulatory scheme makes them public trustees, proxies for the entire communities they serve. Remove the requirements and overwhelmingly the licensees would follow the normal economic incentives of our society to make the maximum profit."

Henry Geller, former FCC general counsel and now with the Rand Corp., also opposed the abolition of the fairness doctrine, but suggested that it only be applied at renewal time "to determine then whether a flagrant pattern of violation of the doctrine is indicated." This would remove the potential for FCC intrusion into the day-to-day broadcast journalism but would broadly insure that the licensee is fulfilling his role as a public trustee. And he suggested that the FCC should encourage stations to substitute access techniques for fairness, soliciting public participation in regularly scheduled talk shows or spots.

Frank Lloyd, executive director of the Citizens Communications Center, a public-interest law firm, argued there are inconsistencies in broadcaster's arguments for abolishing the fairness doctrine which show them less committed to journalistic principles than to their own self-interest. "Surely if broadcasters were serious about their contention that if freed of current potentially 'chilling' FCC programming regulation they would put ample resources into vigorous reporting on public issues," he said. "Rather they argue for the right to present no local programming, no informational programming and rein-

vest no profits in service."

"The plain fact," Mr. Lloyd said in a prepared address, "is that what many commercial broadcasters want is the right to be bland, to present no controversy. They believe that addressing public issues attracts less of the mass audience."

He said broadcasters are selling the Proxmire and Hruska bills to the public as being "solely directed to the fairness doctrine," without saying that public access to stations could be closed off as a result. They are not talking either about ways to insure access through "content-neutral" means, even though good proposals have been offered, Mr. Lloyd said. He said his firm has proposed, for example, a way broadcasters could be held accountable without involving the FCC in program content. Under the plan a broadcaster with an adequate policy of providing free access to broadcast time would be held in full compliance with the fairness doctrine. The sole review would be of the broadcaster's procedures for providing access.

Unqualified support of the Proxmire and Hruska bills came from Madeleine Large, president of Families Against Censored Television, West Hartford, Conn. Mrs. Large told Mr. Pastore that the FCC is "sticking its long nose all the way from Washington into our local communities and into our homes to meddle in affairs which are none of their self-righteous business."

Mrs. Large said she is opposed to any governmental influence on broadcast programming. She had a particular concern that the FCC should not be telling broadcasters what "our children need . . . this is a flagrant violation of parental and children's rights and direct interference with the upbringing of our children."

Another strong attack on the fairness doctrine came from Dr. Carl McIntire, director of the *20th Century Reformation Hour*, Collingswood, N.J. He told the subcommittee the doctrine has "hindered jeopardized, and at times destroyed the free exercise of our religious activities." As president of Faith Theological Seminary, Elkins Park, Pa., Dr. McIntire was in control of WXUR (AM) Media, Pa. when its license was revoked in 1970 for fairness violations. That was a "grave injustice," he said, that warrants a full hearing before Congress before the fairness doctrine bills proceed any further. He also complained that the fairness doctrine has had a "killing effect" which has forced the cancellation of his broadcasts by stations across the country. Dr. McIntire was followed by Pastor Ennis Cugini of Clayville Church, Foster, R.I. who also complained of the fairness doctrine's inhibiting effect on his religious broadcasts. Mr. Pastore promised the two they could return in the near future for a further hearing into their specific problem.

Whitehead sticks by fairness opposition

Investigative reporting analyzed by panelists at Boston University

Clay T. Whitehead, who in his time with the Nixon administration emerged as an early advocate of abolition of the fairness doctrine, is continuing to press that point of view. "The First Amendment means what it says," he said last week. "There should be an absolute wall between media and government."

Mr. Whitehead, a post-doctoral fellow at Harvard and the Massachusetts Institute of Technology, headed the White House's Office of Telecommunications Policy from 1970 to 1974. In that position, he proposed a license renewal bill that made adherence to the fairness doctrine one of the criteria renewal applicants would be expected to meet. However, he indicated privately that the fairness criterion was the White House's inspiration, not his.

Last week, in an appearance before a Boston University conference on investigative reporting, he came out with vintage Whitehead. He thinks the fairness doctrine should be abolished. But he wants some system of access to radio and television—the right to buy time and some free time for those who can't afford it.

Carolyn Lewis, a Capitol Hill reporter for public broadcasting, agreed with Mr. Whitehead's contention that stations now tend to use the fairness doctrine as an excuse to avoid controversial subjects.

"At least the networks do 23 minutes of classy news a night," she said. "But what about the things the local stations

aren't doing? They're hiring pretty face and clowns when they should be news oriented."

Miss Lewis would like to see radio-TV outlets barred from owning newspaper and vice versa, but admits she doesn't know how to deal with situations where a paper is supported by its station.

Both Mr. Whitehead and Miss Lewis feel commercial TV can't provide the alternatives they feel the public needs. The former favors larger cablevision operations while the latter wants a "BBC-type outlet for the voices who can't get onto commercial television."

Sander Vanocur, the former NBC and PBS correspondent who says he's on a "two-and-a-half year sabbatical arranged by some of Richard Nixon's white-collar brownshirts," told the conference that "if you're not on TV, you have no access—that's the way the system works."

He is convinced news programs can be commercially successful and that his former TV colleagues "can't just say we're only a visual headline service—there has to be something better."

He said any good reporting is investigative reporting, and that "too much of what reporters do is transmission-belt service for press releases. Normal rules of objectivity hinder telling what we know. You have to take some risks once in a while."

And Mr. Vanocur, while he covered the White House for NBC, said he was as guilty as his colleagues. "We didn't cover the President, we celebrated the office," he said.

CBS's Paley deplores fairness doctrine's threat to fairness

Chairman states his objection to government's role as arbiter of reasonableness of coverage

William S. Paley, chairman of CBS, denounced the fairness doctrine last week as being "in open defiance of the First Amendment" and imposing limitations on "the very media—radio and television—that have become the primary sources of news and information for the American public."

"Whenever I hear the misnomer, 'fairness doctrine,'" he said, "I am reminded of Voltaire's remark about the Holy Roman Empire—that it was 'neither holy nor Roman, nor an empire.' For there is nothing more contradictory in terms, or more contrary in practice, to the concept of a free press than the so-called fairness doctrine."

Mr. Paley spoke as part of a dialogue on freedom and communications at a dinner of the Institute on Man and Science last Tuesday night in New York, where he received a communications award.

"I would like to stress," he said, "that we in broadcasting have no quarrel with fair coverage of news and public issues. We insisted on it, and lived by it, as the record shows, before the fairness doctrine came into being. What we object

to is setting up the government as the arbiter of the fairness of our coverage—usurping the function of those directly responsible for news and public affairs broadcasts.

"There is a real and implicit danger in the fairness doctrine—in its possible misuse by government officials to stifle criticism, and to otherwise influence news and public affairs presentations. As a result, diversity can actually suffer, even if the doctrine is used with restraint, because of the constant fear of government reprisal. In the long run, it is not the broadcaster who loses as much as it is the public.

"I am confident that, if the fairness doctrine were abolished, true diversity and fairness in news broadcasting would not diminish but would probably increase."

Way is cleared for Justice to pursue suit against networks

High court turns down ABC, CBS and NBC petition for dismissal

The three commercial TV networks have lost in their bid to have the Justice Department barred from prosecuting its anti-trust case against them. The Supreme Court last week dismissed the networks' appeal from the order of U.S. District Judge Robert J. Kelleher of Los Angeles

permitting the department to proceed with its suits.

At issue in the case is the department's allegation that the networks illegally monopolize prime time. The suits charge that the networks use their control of prime time to bar from the air shows in which they have no ownership interests, compel outside producers to grant them financial interests in shows, control prices they pay for feature films and obtain competitive advantages over producers of entertainment programs and films (BROADCASTING, April 17, 1972).

ABC, CBS and NBC have contended that the suits, filed in April 1972, were politically motivated—that they were the Nixon administration's answer to networks' news coverage of his administration.

Judge Kelleher dismissed the cases in November, because the Ford administration refused to provide the White House tapes and documents the networks said would substantiate their claim. However, the cases were dismissed without prejudice, which meant that Justice, now part of a new administration, could refile its suits, and it did.

The networks' appeal to the Supreme Court contended that the dismissal should have been with prejudice because of the alleged manner in which they originated and because of the Ford administration's refusal to provide the requested materials.

The Justice Department contended it could not comply with the request because of the continuing dispute over

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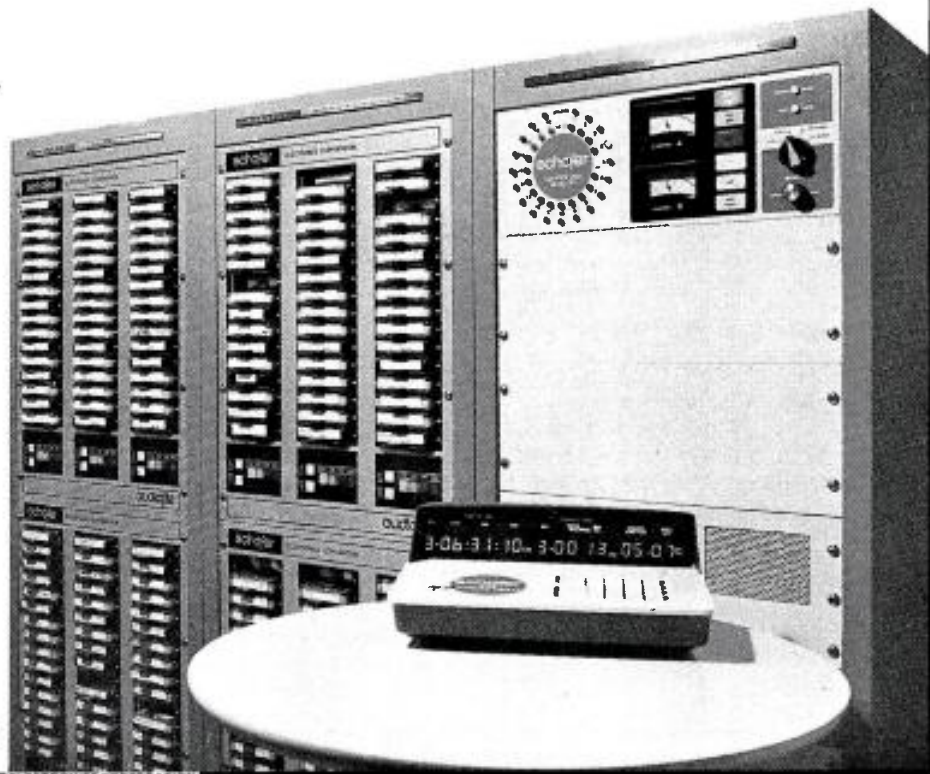
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whether Mr. Nixon or the government owned the material. It also said, as it has in previous pleadings, that regardless of the motivation behind the suits, they have legal merit.

Justice William O. Douglas temporarily stayed the trial of the suits until the Supreme Court acted on the appeal. Last week's action by the high court clears the way for the trial to proceed.

The court, in its brief order, said it lacked jurisdiction to hear the appeal, but gave no other reason for its action. The only dissenter was Justice William H. Rehnquist. Justice Douglas, who is ill, did not participate in the matter.

AWRT looks for emphasis: professionalism or feminism or both?

Collective consciousness of group has been raised perceptibly, convention delegates reveal, but it stops well short of militancy

While American Women in Radio and Television is determined to be more assertive in addressing industry issues and charting long-range plans for its own development, AWRT is still split on priorities. There are members who think the organization should be even more assertive in advancing the woman's role in broadcasting. Others think otherwise.

"There is a place for more militant feminism, but AWRT is not the place," says its president-elect, Saidie Adwon. But at the same time, the "more youthful, spirited" AWRT convention at Chicago's Continental Plaza hotel (BROADCASTING, April 28), prompted Lionel J. Monagas, chief of the FCC's industry equal-employment office, to say that the "former impression of AWRT as complacent, quiet and conservative is no longer true."

In the past, members have agreed that their best contribution to the women's movement would be their own successful careers. Now, some members are saying the time for more affirmative action has come.

AWRT's affirmative action committee, formed two years ago to work for passage of the Equal Rights Amendment, to establish a skills bank of AWRT members and to urge revision of the FCC employee report form, has been raised to the status of a standing committee, through efforts again spearheaded by the interim committee chairwoman, Mary Jean Parson, associate director of employee relations at ABC and Northeast area vice president for AWRT.

In a convention workshop on affirmative action, Mr. Monagas reported the 1974 EEO filings show 11.6% of the full-time broadcast work force are minorities and 25.3% are women. Miss Parson noted, however, that only 14.4% of the women are in "officials and managers" positions. "While broadcasting does have

the best track record in the employment of women in management positions compared to other industries, we have a long way to go," says AWRT President Jane Cohen, program manager, WRC-TV Washington. The situation "was lousy, is getting better," in the opinion of Jorie Lueffoff, newscaster at WMAQ-TV Chicago, "but we're still a long way from having women anchoring network newscasts." At the local station level, changes are being made, according to Adel Munger, assistant director of community relations, WTMJ-AM-TV and WKTU(FM) Milwaukee, who detailed her station's six-month effort to organize women to help others on the way up.

But much of the convention was in keeping with AWRT's professional image:

Jane Cohen, in her inaugural address, called on the 530 attending delegates to bone up on broadcast issues—renewal legislation, children's programming and family viewing—and to encourage young women to enter the communications industry.

Chicago Mayor Richard Daley, addressing the opening luncheon, suggested that if there were more women radio and TV station managers, "program content would be different"—rid of some of the sex and violence which he claims currently fill the screen. Also speaking was Sister Ann Ida Gannon, president of Mundelein College, Chicago, who spoke on the responsibility of women in communications to use "language as a tool, the vocabulary of awareness" to help change sexist attitudes.

President Ford also sent a message to the convention, read by John Eger, acting director of the Office of Telecommunications Policy, endorsing industry self-regulation (BROADCASTING, April 28) and setting the task, "during this International Women's Year" of focusing public attention on the achievements of women in broadcasting and raising the consciousness of colleagues and audiences in the equal rights area. FCC Chairman Richard E. Wiley addressed another AWRT luncheon, calling the women "constituent members of the broadcast industry" and speaking on the family viewing code revision (BROADCASTING, April 28).

AWRT members themselves took up women related and industry related issues at workshops and evening rap sessions.

In a session on changing careers, Nancy Boyer stressed continuous growth—"I had four jobs in four years." Currently national sales manager at WFSB-TV Hartford, Conn., she did not deny the assertion that sales are the route to the top, but typifying a new orientation of career women, asks "what is the top?" It was also noted at the workshop that women represent 13.9% of those in broadcast sales.

An exchange of programming ideas in a session, "Sister Broadcaster: Help I Need," ranged from sex education programs—"highly controversial in the Bible Belt of southwest Virginia," according to Kathy Thornton, producer-hostess on WDBJ-TV Roanoke—to a marathon broadcast from New York's Port Authority Building "that filled close to 1,000 jobs" and won a George Foster Peabody Award for ascertainment of community prob-

lems, according to Jeri Warrick, director of national community affairs for NBC, New York.

AWRT's commitment to educating members to industry issues was evidenced by a panel on broadcast standards and practices. The panelists drew questions on advertising to children, lottery ads, personal product spots and comparative advertising. Portrayals of women in ads, despite "ring-around-the-collar" and "fly-me" stereotypes, were said to be greatly improved—"you should see the ads as they originated," said Brenda Fox, National Association of Broadcasters lawyer.

The "business side of the business" was the subject of a workshop on budgeting, collection problems and agency/advertiser liability.

A how-to session on developing interviews, features and documentary presentations emerged from a workshop on the relationship of public-relations professionals and broadcasters.

Two general sessions were conducted on responsibility in broadcast news reporting and on children's programming. The news panel was led by Frank Beaman, WGN-TV Chicago, and included Ned Schnurman, associate director, National News Council, New York; Tom Frawley, president of the Radio-Television News Directors Association and vice president-news, Cox Broadcasting, Washington; Ann Compton, ABC News White House correspondent; Sig Mickelson, chairman of Northwestern University's journalism department and newly elected president of Radio Free Europe and Radio Liberty, and news consultant Frank Magid, president of Frank N. Magid Associates, Marion, Iowa. Discussion centered on First Amendment rights, responsibilities of broadcast journalists and the use of professional consultants. Mr. Magid's assertion that he could place 50 women in news-anchor positions—if only they were "better qualified"—was met by a collective groan.

Phil Donahue, of Avco Broadcasting's *Phil Donahue Show*, moderated a panel composed of Bob Keeshan (CBS's Captain Kangaroo); Squire Rushnell, vice president-children's programming for ABC-TV; Gary Costly, director of public affairs, Kellogg Co.; Margaret Huych, professor of developmental psychology, Illinois Institute of Technology, Chicago, and Shirley Soman, author and consumer advocate. Mr. Rushnell's and Mr. Keeshan's assertion that the effect of TV on a child's development is the "shared responsibility" of broadcaster and parent was applauded, while Mrs. Soman argued that the government and industry should exercise more control over program and advertising content. "Most significant," she added in reference to nutritional advertising, "is what is not advertised—fruits and vegetables that have nutritional value." Mr. Rushnell's response to a child in the audience, who claimed, "I can have better dreams Saturday morning than I can see on TV," was "Kids are a lot smarter than we give them credit for." He also credited Action for Children's Television, Boston, with being "a significant grass-root movement" with demonstrable success.

In other convention activities, Mary



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Tyler Moore was presented with AWRT's Silver Satellite award for "contributions to broadcast communications." AWRT's first board of directors award, announced previously, was given to J. Leonard Reinsch, retired president of Cox Broadcasting and incumbent chairman of Cox Cable.

Hectic pace set for FCC in next three months

Wiley calendar calls for meeting at least three, sometimes more, days a week on broad range of issues

After a relatively slow April, during which it took time off for the National Association of Broadcasters and National Cable Television Association conventions, the FCC is gearing up for a busy three months, beginning this week.

The calendars for commission meetings covering the months of May, June and July was issued last week. It will be a busy time, with full commission meetings on Tuesday, Wednesday and Thursday, and with occasional meetings on Monday and Friday. This has been the general schedule since September, when Chairman Richard E. Wiley began issuing the calendars as a means of keeping the pressure on the commission and its staff to deal with issues, often long-pending ones.

One intriguing item on the calendar is scheduled for July 31—"discussion of future of broadcast-cable regulation, re-regulation and de-regulation."

One change in plans revealed is the scheduling of a panel discussion on cable nonduplication rules for cable systems in the Rocky Mountain area on June 17; it had been announced for May 20.

The calendars also contain the "petition-to-deny day" whose creation Chairman Wiley disclosed in his speech to the National Association of Broadcasters convention in Las Vegas. On that day—to be held in the middle of every month—the commission will attempt to dispose of those petitions that seem to be subject to routine dismissal. Another innovation is an FCC "future planning conference," to be held on June 30 and July 1.

The May calendar follows: May 6, decision on new ascertainment-procedure rules for commercial stations; May 7, House appropriations hearings; May 8 and 9, regular agenda; May 13, discussion of cable leapfrogging rules, followed by discussion of small cable systems' exemptions from various rules; May 14, regular agenda, followed by discussion of statement on broadcaster-citizens agreements, followed by discussion of hypoing rule-making; May 15, petition-to-deny day; May 20, discussion of equal employment opportunity guidelines; May 21, regular agenda and briefing by Cable Technical Advisory Committee; May 22, briefing on international common carrier matters; May 28, discussion of petitions for recon-

sideration of cable originations, late-night programs, and public file rules; May 29, regular agenda, followed by briefing on private line rate case and discussion of safety and special radio services matter; May 30, discussion of cable carriage rules.

June: June 3, discussion of cable rules proposed to be effective in 1977; June 4, regular agenda, followed by briefing on preparations for World Administrative Radio Conference, followed by discussion of Cable Television Relay Service form; June 5, discussion of noncomparative-renewal policy, and plenary session of U.S. Administrative Conference; June 6, plenary session of U.S. Administrative Conference; June 10, discussion of regional concentration of ownership of broadcast stations; June 11, regular agenda, followed by decisions in corporate reporting and conglomerate study; June 12, discussion of comparative-renewal policy; June 13, June 12 meeting continued, if necessary; June 16, Engineer-in-Charge conference (all week); June 17, panel discussion on cable nonduplication rules for Rocky Mountain systems; June 18, regular agenda, followed by discussion of cable "viewability" standard; June 19, petition-to-deny day; June 24, discussion cable importation of distant-signal sports events; June 25, regular agenda, followed by discussion of AM "freeze"; June 26, discussion of clear-channel policy; June 30, FCC "future planning conference."

July: July 1, FCC "future planning conference," continued; July 2, regular agenda, followed by discussion of ascertainment procedures for noncommercial stations; July 3, discussion of proposed revision of broadcast-cable cross-ownership rule; July 8, discussion of FCC budget; July 9, regular agenda, followed by discussion of "government in the sunshine" alternatives; July 10, discussion of cable certificate of compliance application form, followed by discussion of 1977 cable rules (appropriate deadline); July 15, discussion of Docket 19660 (International Record Common Carriers' "gateway" cities); July 16, regular agenda, followed by discussion of cable carriage of special format stations; July 17, petition-to-deny day; July 18, final discussion of

Unbiased opinion. It is perhaps a tribute to the nondiscriminatory and impersonal eye of the random sample that the following communication from Arbitron Radio Research arrived at 4141 Ocean Drive, a condominium apartment in Vero Beach, Fla. The letter announced that a member of "our interviewing staff will be telephoning your home soon to invite you to be in a survey of radio listening." The letter attempted to put to rest any suspicions the potential interviewee might have by assuring him that Arbitron was not out to sell anything. "And the results will be very useful to the radio stations who are trying hard to provide the kind of radio programs you enjoy." The sometime resident of 4141 Ocean Drive: Vincent T. Wasilewski, president, National Association of Broadcasters.

FCC budget; July 22, discussion of definition of cable television system; July 23, regular agenda, followed by decision in common carrier hi-lo case (docket 19919); July 24, all-day oral argument (subject to be announced); July 28, discussion of FCC Reports revision; July 29, discussion of whether and how to allocate cable jurisdiction among federal, state and local governments; July 30, regular agenda, followed by discussion of FCC cable legislation; July 31, discussion of future of "broadcast-cable regulation, re-regulation and de-regulation."

Not everything is up for grabs under freedom of information

FCC, Supreme Court issue rulings intended to clarify what's public

Some of the limits on the public's ability to obtain information from the government under the Freedom of Information Act were brought into sharper focus last week, in opinions handed down by the FCC and the Supreme Court.

The commission case involved a request by a broadcaster to inspect complaints about his station's operations filed by a former employee and due to figure in a hearing to be held on the permittee's application for a license. The commission—in what it said was a precedent-setting case—rejected the request; it said the requested information falls within one of the exemptions spelled out in the law.

The Supreme Court decided two cases involving the internal memoranda that deal with pending cases before government agencies. The court told Sears, Roebuck & Co. in one case and Grumman Aircraft Corp. in the other that government agencies cannot be forced to divulge such information.

The commission case involves Chesapeake-Portsmouth Broadcasting Corp., permittee of WPMH(AM) Portsmouth, Va., and the hearing on its license application, in which the commission will explore a number of allegations of rules violations. The permittee filed a Freedom of Information Act request for permission to inspect material provided the commission's investigators by Jack Walters, the former employee. The administrative law judge, Jay A. Kyle, ultimately granted it.

The commission, however, felt the case of sufficient importance to warrant review on its own motion. It noted that the Freedom of Information Act had recently been amended to clarify the exemption dealing with "investigatory records compiled for law-enforcement purposes."

The amendment, enacted earlier this year, was intended to "narrow the broad reading" of the exemption dealing with investigatory records that courts had put upon it, the commission said. But it noted that Congress had specified six cases where the exemption would continue to apply, and one, the commission said, fit

the facts of the Chesapeake-Portsmouth case: where disclosure of such material "would (a) interfere with enforcement proceedings."

The commission said its reading of the legislative history of the amendment makes it clear that Congress "recognized that documents which were part of government investigations concerning 'a concrete prospective law enforcement proceeding,' including statements of potential government witnesses, were entitled to protection from disclosure."

The commission, noting that the hearing date for the hearing had not yet been set, said that "disclosure of the Walters complaints now would significantly restrict the [Broadcast] Bureau's preparations for this hearing and make it more difficult for the bureau to prove its case." Accordingly, it said, "we have concluded that disclosure of the material requested at this time would engender, at the very least, a 'reasonable possibility' of the kind of harm warranting denial of the applicant's present request."

The Supreme Court decisions concerning the Freedom of Information Act—both written by Justice Byron R. White—were read by commission officials as simply confirming the understanding they had of the Act.

In the Sears, Roebuck case, the court, in an 8-to-0 decision, reversed an appeals court decision which held that the National Labor Relations Board must disclose memoranda recommending the filing of an unfair labor practice. The court said such material was not a "final opinion" and thus was not subject to disclosure under the law. However, it also said that memoranda recommending that no action be taken is a final opinion and must be made public.

The Grumman case involved the Renegotiation Board, which reviews government contracts with a view to guarding against excessive profits. And in its opinion, the high court held that Grumman was not entitled to reports of a regional board, consisting of civil servants, or of divisions of the board, consisting of three of its five members, on the ground they are not final reports but, rather, are designed to aid the full board in reaching a final decision.

Grumman had argued that withholding of such reports "would perpetuate the system of secret law that has developed within the board." However, Justice White wrote that such reports are designed to aid the board in its discussion and, he said, "we are unwilling to deprive the board of a thoroughly uninhibited version of this valuable deliberative tool."

Justice White said the exemption controls even when the result is to leave the final order unintelligible. Indeed, he said the law does not even require agencies to write final opinions—only that it disclose those it does write. "If the public interest suffers by reason of the failure of the [Renegotiation] Board to explain some of its decisions," Justice White wrote, "the remedy is for Congress to require it to do so. It is not for us to require the disclosure of documents, under the purported authority of the Act, which are not final opinions, which do not accurately

set forth the reasons for the board's decisions, and the disclosure of which would impinge on the board's predecisional process."

The opinion was adopted by a vote of 7-to-1, with Justice William O. Douglas dissenting and Justice Lewis F. Powell not participating in either case.

House CPB measure now matches Senate on funding amounts

But matching formula is tougher in bill reported out of subcommittee

The House Communications Subcommittee last week voted out a funding bill that will make more federal money available to the Corporation for Public Broadcasting during the next five years than the Ford administration recommended, but it would also make the funds tougher to get at during the fourth and fifth years of the five-year scheme.

With only three members present, and another two voting by proxy, the subcommittee voted unanimously to raise the federal funding ceilings in the long-range funding bill for CPB (H.R. 4563) to the same levels passed by the Senate Commerce Committee last month (BROADCASTING, March 24). The amendment to raise the ceilings was offered by subcommittee Chairman Torbert Macdonald (D-Mass.).

Under the matching plan, \$88 million in federal dollars would be made available to CPB for fiscal year 1976, \$103 million in 1977, \$121 million in 1978, \$140 million in 1979 and \$160 million in 1980. The administration had recommended \$70 million be offered to CPB the first year, rising in steps to \$100 million the last.

The funds, however, would not simply be handed over to CPB at the start of every fiscal year. Instead, CPB would have to qualify for them by raising funds from private sources. During the first three years of the plan, CPB would draw \$4 from the government for every \$10 it raised on its own. But the subcommittee voted another amendment by Chairman Macdonald providing that during the last two years CPB would draw only \$3.33 for every \$10 it raised from private sources.

The Senate Communications Subcommittee bill applies the two-to-five matching plan for all five years. Under that bill (S. 893), to qualify for all the available federal money in 1980 CPB would have to raise \$400 million privately; under the House bill, CPB would have to raise \$480 million.

The point of establishing a matching system rather than an outright gift of federal funds to the corporation is to encourage CPB to move toward self-sufficiency in its financing. And the reason for changing the ratio of federal to nonfederal funds the last two years of the five-year plan, Mr. Macdonald said, is to increase the incentive, to make public broadcasters "plug harder" still, to

raise money privately.

Of concern to Mr. Macdonald and other members of the subcommittee during hearings on the long-range funding bill was that public broadcasters have not tried hard enough to include minorities in employment and programming and that they were not in close enough touch with the communities they serve (BROADCASTING, April 14, 21 and 28). Mr. Macdonald said during the mark-up session last Monday that the report accompanying the legislation to the House floor will make it clear that CPB must increase its efforts in these areas. To further this end, the subcommittee passed another technical amendment, also offered by Mr. Macdonald, to make it clear that CPB can be called on at any time to answer to Congress on questions regarding not only funding, but minority hiring, programming and community ascertainment as well. H.R. 4563 will now go to the full Commerce Committee in the House.

Following that it will be routed to the House Appropriations Committee, where it is expected to run into trouble with Appropriations Committee Chairman George Mahon (D-Tex.). Mr. Mahon registered a formal objection to the bill in a letter to Representative Macdonald two weeks ago (BROADCASTING, April 28) on the grounds that it not only authorizes government expenditures, but also appropriates funds for a five-year period. Mr. Mahon said the appropriation provision goes against a House rule which requires all appropriations measures to originate in the Appropriations Committee. He objected to the five-year term of the appropriation because it would remove CPB from the annual budgetary process.

Mr. Macdonald said he wrote Mr. Mahon back in defense of the bill, emphasizing that it provides not for an "ordinary grant" of government money, but rather for "incentive funding."

GE renewals opposed

A petition to deny the license renewals of WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., has been filed with the FCC by Robert C. Greene, a TV repairman and holder of a construction permit for a TV translator in that area. Mr. Greene accused the licensee, General Electric Broadcasting Co., a subsidiary of General Electric Co., of slanting and manipulating the news, deceiving the public about station coverage areas and restraining competition. He also claimed that General Electric had violated citizen radio service rules and had potentially degraded WRGB service to require viewers to subscribe to a local cable system. Most of the accusations rest on Mr. Greene's belief that General Electric wishes to prevent the operation of more TV translators in the Schenectady area. He said that translators would prove strong competition if General Electric's affiliate cable corporation ever expands into the area. Mr. Greene noted that he is working actively to install more translators there.

Mutual paying more for less

Network files complaint with FCC alleging AT&T has increased rates above specified 4.4%; service was poor at original price, no improvement seen with increase

Like all other AT&T customers, Mutual Broadcasting System began paying higher rates on March 11. But Mutual now says it is paying about 1% more for network interconnection service than AT&T says it is charging. And Mutual says that even the alleged lower rate is unacceptable in view of what it claims is the inferior service AT&T is providing.

Mutual, in a formal complaint filed with the FCC, asked the commission to get some answers from AT&T to the questions these allegations raise.

The final rate increase that Mutual is disputing was arrived at by AT&T after an initial rate proposal had been rejected by the FCC on March 4. Originally a 7.8% increase was asked but was refused because the FCC felt it would boost AT&T's over-all rate of return to an unacceptable level. However, the FCC allowed the company to file tariffs that would provide it with an additional \$365 million in revenue—about half the amount of extra income it had sought—and the commission began investigation to determine whether a new higher rate of return

would be appropriate.

In authorizing AT&T to file rates to generate another \$365 million, the commission did not specify what rate adjustments should be made. AT&T said its new rates for its various services were designed to provide increases of about 4.3% or 4.4%—4.4% in the case of the private line service used by radio broadcasters.

But Mutual calculated that the higher rates it is paying increase its costs—for both annual-contract and occasional service—from about \$1,850,416 to \$1,950,456, "an annual increase of \$100,040 or 5.4%."

Mutual noted that it had objected to AT&T's original rate increase proposal in part on the ground that no increase would be acceptable as long as the service it was receiving was poor; it noted that complaints from its affiliates and its own tests indicated the level of service was below broadcast quality. "Since the 4.4% increase projected by AT&T is not acceptable," Mutual said, "a 5.4% rate increase, as calculated by Mutual, would be intolerable."

Mutual asked the commission to require AT&T to disclose the basis on which it determined its private line charges should be increased by 4.4%, what is the basis for the apparent discrepancy between that 4.4% figure and the 5.4% increase Mutual says it is being charged and what plans AT&T has for improving the quality of its service to Mutual. Mutual also wants to know, if

the facilities comprising the rate base for private line facilities can be set apart from other facilities, what is the amount of private line revenues they are expected to produce.

Mutual says that, if AT&T cannot provide an "adequate explanation" of these matters, the rates "must be found to be unjust, unreasonable, discriminatory and unlawful." Mutual noted that its "damages" exceed \$8,317 each month and are "of a continuing nature."

Changing Hands

Announced

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

▪ **KOL-AM-FM** Seattle: Sold by Buckley Broadcasting Corp. of California to Hercules Broadcasting Co. for \$950,000. Seller also is licensee of **KGIL(AM)** San Fernando, Calif.; **KKHI-AM-FM** San Francisco, and **WIBG(AM)** Philadelphia. Buckley Enterprises, Inc. owns 89% of seller and is controlled by executors of estate of late Richard D. Buckley. Executors are Richard D. Buckley Jr. (son), Martha Ann Buckley Fahnoe (daughter) and Bankers Trust Co. of New York. Buckley Enterprises also owns Buckley Broadcasting Corp. of Connecticut, Inc., licensee of **WDRC-AM-FM** Hartford, Conn. Other companies in Buckley estate are Buckley Broadcasting Corp. of Minnesota, licensee of **WWTC(AM)** Minneapolis, and Buckley Radio Sales, Inc. Richard D. Buckley Jr. owns 11% of Buckley of California, 6% of Buckley of Minnesota and 25% of Buckley Radio Sales. Mrs. Fahnoe also is 25% owner of Buckley Radio Sales. Bankers Trust Co. has 5% interest in General Cinema Corp., group owner. Buyer is controlled by Manning Slater (56.2%) and is licensee of **KRAK(AM)** - **KEWT(FM)** Sacramento, Calif. **KOL(AM)** is full time on 1300 khz with 5 kw. **KOL-FM** is on 94.1 mhz with 100 kw and antenna 220 feet above average terrain.

▪ **KAYQ(AM)** Kansas City, Mo.: Sold by Broadcasting, Inc. to Coleman American Broadcasting Co. for \$550,000 plus 20,000 shares (expected value: \$200,000) out of 1,348,342 outstanding in Coleman parent, Coleman American Companies. Seller is subsidiary of Lakewood Broadcasting Service, licensee of **KLAK-AM-FM** Lakewood, Colo. Edward S. Scott is president and 97.5% owner of Lakewood. James F. Coleman is president of buyer and chairman and holds 26.7% of stock of parent Coleman company, which is publicly traded and engaged in moving, storage and educational businesses. **KAYQ** is on 1190 khz with 1 kw day and 250 w night.

▪ **WLYC(AM)** - **WILQ(FM)** Williamsport, Pa.: Sold by Alpha Broadcasting Co. to Pennsylvania Radio for \$617,500 plus other considerations. George Vajda is president and principal of seller which has no other broadcast interests. Principals in buyer are Kerby E. Confer (50%) and Paul H. Rothfuss (50%). Mr. Confer has interest in and is VP and general



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75-29

manager of WYRE(AM) Annapolis, Md. Mr. Rothfuss is national sales manager of WYRE. WLYC is daytimer on 1050 khz with 1 kw. WILQ(FM) is on 105.1 mhz with 3.8 kw and antenna 1140 feet above average terrain. Broker: The Keith W. Horton Co., Inc.

■ KGM(AM) Englewood, Colo.: Sold by Mac Lee Radio to Western Broadcasting Corp. for \$450,000. Seller, owned by Robert B. McWilliams, has no other broadcast interests. Buyer is owned by E. L. Cartwright (50%), Martin Davis (40%), Sidney Harold Wandel (5%) and Marvin Goldfarb (5%). Mr. Goldfarb is former VP and general manager of KOA-TV Denver. Mr. Davis has 50% interest in Denver oil and gas exploration firm and 70% interest in a Denver bank. Mr. Wandel has a 50% interest in printing firm. Mr. Goldfarb is film buyer for Denver theater chain. KGM is daytimer on 1150 khz with 1 kw.

■ KBIF(AM) Fresno, Calif.: Sold by John F. Runner, receiver, to Cascade Broadcasting Corp. for \$350,000. Buyer is owned by David M. Jack (50%) and Transpac Leasing Corp. (50%), industrial leasing firm in Tacoma, Wash. Cascade owns KEG(AM) Santa Clara and KUBA(AM)-KHEX(FM) Yuba City, both California, KLIQ(AM) Portland, Ore., and KUDY-AM-FM Spokane, Wash. KBIF is daytimer on 900 khz with 1 kw. Broker: William A. Exline, Inc.

■ WJIG-AM-FM Tullahoma, Tenn.: Sold by Jordan Broadcasting Co. to Quin-Abi Broadcasting, Inc. for \$350,000. Seller is owned by Edwin B. Jordan who has no other broadcast interests. Buyer is owned by Jerry P. Newton and wife, Brenda J. (95%), and son, Jerry Dean (5%); none has other broadcast interests. Jerry P. Newton is sole owner of Tennessee cattle ranch. WJIG(AM) is daytimer on 740 khz with 250 w. WJIG-FM is on 93.3 mhz with 3.558 kw and antenna 290 feet above average terrain.

■ WEIF(AM) Moundsville, W. Va.: Sold by Miracle Valley Broadcasting Co. to Hank Grewe Broadcasting for \$250,000. Fred A. Grewe controls Miracle Valley and has sold other broadcast interest, WGOE(AM) Richmond, Va. to WGOE Radio Inc. for \$230,000, pending FCC approval (BROADCASTING, April 21). Buyer of WEIF is controlled by Henry R. Grewe, brother of Fred A. Grewe and general manager, VP and director of WEIF, which is daytimer on 1370 khz with 1 kw.

■ WEZJ(AM) Williamsburg, Ky.: Sold by Whitley County Broadcasting Co. to Honus S. Shain Jr. for \$220,000. Seller is owned by Keith Buck who has no other broadcast interests. Buyer owns Shain Broadcasting Co., licensee of WKXO(AM) Berea, Ky., and is 50% owner of Shain & Young Electronics, Inc., manufacturer and distributor of broadcast equipment. Mr. Shain has sold WKXO to finance WEZJ purchase (see below). WEZJ is daytimer on 1440 khz with 1 kw.

■ WKXO(AM) Berea, Ky.: Sold by Shain Broadcasting Co. (see above) to Pilot

Broadcasting Co. for \$105,000. Principals in Pilot Broadcasting are Roger M. Oliver (50%) and James C. Tillery. Mr. Oliver is a Berea, Ky., lawyer and has a 33 1/3 % interest in restaurant. Mr. Tillery is general sales manager at WKIS(AM) Orlando, Fla.

Approved

Sales approved by the FCC last week include:

■ WOAI(AM) San Antonio, Tex.: Sold by Avco Broadcasting Corp. to Clear Channel Communications Inc. for \$1.5 million (see page 23).

■ Other sales approved by the FCC last week included WDEA-AM-FM Ellsworth, Me.; WTOW(AM) Towson, Md.; WZIP(AM) Cincinnati; WLYK(FM) Milford, Ohio; WARV(AM) Warwick-East Greenwich, R.I.; WMGL(FM) Pulaski, Tenn., and WHBY(AM) Appleton, Wis. See page 46 for details.

Clearer tracks in Ft. Wayne, Tallahassee FM contests

The competition for new FM stations in Fort Wayne, Ind. and Tallahassee, Fla. was narrowed last week when competing applicants pulled out of those contests—for a price. In Fort Wayne, Tecumseh Broadcasting and Weber Broadcasting have asked that their applications for 103.9 mhz be dismissed and that Templar Broadcasting's be granted. Templar has

agreed to reimburse Tecumseh up to \$20,000 and Weber up to \$13,000. In Tallahassee, Capital City FM asked that its application for 103.1 mhz be dismissed and that Amrad Corp.'s be granted. Amrad agreed to reimburse Capital City up to \$5,000.

Citizen group fails to stop WOAI sale

FCC says objections are based on fallacious presumptions; it approves buy of Avco outlet

The FCC has granted the assignment of license of WOAI(AM) San Antonio, Tex., from Avco Broadcasting Corp. to Clear Channel Communications Inc. and has rejected charges raised against the new licensee by the Bilingual Bicultural Coalition on Mass Media Inc. (BROADCASTING, Oct. 28, 1974).

The sale of WOAI(AM) for \$1.5 million by Avco was initiated, according to John T. Murphy, Avco Broadcasting president, to alleviate economic problems of the parent company, Avco Corp., which is involved in electronic manufacturing, electrical and chemical research and insurance and financial services. Avco Broadcasting's sale of its KMOL-TV San Antonio (formerly WOAI-TV) to 20th Century-Fox Film Corp. for \$9.3 million (BROADCASTING, March 3) pends FCC approval. Both stations were purchased

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in 1965 by Avco from Southern Industries for \$12 million.

The principals in the new licensee of WOAI are San Antonio businessmen L. Lowry Mays and B. J. McCombs, who also own KEEZ(FM) San Antonio and KXXO(AM)-KMOD(FM) Tulsa, Okla.

Charges of employment discrimination and inadequate programming, raised by the Mexican-American citizen group that opposed the sale, were directed at both CCC's proposals for its new station and the current operation of KEEZ. However, the FCC found that BLBC's employment allegations were based on the contention that the number of minority employees must reflect the minority percentage in the community's population—an assumption the commission has repeatedly dismissed in the past when employment practices are shown to be within a "zone of reasonableness."

Similarly, complaints about the amount of minority programming were based on the volume of programs specifically addressed to minority needs and did not take into account general programming that was designed to meet the needs of both minority citizens and others, the FCC noted.

Further charges of faulty ascertainment and failure to negotiate in good faith were dismissed by the commission, which observed that CCC had been in continuous negotiations with the citizen group and the ascertainment effort did meet the requirement that leaders from every "significant" community group be surveyed. Community leaders need not be surveyed in direct proportion to the number of their group in the over-all community mix, explained the FCC.

An expensive 'goof'

Private bills are moving through Congress that would reimburse ETV for cost of antenna modification made necessary by FCC error

Private legislation now working its way through both houses of Congress is designed to relieve the U.S. Treasury of \$26,231.92 for the benefit of North Central Educational Television Inc., licensee of KGFE(TV) (ch. 2) Grand Forks, N.D. The reason, according to Senate and House bills—to reimburse North Central for expenses incurred "as the result of administrative error by the personnel of the Federal Communications Commission" in 1972.

The commission has confessed error in the matter; then-Chairman Dean Burch told the Senate and House Judiciary Committees in February 1974 that the commission had committed "an egregious goof." Commission officials say the agency's television application branch neglected to make a necessary check when Canada notified the commission in May 1972 of plans to allocate channel 2 to Brandon, Man.

A check of the pending file would have revealed North Central's application for channel 2 in Grand Forks; it had been placed there when the commission sought word on the state of a financial grant ap-

plication filed with the Department of Health, Education and Welfare. If the check had been made, the commission would have objected to the Canadian plan, since Brandon and Grand Forks are only 147 miles apart, 43 less than required by co-channel separation standards.

However, the Broadcast Bureau told Canada the U.S. did not object to the addition of channel 2 to Brandon. And that was that until the next year, when the North Central application came up for final action and was routinely granted. That produced a complaint from Canada, which alerted the commission staff to the problem for the first time.

The commission has been able to accommodate North Central in Grand Forks, but only after North Central agreed to modify its antenna plans to suppress radiation in the direction of Brandon. The cost of the modification is what the private legislation is designed to recover.

The Senate bill (S. 233) has already passed. The House bill (H.R. 2493) is still pending before the House Judiciary Committee.

Bills to reimburse North Central for more than \$67 million were introduced last year in the House but the Senate trimmed it to the present figure at the suggestion of the FCC.

Eger on fairness, in another forum

At House appropriation hearing, acting OTP director says doctrine is 'offensive,' but he hesitates to endorse getting rid of it

John Eger, acting director of the Office of Telecommunications Policy, was not invited to testify last week before Senator John O. Pastore (D-R.I.) on legislation to prohibit the FCC from interfering in broadcast programming (see page 14). But, just the same, he discussed the matter on Capitol Hill—and put OTP, an agency of the White House, in the somewhat ambiguous position of favoring First Amendment rights for broadcasters equal to those enjoyed by print media, but stopping short of calling for repeal of the fairness doctrine.

Mr. Eger was testifying before a House Appropriations Subcommittee on the President's OTP budget request of \$8,962,000 for fiscal 1976, an increase of \$512,000 over the amount appropriated in 1975. Representative William L. Armstrong (R-Colo.) drew him out on the First Amendment question.

Mr. Eger said he found the doctrine "offensive," at least in regard to the case-by-case manner in which the FCC has administered it, and said he was concerned about a number of other commission practices involving programming. "I think there is a pattern here, a very pervasive one, which does run very much against the grain of the First Amendment," Mr. Eger said.

When Representative Armstrong pressed him on whether OTP had taken a position on the First Amendment's ap-

plication to broadcasting, Mr. Eger said, "I think generally speaking we are in favor of seeing First Amendment rights for broadcasters that are equal to the First Amendment rights to the nonelectronic media."

But he also said OTP is not yet prepared to say that "all wraps are off" with respect to the fairness doctrine. He thinks broadcasters have a "fairness obligation" that is different from that of the print journalists' because "broadcasting is such a pervasive medium."

The hearing also revealed congressional and State Department interest in the effort on the part of Canada to discourage Canadians from advertising on American television stations near the border ("Closed Circuit," April 28). Canadian cable systems are deleting commercials from American programs they carry, and the government has denied tax deductions to businesses for advertising costs involving American broadcast stations.

Mr. Eger said he considered the Canadian actions "fundamentally if not legally inequitable" and has conveyed his feelings to the State Department. Representative Robert C. McEwen (R-N.Y.) who said he has discussed the matter with members of the Canadian parliament said that when the editing of American television signals is involved, he would use a "stronger word than equity." He considers it "piracy."

Aspen petition asks easing of equal-time strictures

The FCC has been urged to act administratively to loosen Section 315 restraints on coverage that broadcasters may give major party candidates. Douglas Cater director of the Aspen Institute Program on Communications and Society, in a petition filed with the commission, suggested revision of two policies, both involving the 1959 amendment exempting certain programs from the equal-time law:

One would give the exemption "for on-the-spot coverage of bona fide news events its proper broad remedial construction." Mr. Cater held that the commission's interpretation, which has led to rulings that debates between major gubernatorial candidates do not qualify for exemption is unduly narrow.

The other would have the FCC adopt a rule or new policy statement making it clear that established interview programs (such as *Meet the Press*) retain exempt status even if they are shifted to prime time and are expanded to provide for back-to-back appearances of major party candidates. Such commission action would negate a court opinion holding that such modification removes a program from exempt status.

Mr. Cater said the Aspen suggestions stem from a year-old project to develop a program "to make the Bicentennial a model political broadcast year." The suggestions advanced in petition are among a number developed at a conference of experts held last March 14 at Brookings Institution in Washington.

McGoff uses print ads in attempt to derail Allbritton

Seeker of 'Washington Star-News' says that claims in petition for waiver are 'nonsense'

John P. McGoff, the man who wants to buy the *Washington Star-News*, contends that Washington media are not paying sufficient attention to his ambition, or to the effort he is making to realize it, such as petitioning the FCC to deny the transfer of Star radio and television stations to Joe L. Allbritton, the Texas banker who has already assumed control of the newspaper.

So last week, Mr. McGoff, who operates two companies that own 47 daily and weekly newspapers, took four-column ads in the *Star-News* and the *Washington Post* to state his case to the public. The ad noted that the Washington Star Communications Inc. petitioned the FCC to waive its rules barring the transfer, intact, of commonly owned broadcast and newspaper properties in the same market (The Star owns WMAL-AM-FM-TV Washington), on the ground that continued common ownership is essential to the survival of the newspaper, which is in serious financial trouble.

Mr. McGoff contended this is "nonsense," and said he has the experience, and will have the incentive, to turn the *Star-News* into a profitable enterprise without the subsidy the broadcast properties are providing. He is not interested in the stations.

Washington, Mr. McGoff said, needs "diverse news philosophies, a commitment to print journalism that transcends the balance sheet approach." That is why he maintained, "I remain interested in buying the *Star*." Contending that the newspaper can be saved while reinforcing its essential qualities as a newspaper, he said: "That is why I am writing this 'open letter.' My interest in the *Star* is not widely known in Washington nor have the media given it the attention it deserves. But I think the people of Washington should know of my interest and intentions."

Mr. McGoff received media attention in January, when he announced his petition to deny the transfer of the Star properties with a news conference at the National Press Club (BROADCASTING, Jan. 13). Mr. Allbritton's contract with the Star permits him to cancel his plans to acquire the Star properties if the commission denies the transfer of the broadcast stations.

Judge named for Cottone

Justice Samuel S. Steinfeld, professor of constitutional law at the University of Louisville (Ky.) and former chief justice of the Kentucky Court of Appeals, has been appointed by the FCC to preside over a hearing into FCC charges against Washington communications attorney

Benedict P. Cottone.

Mr. Cottone is charged with disrespect, breach of decorum, offensive conduct and disobedience of instructions, while counsel for KAYE(AM)—now KUPY—Puyallup, Wash., during 1972 station renewal proceedings (BROADCASTING, Dec. 23, 1974).

Mr. Cottone had alleged that an inherent FCC bias would prevent him from receiving a fair and impartial hearing at the commission. Without ruling on the merits of that argument, but in an effort to remove any appearance of bias or impropriety, the commission ordered that a federal or state judge preside over the disciplinary hearing.

A date for the hearing has not yet been set.

All TV set makers get delay on new tuner rule

The FCC has granted TV receiver manufacturers a waiver that postpones the July 1 deadline for installation of more accurate UHF tuners. The new standard will require 70-position click-stop channel selectors to come within ± 2 mhz of the desired signal, rather than the current ± 3 mhz.

The action followed the grant of a similar waiver to Quasar Electronics Corp., a wholly owned subsidiary of Matsushita Co., Ltd., of Japan last month. The commission had said a delay was necessary to prevent severe losses to Quasar, stemming from the national economic decline and the parallel drop in receiver sales.

The FCC later ruled that any firm that had over-ordered ± 3 mhz tuners, had them in inventory, or on order and was unable to cancel without penalty charges, could use its supply. However the commission stressed that no new ± 3 mhz tuners are to be ordered.

Cowles: not all in the family

Cowles Communications Inc. has asked the FCC to dismiss the Justice Department's petition to deny renewal of Cowles's KCCI-TV (formerly KRNT-TV) Des Moines, Iowa and to renew the station's license. Justice's petition was one of nine filed for purpose of breaking up newspaper-television crossownership. Cowles makes two points in its motion. It argues that there is no crossownership of the Des Moines *Register* and *Tribune* newspapers and Cowles. Justice says the "Cowles family," which Cowles in its motion describes as "a creation of Justice," controls stock in both companies. Cowles's second argument is based on the commission's new newspaper-broadcast crossownership rule. Even assuming there is a link between the newspapers and the station, Cowles says the combination would not meet the test for divestiture contained in the rule: when the only daily newspaper and the only television station putting a city-grade signal over the entire community are under common ownership.



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Job figures show quality as well as quantity for women, minorities

Latest FCC report indicates gains in position and salary

A new tabulation of the FCC's 1974 employment data for the broadcasting industry showed both women and minorities "increasingly represented in higher-pay, full-time jobs." The latest FCC report, broken down by job, complemented over-all findings released last month (BROADCASTING, March 10) that showed increases by women, blacks, orientals, American Indians and Spanish-surnamed people in the number of full- and part-time jobs held in 1974 compared with the year previous.

The FCC's latest findings:

- 36% of all full-time women employees were in higher paying categories, which include official, managerial, professional, technical, sales and skilled craftsmen positions (10,907 women out of a total of 30,244 female employees).

- 63% of all minority full-time employees (8,739 out of 13,891) are in such positions.

- By job category, 14.4% of all official and managerial jobs were held by women (compared with 12.5% in 1973); 15% of all professional positions (up from 12.9%); 13.9% (from 11.3%) of all sales positions and 2.8% (from 2.1%) of all technician jobs. The largest proportion of jobs held in the industry by women (89.3%), however, remains in the office and clerical category.

- The racial and ethnic minorities breakdown shows that they filled 6.2% of all official and managerial positions (compared with 5.7% in 1973); 10.9% (up from 10.0%) of all professional jobs; 6.2% (from 6.0%) of all sales jobs; 10.7% (from 9.9%) of all technician jobs, and 18.7% (from 17.1%) of all clerical and office jobs.

Media Briefs

Pass it on. Capitol Broadcasting Co. (WRAL-FM-TV Raleigh, N.C.), has asked FCC approval of transfer of control from A. J. Fletcher, board chairman, now holding 1,316 shares (87.48%) of voting stock, as gifts to his son, Frank U. Fletcher Sr., and two grandsons, James Goodmon and Ray H. Goodmon III. Frank U. Fletcher Sr., director and legal counsel of licensee for more than 20 years and currently holding no stock, would receive 100 shares (6.6%). James F. Goodmon, executive vice president in charge of operations, and director of Capitol, would have his present 10 shares increased to 540 shares (35.8%). Ray H. Goodmon III, holder of 18 shares of voting stock, would have his interest increased to 339.3 shares (22.67%). A. J. Fletcher, 88, would retain 365 common class A shares (24.25%) of voting stock. Capitol also asked waiver of crossownership provisions of FCC's rules, pointing out that

Fletcher family, including recipients of gift stock, had been active in daily operation and/or over-all policy supervision of stations since FM was founded in 1947 and TV in 1956; furthermore, no policy or personnel changes are contemplated.

Bennett offers surveys. Professional Research Services has been established by Dale Bennett, former owner of National Radio-Research, to offer low-cost audience-station evaluation surveys to broadcasters in small and medium markets. PRS offers variety of survey plans ranging from \$269 for 320 attempted telephone calls to \$1,798 for 3,200 interview attempts. Call sheets document phone numbers involved, time of calls, respondents' sex, age and listening choice. 6806 South Terrace Road, Tempe, Ariz. 85283.

Billing questions. FCC has ordered hearing to determine whether Empire Broadcasting Corp. engaged in fraudulent billing practices or failed to exercise reasonable diligence to see that its agents and/or employees did not engage in such practices at KXXL(AM) Bozeman, Mont. Affected could be four applications filed by Empire with FCC: renewal of license for KXXL, license to cover changes in KXXL technical facilities, transfer of control of Empire, and assignment of license of KAFF-AM-FM Flagstaff, Ariz.

For the defense. Newton Broadcasting Corp. has filed with FCC its opposition to petition to deny its WNTN(AM) Newton, Mass., brought by Citizens of Newton for Community Effective Radio Now. Group alleged inadequacies in local news programming, public affairs and special documentaries (BROADCASTING, March 3). WNTN denied charges by including in its opposition statement letters praising station's contribution to community and effectiveness in providing assistance to diverse community needs.

Appealed. FCC decision not to overturn review board's denial of A. V. Bamford's application for new FM at Corpus Christi, Tex., has been taken by Mr. Bamford to U.S. Court for District of Columbia circuit. Review board had found defects in Mr. Bamford's community survey and ascertainment techniques.

Hearing on Newark bids. Six mutually exclusive applications for deleted facilities of WNJR(AM) Newark, have been set for hearing by FCC. Date has not yet been set. Station's former licensee, Continental Broadcasting Inc., lost license in 1971 for violation of FCC rules; since then WNJR Radio Co. has operated station interim authority.

Paper-saving. FCC has amended its rules to permit submission of pleadings that are duplicated on both sides of sheet of paper. Action, effective April 30, was requested by James K. Edmundson Jr., Washington attorney. Mr. Edmundson said that two-sided duplication would save space and reduce costs and paper consumption. Rule change requires that two-sided copies be stapled in left margin in book form and that even-numbered pages have one-and-a-half-inch right-hand margin.

Programing

CBS doesn't plan to rest on its laurels

Fall schedule loaded with surprises as successful shows are shifted and durable oldtimers are dropped; it prods NBC to spate of changes

"The only time a show's in trouble on CBS is when it makes the top 10," an old Johnny Carson one-liner, was quoted last week by Robert Wood, the president of CBS, to explain some of the bombshells contained in the network's 1975-76 schedule. Among them:

- Six of CBS's top-10 shows, including *All in the Family*, *M*A*S*H* and *The Jeffersons*, its top three, shuffled time periods.

- *Gunsmoke*, a veteran of 20 years on CBS—an endurance record for prime-time series on television—was canceled in the face of a solid second-season national Nielsen rating of 21.0, as was the eight-year veteran, *Mannix*, with a 23.2 second-season Nielsen (good for 17th place among all the prime-time shows on all three networks).

- CBS is ushering in nine new series, despite the fact that the network wound up the 1974-75 season solidly entrenched in first place, a full rating point ahead of second-place NBC.

Within 24 hours of the release of CBS's line-up, NBC tore up the 1975-76 schedule it had announced the previous week (BROADCASTING, April 28) and switched time periods on 10 of the series on that schedule.

At CBS, the biggest surprise of all, even among industry insiders, was that network's removal of *All in the Family* from its Saturday, 8-8:30 p.m., NYT, slot, where, as the highest-rated show on television, it had become something of an American institution. The network has transplanted Archie Bunker and clan to Monday at 9 p.m., violating the old show-biz axiom that you don't tamper with a winner. The widely held assumption is that because the show frequently tackles themes like menopause, impotency and homosexuality, the powers-that-be at CBS became convinced that they couldn't run it in the 8 to 9 p.m. family hour without drawing unacceptable flak from Congress and from the FCC.

But Mr. Wood said the family hour had nothing to do with the shift. "We had five hours of new programing needs, and that causes a tremendous rippling effect throughout the entire schedule," he declared, and then added: "Shows become chess pieces in that situation, and you've got to make the moves that'll be to your advantage."

One argument in Mr. Wood's favor on this point is that if CBS were going to move controversial sitcoms out of family hour, it wouldn't have kept the sexually raunchy *M*A*S*H* in an 8:30



Joe and Sons



Phyllis



Bronk



Switch



Big Eddie



Beacon Hill



Doc



Three For The Road



Kate McShane

p.m. time period. But Mr. Wood hesitated on that argument because he thinks *M*A*S*H* is an okay family show. "All that Hot Lips stuff is done subtly, and in exquisite good taste—*M*A*S*H* is not patently sexual at all," he said.

CBS's schedule parallels NBC's in that it steers pretty clear of violent action shows. Like NBC, where only one of the nine new shows is in the violent-action category (*Metro Man*, from Columbia Pictures Television), CBS is also scheduling only one: *Bronk*, produced by MGM-TV and Carnan Productions (the company, owned by Carroll O'Connor, that CBS helped to set up when the actor threatened to walk out of his role as Archie Bunker on *All in the Family*), which stars Jack Palance as a "driven police lieutenant." CBS's eight other new shows comprise four sitcoms, two dramas, one courtroom melodrama and one private-eye series (which will be patterned somewhat on the movie, "The Sting").

The sitcoms are: *Phyllis*, a spinoff from *The Mary Tyler Moore Show*, starring Cloris Leachman and produced by MTM Enterprises; *Doc*, also from MTM Enterprises, about a physician with a large family whose practice is located in a "racially mixed urban neighborhood"; *Joe and Sons*, with Richard Castellano as a blue-collar worker who is a widower with two sons, the show under the aegis of Douglas S. Cramer Produc-

tions; and *Big Eddie*, about an ex-gambler (Sheldon Leonard), his ex-showgirl wife (Sherree North) and an 8-year-old orphaned granddaughter they suddenly acquired. *Big Eddie* was created by Bill Persky and Sam Denoff, under their Deezeemzanddoze Production Co. banner.

The two dramas are the Robert Stigwood Organization's *Beacon Hill* (the only series on the prime-time schedule that will be produced in New York), which is basically an Americanized version of the British series, *Upstairs Downstairs*, and will deal with "the melodramatic interaction between an extremely wealthy family and its domestic servants"; and *Three for the Road*, an MTM Enterprises Production about a 40-year-old freelance photographer, a widower with two teen-age sons, who "crisscrosses America pursuing various assignments."

The courtroom melodrama features Anne Meara (of the Stiller & Meara comedy team, as *Kate McShane*, a "bombastic, unorthodox lawyer" with a "tightly knit Irish-American family," and is produced by Paramount Television.

The private-eye series is Universal Television's *Switch!*, starring Robert Wagner as "a charming ex-con man," and Eddie Albert as "a retired hard-nosed bunco-squad cop," who team up to outwit the bad guys.

The shows CBS announced it would cancel, in addition to *Gunsmoke* and *Mannix*, are *We'll Get By*, *The Friday Comedy Special* and *The CBS Friday Movies*. (*Manhunter* was excised last month.)

A total of nine holdover shows on the network will find themselves in new time periods next September. The nine are: *Rhoda*, from Monday, 9:30-10 p.m., to Monday at 8; *All in the Family*, from Saturday, 8-8:30 p.m., to Monday at 9; *Maude*, from Monday, 9-9:30 p.m., to Monday at 9:30; *M*A*S*H*, from Tuesday, 8:30-9 p.m., to Friday at 8:30; *Hawaii Five-O*, from Tuesday, 9-10 p.m., to Friday at 9; *Barnaby Jones*, from Tuesday, 10-11 p.m., to Friday at 10; *The Jeffersons*, from Saturday, 8:30-9 p.m., to Saturday at 8; *Cher*, from Sunday, 7:30-8:30 p.m., to Sunday at 8; and *Kojak*, from Sunday, 8:30-9:30 p.m., to Sunday at 9.

In a wide-ranging interview with BROADCASTING on CBS's new schedule, Mr. Wood made the following points:

(1) When CBS had a choice between a violent-action show and a tamer melodrama or a variety hour, it generally opted for the latter because the current atmosphere is strongly antiviolence. "We don't live in a cocoon—we're aware of the moods, opinions and attitudes of the country," he said.

(2) The network is convinced that its

future lies in comedy shows, variety hours (CBS has three on next fall's schedule, compared to none on NBC and probably only one on ABC) and "quality" dramas like *Beacon Hill*, which, he said, "will be a big hit if its public acceptance equals its critical acclaim."

(3) By scheduling only one movie night next fall instead of two, CBS will not be spreading itself so thin in the category of theatrical films and made-for-TV movies. (Other industry sources said CBS hasn't been as aggressive as the other two networks in buying theatrical movies, although it does have "The French Connection," "The Bible" and Charles Bronson as "Mr. Majestik" slated for 1975-76, along with reruns of "M*A*S*H" and "Tora! Tora! Tora!")

(4) The decision to cancel *Gunsmoke* and *Mannix* was agonized over, but finally CBS's programming executives decided that they "didn't want to wake up one morning and find that 50% or 60% of the schedule consisted of tired shows in their fifth or sixth year on the network."

(5) CBS chose to make only 23 pilots this year (compared to more than 30 in previous years) and "do thorough evaluations of each of these pilot treatments, even in some cases commissioning three, four and five scripts of a proposed series." Mr. Wood said this reduction in quantity has given the network's programmers a solid fix on the nine series that were finally accepted for 1975-76, with at least three more—*The Keegans* (Universal Television), *Popi* (Allied Artists Television) and *Shell Game* (Thoroughbred Productions)—looking strong enough to be serious contenders for second-season berths next January.

CBS's schedule reads:

Monday: 8-8:30 p.m., *Rhoda*; 8:30-9 p.m., *Phyllis*; 9-9:30 p.m., *All in the Family*; 9:30-10 p.m., *Maude*; 10-11 p.m., *Medical Center*.

Tuesday: 8-8:30 p.m., *Good Times*; 8:30-9 p.m., *Joe and Sons*; 9-10 p.m., *Switch!*; 10-11 p.m., *Beacon Hill*.

Wednesday: 8-9 p.m., *Tony Orlando and Dawn*; 9-10 p.m., *Cannon*; 10-11 p.m., *Kate McShane*.

Thursday: 8-9 p.m., *The Waltons*; 9-11 p.m., *The CBS Thursday Night Movie*.

Friday: 8-8:30 p.m., *Big Eddie*; 8:30-9 p.m., *M*A*S*H*; 9-10 p.m., *Hawaii Five-O*; 10-11 p.m., *Barnaby Jones*.

Saturday: 8-8:30 p.m., *The Jeffersons*; 8:30-9 p.m., *Doc*; 9-9:30 p.m., *The Mary Tyler Moore Show*; 9:30-10 p.m., *The Bob Newhart Show*; 10-11 p.m., *The Carol Burnett Show*.

Sunday: 7-8 p.m., *Three for the Road*; 8-9 p.m., *Cher*; 9-10 p.m., *Kojak*; 10-11 p.m., *Bronk*.

NBC's new schedule, revised from the one issued last week (BROADCASTING, April 28), reads:

Monday: 8-9 p.m., *Emergency*; 9-10 p.m., *Ellery Queen*; 10-11 p.m., *Medical Story*.

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*; 9-10 p.m., *Doctors' Hospital*; 10-11 p.m., *Petrocelli*.

Thursday: 8-8:30 p.m., *Sunday Dinner*; 8:30-9 p.m., *Fay*; 9-11 p.m., *NBC Thursday Night at the Movies*.

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

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

Sunday: 7-8 p.m., *The Wonderful World of Disney*; 8-9 p.m., *Holvak*; 9-11 p.m., *NBC Sunday Mystery Movie*.



Gems from the 30's & 40's

- 1590 ☐ After the Thin Man, '37 William Powell, Myrna Loy
- 892 ☐ Air Raid Wardens, '43 Laurel & Hardy
- 1544 ☐ Another Thin Man, '40 William Powell, Myrna Loy
- 541 ☐ Arsene Lupin, '32 John Barrymore, Lionel Barrymore
- 751 ☐ As You Desire Me, '32 Greta Garbo, Melvyn Douglas
- 1222 ☐ At the Circus, '40 Marx Bros., Kenny Baker
- 1173 ☐ The Big Store, '41 Marx Bros., Tony Martin
- 855 ☐ The Champ, '32 Jackie Cooper, Wallace Beery
- 322 ☐ The Chief, '34 Ed Wynn, William Boyd
- 659 ☐ Dance Fools Dance, '31 Joan Crawford
- 1204 ☐ Day at the Races, '37 Marx Bros.
- 1404 ☐ Dinner at 8, '34 John Barrymore, Lionel Barrymore, Wallace Beery, Marie Dressler, Jean Harlow
- 578 ☐ Dough Boys, '31 Buster Keaton, Sally Eilers
- 305 ☐ Easy Go, '30 Robert Montgomery, Buster Keaton
- 309 ☐ Flying High, '32 Bert Lahr, Hedda Hopper
- 1080 ☐ Go West, '41 Marx Bros.
- 1475 ☐ Grand Hotel, '33 Greta Garbo, John Barrymore, Joan Crawford, Wallace Beery
- 457 ☐ Guardmen, '32 Alfred Lunt, Lynn Fontanne
- 723 ☐ Hollywood Party, '34 Jimmy Durante, Laurel & Hardy
- 380 ☐ It's in the Air, '36 Jack Benny, Una Merkel
- 340 ☐ Madame Satan, '31 Lillian Roth, Reginald Denny
- 360 ☐ Marianne, '30 Marion Davies
- 968 ☐ The Mask of Fu Manchu, '33 Myrna Loy, Boris Karloff
- 1118 ☐ Mata Hari, '32 Greta Garbo, Ramon Navarro, Lionel Barrymore, Lewis Stone

They asked for it. The audience of WCCO-TV Minneapolis-St. Paul is less likely to grumble about the station's current movie fare since more than 6,000 of the station's viewers had a say in selecting titles to be shown. It started late last year when WCCO-TV bought a spread in the local newspapers to list the films to which the station owned rights. Readers were asked to check the ones they wanted to see (bottom picture) and answer a few brief demographic questions. The response was so great, according to WCCO-TV Film Director Harry Jones (top photo) that arrangements had to be made with an area high school to do the tabulations. The result was a series, *Movies You Asked For*, featuring films grouped on a thematic or star basis. The most-requested movie was "The Thin Man," with 1,738 votes; the least-requested was "Dime With a Halo," 75 votes.

Program Briefs

Up for syndication. Twentieth Century-Fox is offering three new TV programs for syndication for coming season: *Ben Hall*, 13 hour episodes about Australia in mid-19th century, made originally by BBC and ABC; *Quiller*, also 13 hour episodes, a spy story based on "Quiller Memorandum" novel, produced by BBC; 26 hour *King Family* episodes with guest stars, taped on locations as group tours country. Also upcoming for syndication, *That's Hollywood*, 26 half-hours being developed by Jack Haley Jr., president of Fox Television.

Target: 18-34. WPLJ (FM) New York will start *Information Center*, sponsored consumer news series, on May 7. Consumer guide will provide buying tips and background in six areas of interest to station's 18-to-34-year target audience: hi-fi and component systems, wines, local entertainment, music industry and record news, exercise and health, and business and stock market news. Consumer guide segments will run between 6 and 7 p.m., Monday through Sunday, in 90-second installments, with three groups of two segments to run each hour.

Do it again. Jim Victory Television Inc., New York, announced that *Concentration* has picked up renewals at, among other stations, WNBC-TV New York, KHJ-TV Los Angeles and WCAU-TV Philadelphia. Stripped five days per week, with Jack Narz as host, game show enters its third year in syndication in September.

'America' grows. Time-Life Television announced that Alistair Cooke's *America* series of 13 60-minute documentaries has added 11 new stations including KOMO-TV Seattle, WOW-TV Omaha and WPNE-TV Green Bay, Wis.

Setback for PBS co-op

Optimism by Public Broadcasting Service spokesmen about the outcome of the Station Program Cooperative's seventh round was lessened last week. A group activity proposed by PBS—whereby member stations would buy up all of the programs remaining in the co-op—failed to materialize. Following another elimination round May 2, two more purchasing rounds are scheduled, for Tuesday and Friday of this week (May 6 and 9). Spokesman said Bill Moyers' *Journal*, *Evening at the Symphony*, *WNET Opera Theatre*, *Book Beat*, *Consumer Survival Kit*, *Special Events* (National Public Affairs Center for Television news coverage), *Washington Week in Review*, *Wall Street Week*, *Nova*, *Black Perspective on the News*, *Woman*, *Mister Rogers' Neighborhood* (455 reruns), *Sesame Street* and *The Electric Company* were bought; Five shows eliminated as of April 29 are *Mark of Jazz*, *Films for the Family*, *Planet Ocean* and *Interface*. There are still 29 shows that could be purchased, but the total number available "won't be 39 as we had hoped." That compares to 25 last year.

Retail wags advertising dog at TVB workshop

Increased interest is marked by increased attendance; focus is cost

Such pocketbook matters as costs of commercials and prices of campaigns pervaded the discussion last week at the Fourth Annual Retail TV Commercials Workshop of the Television Bureau of Advertising.

The inflation-recession syndrome seemed uppermost in the minds of speakers and executives in the audience at New York's Biltmore hotel. Panelists from stations, advertisers, agencies and commercial-production companies gave suggestions on creating and implementing TV retail campaigns that could be effective as well as reasonable in cost. They were peppered with questions that reflect financial concerns: "Do you have to pay residuals?" "How much does that new equipment to produce out-of-studio commercials cost?" "Do you give any free spots to new retail advertisers?"

Approximately 200 persons paid to attend the day-and-a-half meeting, double last year's attendance. A TVB official explained the upsurge in attendance this way: "Although everybody is watching his pennies, we believe this turnout shows that retailers are increasingly more interested in television, and station operators are redoubling their efforts to get a larger share of the retail advertising dollar."

A recurring note sounded at the workshop was that in 1975 television has to compete more aggressively against newspapers to lure away a larger share of the retailer's advertising allotment. In the opening speech, Roger Rice, president of TVB, pointed toward a trend this year of "more retail competitiveness." He said all advertiser categories are seeking to make better use of frozen budgets, asking more questions and looking for ways to stretch their advertising investments.

Mr. Rice also demonstrated two new sales tools designed to help retailers use TV more profitably. One is a slide rule to assist retailers in planning a full year ahead. A second slide rule shows how 40 different advertiser groups use TV in terms of dollar allocation, message length and message placement.

Bill Evans, president of the American Radio and Television Commercials Festival, New York, which administers the annual Clio awards, said retail TV advertising excellence has improved over the years. He noted that in 1969 there were one winner and eight recognized finalists in the retail category in the Clios; last year there were four winners and 29 finalists in the retail classification.

In some parts of the country retailers are apathetic toward television, and Bob Gordon, director of marketing for WHAS-TV Louisville, placed that city in that

category and told how his station is attempting to generate enthusiasm. He said that retailers there spent more than \$5 million in newspapers in 1974 and only \$150,000 in TV. To whet retailers' interest, Mr. Gordon said, WHAS-TV has formed a nonsales group, "Creative Services," which produces commercials from start to finish. He said TV in Louisville is beginning to make inroads on retail advertising and suggested that other stations consider a similar approach.

Merritt Rose, general sales manager of WTIC-TV Pittsburgh, said his station moved into the area of retail TV commercial production about 18 months ago when retailers told him they knew TV was effective but they wanted to know how they could use the medium inexpensively. Mr. Rose said the station invested almost \$200,000 in remote video-tape production equipment and has taped commercials on location for a number of retailers, including Gimbel's, Kauffmann's, Horne's and Sears. He stressed that costs can be reduced through planning by producing five or more commercials a day.

Over a three-year period Colonial Stores Inc., Atlanta, has used television consistently and increasingly on behalf of its Big Star Supermarkets in the Southeast. Dwight Scantland, corporate director of advertising for Colonial Stars, told the workshop that TV investment rose from \$103,000 to \$851,000 in 1974 as Big Star's sales increased. He recommended that retailers engage an agency with experience in the field (Liller, Neal, Battle & Lindsey is the Big Star agency), develop realistic budgets, have specific campaign objectives and make certain they are carried out.

David Lane, president of Lane-Golden-Phillips Advertising Inc., Philadelphia, agency for Sears in that city, was perhaps the most outspoken speaker at the workshop: "If television is going to get more money, it's money that has to be taken from newspapers. It's safe to fail with newspapers. If you fail with TV, the retailer is going to say, 'why is he experimenting!'" Mr. Lane made these points: Frequency is important in television; retailers should back up advertising with

merchandising, and broadcasters should keep the retailer advised of every step of your campaign.

Ron Gianettino, senior vice president of Keyes, Martin & Co., Springfield, N.J., agency for Shop-Rite Food Supermarkets, Elizabeth, N.J., said it's vital in the food retailing field to find a sales motif and build on it. In Shop-Rite's case, he said, the approach was to picture Shop-Rite as a merchant concerned with "the cost of mom's checkout tape and the health of her family." Shop-Rite's TV spending climbed from about \$30,000 in 1970 to about \$2.4 million in 1974 as its stores showed dramatic gains in sales, he reported.

Earl Littman, Goodwin, Dannenbaum, Littman & Wingfield, Houston, agency for Foley's in that city, reported that more than 300 commercials a year are produced for that department store. Foley's has been a TV advertiser for more than 20 years and since its products have a wide range in price, the store requires a substantial investment in TV and a variety of commercials, according to Mr. Littman.

Irwin Barnett, managing director of Barnett, Zlotnick Advertising, New York, agency for the Grand Union Co., New York, urged retailers to use TV to seek out new customers, saying newspapers are on a decline because of falling circulation, rising costs and shrinking page sizes. At Grand Union, he said, a recent approach has been to run 30-second commercials, of which 22 seconds focus on staple products and service and the remaining eight seconds are produced within a day or two of air time and give the latest marketing information on a product. In recent months, Grand Union TV advertising has zeroed in on working women, Mr. Barnett said, operating on the premise that not enough advertising has been directed to this group.

Pierre (Pete) Megroz, vice president, station sales and marketing, Arbitron Television, described a new service for retailers, Arbitron Information on Demand. He said that from information on computer tape, audience information can be provided to retailers for their stores for any sex and age group to match any



TVB's Rice

Taylor's Taylor

WHAS's Gordon

product lines. He said Sears is a new client.

George Sharpe, vice president and group media supervisor of Young & Rubicam International Inc., New York, said retailers can build a positive public image through advertising on news and public affairs shows and have opportunities for effective advertising to reach specific demographic groups by buying into specialized programs dealing with sports, rock concerts, cooking and sewing.

Charles Licameli, manager, broadcast standards, WNBC-TV New York, said that in his view the perfect commercial would be "one that tells and shows a viewer what the product is, how it works, how much it costs and where it can be purchased." He said the most troubling TV commercials in retailing are those that mention various guarantees without going into specifics and those mentioning price reductions without giving dollar figures.

Allen Stanley, president of Dolphin Productions Inc., New York, showed a number of TV commercials produced by his firm via computer animation for such clients as Sears, Filene's, Montgomery Ward, Macy's and John Wanamaker. He said these firms recognized that "by establishing unique frames or donuts, opens and closes, they could accomplish an image that would do an outstanding job while remaining within realistic budgets."

Marion Preston, vice president and supervisor of broadcast labor relations of the J. Walter Thompson Co., New York, suggested to agency heads that they consult with people on their staffs familiar with union agreements prior to the production of commercials. She said specialists at the agency in the various talent codes could give money-saving counsel in four areas: on proper classification of a performer (player or extra); on editing rights held by the agency; on talent costs prior to production to determine if these expenditures fall within budget and on union rules and regulations that might be violated and result in a penalty.

Jordan Marsh-New England was given TVB's Gold Screen Award for "contributions to the art of total communication through expanding and creative use of television." The award was accepted by Kai Frost, senior vice president in charge of sales promotion, store planning and visual merchandising. Jordan Marsh TV investments rose from \$720,500 in 1970 to \$1.1 million last year.

Consumer law changes draw some support from FTC's Rosch

But U.S. Chamber of Commerce comes out strongly against Moss legislation at hearing

The Consumer Subcommittee of the Senate Commerce Committee held hearings on two bills aimed at bolstering current consumer protection legislation "without adding to the federal budget," in the

words of Senator Frank E. Moss (D-Utah) who introduced the bills and who presided.

The State and Local Enforcement Act, S. 642, is an amendment to the Federal Trade Commission Act which authorizes state attorneys general and certain local officials to enforce trade regulations, giving FTC regional offices more autonomy. The Consumer Fraud Act, S. 670, makes it a crime to knowingly engage in certain unconscionable consumer frauds and prescribes criminal sanctions (three years imprisonment, a \$10,000 fine or both) for 15 unfair consumer practices plus any other unfair or deceptive act prohibited by section five of the FTC Act.

Testifying April 23, J. Thomas Rosch, director of the FTC's Bureau of Consumer Protection, cited as the common theme of the bills, "a further increase in the stakes risked by one committing unfair or deceptive acts or practices." The FTC endorses specific parts of S. 642, namely the "elimination of forum shopping" by preventing respondents from picking a favorable federal circuit court; the extension of section five of the FTC Act to cover common carriers; continuing congressional oversight over FTC activities; expansion of the Clayton Act to include acts and practices affecting commerce as well as those in commerce, and repeal of an exemption in the Textile Fiber Products Identification Act. However, "with the ink not yet dry on the Magnuson-Moss Act," Mr. Rosch said, the potential problems presented by S. 670 and the redress sections of S. 642 cause the commission to conclude that the new sanctions and procedures they would authorize are "premature." Criminalizing section five, he said, could vastly increase the cost and delay of even routine cases, would disperse enforcement responsibility and create duplication of effort. The Magnuson-Moss Act "deserves a fair trial before additional enforcement systems . . . are superimposed,"

Mr. Rosch concluded.

Also offering testimony was Irving Scher, of the U.S. Chamber of Commerce consumer affairs committee and a member of Weil, Gotshal & Manges, New York law firm. Consistent with Mr. Rosch's finding of duplicative efforts, Mr. Scher enumerated implications of harassment and potential legal inconsistencies, the impropriety of using the FTC Act as a legislative model and the counterproductive results of decentralizing the authority of the FTC. In conclusion, he expressed the chamber's view that before considering further consumer protection measures like those enacted in the Magnuson legislation, "it is first essential to see how the FTC implements the important remedial powers which have so recently been granted to it."

Nielsen drops idea of eight-week sweeps

Big majority of clients polled are against idea, especially prospect of higher costs

The A. C. Nielsen Co. said last week it has no plans to introduce eight-week local TV measurement sweeps or otherwise change its four-week measurement system.

Nielsen officials made the disclosure in reporting that in the poll it conducted among clients earlier this year (BROADCASTING, Feb. 17) 88% of 161 station, network and station-rep respondents opposed a move to eight-week sweeps. They said 4% voted for eight-week measurements; presumably these were the networks, the only outspoken advocates of extending the present sweep lengths. In addition, Nielsen said 22% of the respondents suggested various new proposals, ranging from a compromise six-week system to a rescheduling of present report periods.

More than half—57%—of the re-

BAR reports television-network sales as of April 13

ABC \$208,920,900 (30.3%); CBS \$247,069,100 (35.9%); NBC \$232,523,600 (33.8%)

Day parts	Total minutes week ended April 13	Total dollars week ended April 13	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday					
Sign-on-10 a.m.	127	\$ 681,300	1,574	\$ 9,220,700	\$ 6,300,000
Monday-Friday					
10 a.m.-6 p.m.	1,044	10,497,200	14,266	151,384,300	131,965,600
Saturday-Sunday					
Sign-on-6 p.m.	327	5,706,100	4,439	73,221,600	69,222,600
Monday-Saturday					
6 p.m.-7:30 p.m.	100	2,429,600	1,463	37,083,900	34,023,100
Sunday					
6 p.m.-7:30 p.m.	13	253,600	246	6,378,700	5,756,100
Monday-Sunday					
7:30 p.m.-11 p.m.	367	24,443,500	5,826	367,312,400	355,046,900
Monday-Sunday					
11 p.m.-Sign-off	188	4,182,300	2,575	43,912,000	33,451,800
Total	2,126	\$48,193,600	30,389	\$688,513,600	\$603,721,800

Source: Broadcast Advertisers Reports

spondents were said to have cited the added cost as a reason for opposing eight-week sweeps, while 17% noted a possible reduction in weekly ratings as a drawback. Other comments, Nielsen said, were that hypoing—principal target of those advocating longer measurement periods—is “not a matter of concern,” is “a network problem” or “cannot be solved by the rating services.”

Nielsen said responses to its poll from advertisers, agencies, program producers and syndicators were too few—12 in all—to draw meaningful conclusions for

Nielsen said it would “of course” re-examine its position if “the persuasions of the industry change on this issue.”

FTC won't step in on image advertising

The Federal Trade Commission last week unanimously declined to accept a petition for a crackdown on corporate image ads, specifically those making energy and environmental claims, but made clear it does have the authority under the FTC Act, “to prevent deceptive and unfair practices with respect to corporate image advertising.”

The petition, filed by Senators Birch Bayh (D-Ind.), Frank Moss (D-Utah) and Thomas McIntyre (D-N.H.), and Representatives Les Aspin (D-Wis.), Benjamin Rosenthal (D-N.Y.) and Andrew Young (D-Ga.) at the height of public concern with the energy crisis, in January 1974, specifically mentioned five television and 11 print ads, primarily by oil producers and public utilities.

In its response, the FTC stressed its concern not to infringe on the First Amendment: “The commission believes that the free speech guarantee requires that government regulation allow breathing room to the expression of views on public issues.”

Reviewing the nature of corporate image ads—those that describe a firm or its policies, not its products or services—the FTC found two clear trends. There has been an increase in expenditures accompanied by rising interest in the impact of image advertising.

At least \$268 million was spent in this area in 1972, up 20% from 1970, according to the FTC, and “more than half (\$161 million) of this was spent on television, up about 55% from 1970.”

The FTC further noted that research on the subject confirms corporate image advertising is effective in furthering economic interests, by increasing sales, investments or recruitment and in creating favorable images toward the sponsoring corporation. While the commission already requires substantiation of claims in ads designed to sell products, the test to be applied in the case of image ads, the commission said, is “whether an unfair or deceptive advertisement has as its dominant appeal or likely effect the sale of goods or services or the elicitation of other commercial dealings,” that is, whether its appeal and likely effect is commercial.

NCTA at staging area for battle over copyright

As bill approaches hearings in House, board meets, approves principle of payments, but last adjustments on position will be made later

One member of the board of the National Cable Television Association noted at last week's meeting in Washington that NCTA has voted 11 times since 1971 to support “reasonable copyright payments.” Last Monday's meeting was no exception, as the board passed a resolution 26-2 (by secret ballot) saying it again.

The board did not however, define “reasonable” and left the formulation of a definitive NCTA copyright position to be resolved sometime later this month at a still unscheduled board meeting.

The board also reaffirmed its nine-point program on copyright approved last winter (BROADCASTING, Nov. 25, 1974), but at the same time it directed the association's staff to “re-examine all fee formula concepts,” including the possibility of payments on a distant/local or off-air formula and a constant rather than escalating fee-scheduling basis.

In directing the staff to re-examine certain issues relating to how fees should be calculated, NCTA left open the question of whether further changes in its present position will be adopted. (The board only weeks earlier [BROADCASTING, April 21] appointed an ad hoc committee to conduct a fact-finding mission in official Washington to explore and review the present NCTA position.)

What in essence the staff is now searching for is a final stance that will make the industry's anticopyright constituency happier and at the same time will not gut the association's previously arrived at nine points, which the board affirmed again last week.

Amos (Bud) Hostetter, of Continental Cablevision, and past NCTA chairman said he “came away [from the board meeting] with a feeling that the industry has a stronger resolve to keep its prior commitments.” NCTA is “over the bridge” of denying substantive copyright liability, he suggested, although some changes in terms of exemptions or how fees are calculated may still be incorporated in the present position.

Basically the present nine point position includes:

- Opposition to the creation of a copyright tribunal that would have the power to arbitrate adjustments of fees that cable would pay into a pool to be distributed to copyright owners and broadcasters. Without the tribunal, the fees established in the original bill would remain in effect

unless modified by future legislation.

- A change in the penalty provisions of the current Senate bill to shield cable operators from broadcasters who might seek legal action against CATV systems that do not afford nonduplication protection required by FCC rules.

- An exemption for systems with under 1,500 subscribers from any copyright payment.

- Language that would set up the dropping of exclusivity requirements as quid pro quo for copyright payments.

- A change in the definition of what is a CATV system so as to take account of the political unit rather than the number of townships a system crosses. (That amendment has become moot, however, as the FCC has already indicated a trend toward changing the present cable system definition according to those principles.)

- If the tribunal stays in, the revenue base from which fees are computed could not be broadened to include more than basic services, such as television retransmission and not such ancillary services as pay cable.

- Elimination from the bill of an exemption from copyright payments of government owned nonprofit translators.

- No liability for copyright fees on channels leased out by cable operators to third parties.

- No liability for copyright fees for cable carriage of over-the-air pay programming if required by the FCC.

But while those nine amendments to the current Senate copyright bill have again been endorsed by the NCTA board, the board also left the door open for additional accommodations in re-examining copyright fee formulas. What form any new accommodation will take is still open to speculation. Some think it will be some form of the “Pennsylvania position,” whereby local signals would be exempt from copyright fees. As NCTA Chairman Rex Bradley acknowledged, the Pennsylvania position has been the only “positive plan” laid out since the NCTA adopted its present position. He cautioned however, that while the staff has been specifically directed to look into the possibilities of incorporating a local/distant signal fee formula, the staff's copyright examination will not be restricted to that proposal.

Basically, the Pennsylvania position holds that CATV systems should not pay copyright fees for providing “basic or minimum television reception,” defined as three network affiliates, three independents and one educational station. The principle of seven basic copyright-free signals would disregard whether reception is secured off-the-air or by microwave. The second part to the proposal would provide that copyright fees be paid under a compulsory license for the reception of distant signals other than those seven at the rate of two-tenths of one percent per channel of the gross receipts from monthly service charges only.

It was reported that some nine or 10 times during the closed NCTA board meeting last week, members urged adoption of the Pennsylvania position. However, those suggestions were tabled so the

staff could try to find a workable definition of what a local signal should cover.

One spokesman in the cable industry confided last week that the "real hole" in the Pennsylvania position is the inclusion of three independent signals as part of those not covered by copyright fees. Since few systems now carry that many channels, the individual noted, the Pennsylvania proposal could translate into excluding some 90% of the cable industry from having to pay copyright.

Jerry Greene, Teleprompter Corp.'s vice president of finance and member of the NCTA board, "guessed" that the board will not be able to accept the Pennsylvania position in total, since it is too "drastic." But Mr. Greene did suggest that the concept of not paying for local signals will be incorporated in a final NCTA position.

Henry Harris, of Cox Cable Communications, another board member who supports the present NCTA position, contended that although the local exemption issue is a "very logical argument" it runs into "insurmountable" problems when one tries to define just what a local signal should mean. Teleprompter has consistently held an anticopyright view.

One suggestion as to such a definition came from NCTA vice chairman Burt I. Harris, Harris Cable Corp., who was reported to have suggested at the meeting that a local signal is anything broadcast from a station within 100 miles of a cable system.

George Barco, general counsel for the Pennsylvania Cable Television Association, who has become a symbol of that association's proposal, said he would go along with Mr. Harris's suggestion. However, Mr. Barco noted that while just an over-the-air exemption might take care of Pennsylvania systems, it would be unfair to many operators located in very rural Western states where all of their signals are brought in by microwave.

According to Mr. Barco's analysis, about 40% of the board would go for the Pennsylvania position in its present form. As for the rest, he said, they could live with the present nine points already in the NCTA position. He added, however, that if no further accommodation in addition to those nine points is incorporated in the final NCTA position, he would stand by his claim that his state, along with at least 10 others, would leave NCTA (BROADCASTING, April 28).

Mr. Barco also noted that Kyle Moore, president of the Community Antenna Television Association—the group of small cable operators that splintered off from the NCTA basically over the copyright issue—had indicated he would support the Pennsylvania position.

Polly Dunn, who also represents the small system operator and is president of Columbus (Miss.) TV Cable Corp., said she did not expect any great change or addition to the present nine points set down by NCTA, but she did hope that some accommodation would be reached to justify taxing some people (CATV subscribers) an additional copyright fee for the same product their neighbors (nonsubscribers) get without such a tax.

Mrs. Dunn's argument is the under-

lying rationale for why many cable operators have favored a local/distant signal formula. Cable people, especially the smaller operators, have repeatedly pointed out that broadcasters are already paying copyright fees for households hooked up to cable, since the copyright fees broadcasters pay are based on the number of households in a market. Whether each of those household can actually get a given signal is in no part reflected in assessing broadcast copyright fees, the cable argument continues. So why should cable operators have to pay an additional copyright fee for a signal that has already been paid for?

Jack Valenti, president of the Motion Picture Association of America, doesn't agree with that logic, however. Anybody who uses copyrighted material in a profit-making enterprise should pay copyright, he said, with no distinction made for distant or local signals. What other industry gets an "indispensable product" for nothing, he noted, referring to cable's current status of showing television programming without paying any copyright payments.

Mr. Valenti contended that cable systems are much more than just antenna systems, contrary to how many cable operators sometimes like to portray themselves. Rather, a cable system "amplifies, distributes and charges" for television programming, he said, and should be held liable for copyright payments.

As the copyright bill passed by the Senate last session now stands, the total annual revenue from copyright payments by the entire cable industry would amount to less than \$5 million, estimated Mr. Valenti. The "postage stamps" required to mail out the bills would involve more than that, he suggested.

Mr. Valenti is also not happy with the present NCTA position opposing the creation of a copyright royalty tribunal. Mr. Valenti attributed the cut in half of the original 1% to 5% sliding scale for copyright payments (in the present Senate bill it now ranges from five-tenths to two-and-half percent) to the efforts of the cable industry. From those actions it is obvious, concluded Mr. Valenti, that there needs to be an "expert and dispassionate" tribunal to arbitrate and set fair rates.

The networks were not quite as distressed over indications that NCTA might incorporate any local signal exemption. As Eugene S. Cowan, vice president at ABC, noted, the networks are not the copyright holders of the vast amount of programming, so they do not have a "large" financial interest in the outcome of the copyright debate. "Our position is since we pay copyright so should anybody else," explained Mr. Cowan.

Richard Jencks, vice president of CBS, said he was "gratified in a small way" to have NCTA reaffirm its support for reasonable copyright, but could not get overly enthused since NCTA had already given that support when it signed the 1971 consensus agreement. Furthermore, Mr. Jencks noted that NCTA was not reaffirming another part of that earlier agreement with regard to "binding arbitration as to the amount of copyright

fees," as witnessed by NCTA's proposal to do away with a royalty tribunal.

Nothing in NCTA's resolution makes reference to what the Senate bill encompasses, noted Mr. Jencks, and that makes for a feeling that NCTA's support for even token copyright may be made "even more minimal" than the copyright royalty now established.

Donald Zeifang, vice president for the National Association of Broadcasters' public affairs department, charged that NCTA changes its position on copyright so often that it's not fruitful for NAB to respond each time. But he did "speculate" that if cable is intent on re-examining the issue of local-signal copyright liability, it would not be out of the realm of possibility that broadcasters might change their approach to distant signals and suggest a program-by-program payment.

Reaction to the recent maneuvering by NCTA on the copyright issue did not create much of a stir on Capitol Hill. Thomas Brennan, chief counsel for the Senate Copyright Subcommittee, said that the matter of off-the-air signal exemption and small system exemptions are all issues that have been explored by the Senate before. The proposals are not unreasonable by themselves, Mr. Brennan suggested, but there is a point where too many exemptions begin to equal no copyright at all. The separation of local and distant signals, he said, just adds to the complexity of the bill and creates "arbitrary" and "discriminatory" judgments as to what will be included and what won't, he submitted. Because of those reasons, Mr. Brennan said, the Senate opted to charge all CATV systems a minimal fee and graduate the fee so that smaller systems would pay less.

Specifically, the current Senate copyright bill allows for a fee schedule that provides fees from 0.5% of annual gross receipts up to \$40,000 to 2.5% of gross receipts of \$160,000 or more.

The bill would also establish a copyright royalty tribunal to review and revise the fee schedule. An initial review of fees would take place six months after the copyright scheme first goes into effect. Congress can review and veto any adjustment that might be decided on during the subsequent one-and-a-half years. The tribunal, selected by the American Arbitration Association, would review fees every five years thereafter.

Unlike broadcasters, who must negotiate fees with individual copyright holders, cable systems would be granted a compulsory license to carry whatever signals are authorized by the FCC and would put their payments into a pool to be divided and distributed by the register of copyrights to copyright holders.

Another provision which permits broadcasters to file suit against cable if cable systems violate a broadcaster's exclusivity arrangements, noted Mr. Brennan, grew out of the 1971 consensus agreement which the NCTA signed. That provision is bitterly contested by cable people who see it as an open gate for broadcasters to extract unacceptable exclusivity protection from cable operators.

The House bill is a companion bill to

that already passed last session in the Senate. There has been little discussion on the bill's particulars, which mirror that of the Senate bill. Hearings are set for Wednesday (May 7).

According to Mr. Brennan, NCTA's maneuvering on the copyright position is clearly directed at the House. And because the House has not yet openly taken up discussion of the bill, there was no way to gauge reaction to the NCTA board meeting as of last week.

The feeling among many NCTA people is that before the end of the month another board meeting will be called to finalize the association's position on copyright. Finalization must come before mid-June when the House is expected to reach that section of the copyright bill which specifically deals with cable television.

Aside from a possible meeting called for late May, the NCTA board set the following schedule for the next four meetings, all of which will take place in Washington: June 23-25 at the Statler Hilton; Sept. 22-24 at the L'Enfant Plaza hotel; Dec. 8-10 at the Mayflower hotel; and Feb. 2-4 at the Sheraton-Carlton. The NCTA staff said the new practice of having board meetings last for two and a half days, rather than just two, and holding all meetings in Washington is designed to encourage board members to visit members of Congress and the FCC for lobbying purposes.

Both sides see disaster from adverse ruling on aural cable

NAFMB says audience would be lost to competitors getting free ride; NCTA rejects claim of financial harm; citizen group cites need for diversity

The ongoing shoving match between on-the-air broadcasters and cable operators occupied another arena last week as comments were filed at the FCC on CATV origination of aural programming. The broadcasters reiterated their fears that their audiences would be fragmented; the cable proponents were equally assertive that a ban on aural programming would be disastrous to them.

The first round in this confrontation took place last winter when the National Association of FM Broadcasters petitioned the FCC for a rulemaking to prohibit the origination of all aural entertainment programming on cable systems.

The National Cable Television Association last week called that proposal "a full throated call for annihilation." NCTA claimed there was no proof that the origination of aural programming on cable has led to a decline in FM broadcasters' revenues. That argument is "pure speculation," NCTA claimed, adding that "theoretical competition" might be a prospect, but "economic harm is not in the cards."

Another argument advanced by the FM broadcasters in their initial rule-

making request last winter was that cable systems can provide low-priced competition without being burdened by the operating requirements the FCC applies to broadcast licensees. However, RVS Cablevision Corp. noted that although FM licensees are saddled with FCC requirements regarding minimum hours of operation, technical standards and fairness doctrine concerns, cable is governed by its own "regulatory maze" including restrictions imposed at the local, state and federal level.

ABC filed comments in support of the rulemaking and restated its concern that "unregulated cable radio is potentially capable of causing unfair and permanent injury to the growth and development of regular FM." But aural origination—whereby an FM channel is leased from an existing CATV system and used to broadcast taped music which carries local advertising spots—is not the whole matter in the larger issue of cable radio, noted ABC.

Instead, the present rulemaking should be viewed as an extension of the rulemaking notice issued in February 1972—but never concluded by the FCC—which addressed the entire issue of cable radio including the importation of radio signals by cable.

While both ABC and the Rocky Mountain Broadcasters Association supported the present rulemaking, they urged the commission not to lose sight of the docket case begun in 1972 which addressed broader issues. (Comments in docket case 19418 were filed in May 1972, but since then no further commission action has been taken.)

The Committee for Community Access (Boston) accused the FM broadcasters of attempting to make a "farce" out of the phrase, "diversity of programming," and suggested the commission take steps to "enhance the development of cable radio and not thwart it."

In an effort to refute claims of economic danger made by broadcasters, the nonprofit Intercollegiate Broadcasting

System tried to put the present existence of what it called "CAFM" (cable FM) in perspective. IBS submitted that there are only 48 CAFM stations in the U.S. where radio programming is originated and 45 of those are associated directly with colleges, where the radio station had previously been operating as a carrier-current facility.

The other three, IBS contended, are operated by local community groups such as high schools and approximately one-third of all 48 CAFM's are funded through student associations—not by outside revenues.

Of the remaining two-thirds which do get revenues from advertising, 90% had less than \$11,000 in yearly revenues and none exceed \$20,000, noted IBS.

Two-way TICCIT for cable systems

Amherst CATV set to get Mitre experimental learning system that hooks computer to subscriber

A two-way learning system developed by Mitre Corp. is scheduled for experimental use beginning this fall on CATV systems in Amherst, N.Y.

The system, which is called TICCIT (for Time-Shared, Interactive, Computer-Controlled, Informational Television) uses a regular color TV screen for displaying instructional material and a keyboard terminal for the viewer to register input back to the computer. Each TICCIT system will have two Data General Corp. Nova minicomputers and can serve over 100 active keyboard terminals at once. The computers will be located at the headend of a cable system.

So far, TICCIT is being used at community colleges and military training bases. By next September, Mitre hopes to kick off the use of TICCIT as a service for cable television subscribers in the home, rather than a learning tool limited



Perspective. How TICCIT looks to the viewer-as-student

to the college campus or military base. In conjunction with the New York state department of education, Mitre is developing a TICCIT system that will be installed on Amherst Cablevision. It will bring instruction to homebound handicapped children.

The Amherst demonstration project will be funded by the U.S. Office of Education at \$817,000. As an experiment, the TICCIT service will be made available to only 100 homes to be chosen by the state department of education. Since the local cable system does not have two-way capacity, the return link will be provided through the telephone.

New York state is also looking at the possibilities of "piggybacking" other educational and social services onto the basic instructional project.

Another application to CATV on a wider basis is planned to take place within two years, when Mitre installs a TICCIT system at the Big Valley Cablevision system in Stockton, Calif. Unlike the Amherst demonstration, the Big Valley system will provide two-way capability. The Stockton project will also serve 500 homes and offer a broader range of instructional programming than that anticipated for Amherst. It is being considered for funding by the National Science Foundation.

John L. Volk, department head of Mitre's computer systems branch, said that toward the end of the 36-month Big Valley undertaking, Mitre will begin to "test the waters" by offering the instructional services for a price.

Cable Briefs

New owner in Essex. Maclean-Hunter Cable TV Ltd., Toronto, has agreed to purchase 75% of Suburban Cablevision, which holds cable franchises in 10 municipalities in New Jersey's Essex county. Consideration of \$5.2 million includes assumption of long-term debt of approximately \$4 million. Under agreement, Suburban's principals, Peter and Shirley Gilbert are selling out; minority control (25%) will be retained by other five original investors. M-H Cable's (F. T. Metcalf, president and others) only other U.S. interest is 50% holding in Phase-Com Corp., Los Angeles cable equipment manufacturer.

Sold. Harmon and Co. has purchased CATV system serving Sulphur and Davis, both Oklahoma, from Commco Inc. for \$350,000. Buyer, Alan R. Harmon, also owns cable systems in West Virginia, and markets *Cablevision Bingo*, copyrighted game program. Seller, 50% owned by Board Chairman Walter W. Jenkins, has systems in Kentucky, New Mexico and Texas.

Reuters' initial sale. Cablevision of Oyster Bay, N.Y., is first customer of Reuters' multichannel information and communications package, and will use service on 12 channels of its system. Reuters will supply diverse news package, New York and American Stock Exchange quotations, race track information and Long Island Railroad information.

Music

Breaking In

Judy Mae—Boomer Castleman (Mums)

■ Though hardly a household word to top-40 radio, Boomer Castleman is no newcomer to the music industry. He was a long-time studio musician in Los Angeles and has done back-up work in local clubs for such beginning artists as John Denver and Mac Davis. A relocation to Nashville to continue studio work more in a country vein produced *Judy Mae*, a ballad reminiscent of *Ode to Billy Joe* (Bobbi Gentry) and *The Night the Lights Went Out in Georgia* (Vicki Lawrence). The story is one of mystery, passion and incest which should insure a quick rise on top-40 charts with a possible cross-over hit in country. Stations already airing *Judy Mae* are: KEWI(AM) Topeka, Kan., WRC(AM) Washington, WIXY(AM) Cleveland, KIMN(AM) Denver and KDWB(AM) Minneapolis.



Presley

T-R-O-U-B-L-E—Elvis Presley (RCA)

■ He may be fat and 40 but Elvis doesn't sit back and let the charts cool in between releases. With *My Boy* only a few weeks off the "Playlist" he comes out with a fast-moving, steady rock sound that can be compared to an earlier single, *Burning Love*. And as with *Burning Love* and *My Boy*, *T-R-O-U-B-L-E* could become a country hit as well. Early stations on the new Elvis are WQXI(AM) Atlanta, KILT(AM) Houston and WHBQ(AM) Memphis.

Take Me in Your Arms (Rock Me)—Doobie Brothers (Warner Bros.) ■ The success of the Doobies' *Black Water* on top-40 radio has opened doors for the more progressive style of music the group is known for. Their latest release, a remake of an old Motown hit, has the usual rock base with strong lead vocals and the added touch of full string and horn accompaniment. The fine harmony present in *Black Water* is also featured here and the total combination makes for a definite hit that a number of major market stations have already added to their chart, including WHYI Miami, WQXI(AM) Atlanta, and KIMN(AM) Denver.

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

- ANYTIME I'LL BE THERE, Frank Sinatra (Reprise).
- ATTITUDE DANCING, Carly Simon (Elektra).
- GLITTER & GLEAM, Tommy Roe (Monument).
- GRINGO EN MEXICO, Maria Muldaur (Reprise).
- I WANNA DANCE WIT' CHOO (DOO DAT DANCE), Disco Tex & the Sex-O-Lettes (Chelsea).
- I WANT TO BE FREE, Ohio Players (Mercury).
- I'M ON FIRE, Dwight Twilley Band (Shelter).
- KASHMIR, Led Zeppelin (Swan Song).
- LIZZIE AND THE RAINMAN, Tanya Tucker (MCA).
- 99 MILES FROM L.A., Albert Hammond (Mums).
- (JUST LIKE) ROMEO & JULIET, Sha-Na-Na (Kama Sutra).
- SAIL ON SAILOR, Beach Boys (Reprise).
- WHEN THE PARTY'S OVER, Janis Ian (Columbia).
- WHERE IS THE LOVE, Betty Wright (Alston).
- WOLF CREEK PASS, C. W. McCall (MGM).
- WONDERFUL BABY, Don McLean (United Artists).

Tracking the 'Playlist'. Although Elton John's *Philadelphia Freedom* continues to hold the number-one chart position, the top 10 takes on a slightly different look as a general reshuffling of power begins to take place. B. J. Thomas's *Hey Won't You Play . . . Song* continues its climb to the top, this week reaching the number-two spot, while singles by Tony Orlando & Dawn, the Ozark Mtn. Daredevils and Leo Sayer make strong moves in the top 10. John Denver's *Thank God I'm a Country Boy* makes the top 20 at 17 with *Hijack* by Herbie Mann the only other addition there. Grand Funk makes a strong gain with *Bad Time* moving from 36 to 23 with a bolt. New entries into the top 40, all bolted and all chart-top contenders are *Old Days*, Chicago's second attempt at a nostalgia hit, *Autobahn* by Kraftwerk, *When Will I Be Loved*, an even stronger single than *You're No Good* by Linda Ronstadt from her gold album *Heart Like a Wheel*, *Rainy Day People* by Gordon Lightfoot and *Wildfire* from Michael Murphy's album *Blue Sky Night Thunder*. New to the chart and bolted are *Hustle* by Van McCoy, coming on at 43; *Judy Mae*, Boomer Castleman's first solo release, appearing at 60, and *Take Me in Your Arms (Rock Me)* from the Doobie Brothers—whose *Black Water* continues to hold on in the top 40. Also making first appearances this week are Bad Co.'s *Bad Co.*, continuing its efforts to gain a foothold on the charts at 68, *Good Lovin' Gone Bad*, 70, also Bad Co., *Minnesota* by Northern Lights at 72, *Get Down*, *Get Down* by Joe Simon at 73, *T-R-O-U-B-L-E*, Elvis Presley's latest release indicating he still knows what rock and roll is all about, and *Trampled Underfoot*, one of the many single releases from Led Zeppelin's *Physical Graffiti* album.

The Broadcasting Playlist™ May 5

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. (M) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Philadelphia Freedom (5:38) Elton John Band—MCA	1	1	1	1
5	2	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	2	4	3	4
7	3	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	4	2	5	3
2	4	Lovin' You (3:20) Minnie Riperton—Epic	6	5	4	2
9	5	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	3	3	6	6
6	6	The No-No Song (2:30) Ringo Starr—Apple	5	9	2	5
10	7	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	7	6	7	9
4	8	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	8	7	8	7
3	9	Lady Marmalade (3:57) Labelle—Epic	9	10	9	8
8	10	How Long (3:09) Ace—Anchor	10	8	10	10
13	11	Chevy Van (2:54) Sammy Johns—GRC	11	11	13	11
12	12	Only Yesterday (3:45) Carpenters—A&M	15	12	11	12
15	13	Killer Queen (3:00) Queen—Elektra	17	13	12	14
16	14	Walking in Rhythm (2:54) Blackbyrds—Fantasy	12	16	14	15
11	15	It's a Miracle (3:16) Barry Manilow—Arista	13	14	15	17
20	16	Pinball Wizard (3:48) Elton John—Polydor	18	17	16	13
23	17	Thank God I'm a Country Boy (2:47) John Denver—RCA	14	15	17	18
17	18	Shining Star (2:50) Earth, Wind & Fire—Columbia	18	18	18	16
28	19	Hijack (5:32) Herbie Mann—Atlantic	20	26	20	20
14	20	You Are So Beautiful (2:39) Joe Cocker—A&M	21	22	21	27
30	21	L-O-V-E Love (3:22) Al Green—Hi	23	24	30	19
18	22	Emma (3:30) Hot Chocolate—Big Tree	26	23	22	30
36	23	Bad Time (2:55) Grand Funk—Capitol	35	27	19	24
24	24	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC	24	19	26	34
25	25	Black Water (3:53) Doobie Brothers—Warner Bros.	29	25	23	26
33	26	Bad Luck (3:10) Harold Melvin & the Blue Notes—Philadelphia Int'l.	19	35	24	23
29	27	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	25	21	28	32
22	28	My Eyes Adored You (3:28) Frankie Valli—Private Stock	27	20	31	25
41	29	Old Days (3:30) Chicago—Columbia	22	28	27	31
19	30	What Am I Gonna Do with You (3:24) Barry White—20th Century	30	31	32	21
31	31	Don't Call Us, We'll Call You (3:41) Sugarloaf—Claridge	31	29	29	29
21	32	Once You Get Started (3:28) Rufus—ABC	33	33	33	22
40	33	Sister Golden Hair (3:16) America—Warner Bros.	28	30	34	36
46	34	Autobahn (3:27) Kraftwerk—Vertigo	45	34	25	28
39	35	Ease on Down the Road (3:02) Consumer Rapoport—Wing and a Prayer	32	42	35	33
52	36	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	34	32	36	39
47	37	Rainy Day People (2:43) Gordon Lightfoot—Reprise	37	37	40	40
55	38	Wildfire (4:47) Michael Murphy—Epic	36	40	38	41
42	39	Bertha Butt Boogie (3:13) Jimmy Castor—Atlantic	40	43	37	43
37	40	Last Farewell (3:43) Roger Whittaker—RCA	39	36	46	46
35	41	Fire (3:12) Ohio Players—Mercury	52	38	43	35

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
34	42	Express (3:25) B. T. Express—Roadshow	44	39	42	42
—	43	Hustle (3:27) Van McCoy—Avco	38	52	39	37
43	44	Young Americans (3:11) David Bowie—RCA	43	48	41	44
26	45	Supernatural Thing (3:20) Ben E. King—Atlantic	41	45	44	48
44	46	Amie (2:37) Pure Prairie League—RCA	42	41	47	49
50	47	Only Women (3:29) Alice Cooper—Atlantic	47	49	45	50
38	48	Poetry Man (3:15) Phoebe Snow—Shelter	46	51	48	47
62	49	Lonely People (2:27) America—Warner Bros.	50	46	49	45
54	50	Shaving Cream (2:44) Benny Bell—Vanguard	54	47	51	38
31	51	Don't Tell Me Goodnight (3:03) Lobo—Big Tree	49	44	50	51
32	52	Stand by Me (3:25) John Lennon—Apple	48	50	54	58
27	53	Shame, Shame, Shame (4:10) Shirley (and Company)—Vibration	53	54	53	52
57	54	Immigrant (3:43) Neil Sedaka—Rocket	51	55	55	57
60	55	I'm Not Lisa (3:19) Jessi Colter—Capitol	56	57	57	62
53	56	Lady (2:58) Styx—Wooden Nickel	59	60	56	54
49	57	Best of My Love (3:25) Eagles—Asylum	65	53	62	56
56	58	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	55	58	60	66
66	59	Magic (3:30) Pilot—EMI	57	61	58	60
—	60	Judy Mae (3:27) Boomer Castleman—Mums	61	59	59	59
69	61	Bloody Well Right (3:00) Supertramp—A&M	67	66	52	53
—	62	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Bros.	64	64	63	55
74	63	Cut the Cake (3:34) AWB—Atlantic	66	56	65	63
51	64	Sad Sweet Dreamer (3:10) Sweet Sensation—Pye	58	62	61	65
58	65	I'll Play for You (3:47) Seals & Crofts—Warner Bros.	60	65	68	70
68	66	Runaway (2:48) Charlie Kulis—Playboy	62	67	67	68
67	67	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	63	63	70	69
—	68	Bad Co. (4:35) Bad Co.—Swan Song	69	69	64	61
61	69	Growin' (2:33) Loggins & Messina—Columbia	70	68	72	71
—	70	Good Lovin' Gone Bad (3:35) Bad Co.—Swan Song	*	*	66	64
73	71	Beer Barrel Polka (2:20) Bobby Vinton—ABC	68	71	*	*
—	72	Minnesota (3:23) Northern Lights—Glacier	72	*	73	73
—	73	Get Down Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring	74	70	*	72
—	74	T-R-O-U-B-L-E (3:00) Elvis Presley—RCA	*	72	75	*
—	75	Trampled Underfoot (3:48) Led Zeppelin—Swan Song	*	*	71	67

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

The epilogue in Vietnam proves hard

Special reports, spot broadcasts mark final days of lengthy conflict that radio-TV brought to U.S. homes; newsmen volunteer to stay on

Broadcast newsmen braved danger and exhaustion last week to wrap up the biggest and longest story of their generation, the 20-plus years of the Vietnam war.

U.S. journalists were among the last to leave Saigon in the massive evacuation that ended Tuesday night, marking the official end of the war. The handful who remained were continuing to file reports whenever the often erratic communications facilities permitted.

While news people in Vietnam were getting out as best they could—but safely, so far as could be ascertained—those in the network newsrooms in this country were working virtually around the clock to schedule the incoming accounts and put together extensive special reports summarizing the course and marking the end of more than two decades of American involvement in Southeast Asia.

CBS-TV presented a two-and-a-half-hour special report, anchored by CBS correspondent Walter Cronkite, at 8:30 p.m. Tuesday; NBC-TV had an hour the same night at 10 p.m., led by NBC correspondent John Chancellor, and ABC-TV offered an hour and a half at 11:30, with correspondent Harry Reasoner anchoring. The ABC, CBS, NBC, Mutual, UPI Audio and AP Radio networks also all offered numerous specials, ranging from a few minutes each to half-hours or longer.

The specials implicitly recognized that the Vietnam war not only was the longest major story but also, as some put it, "the first war to be fought in America's living rooms."

In that context it is widely conceded that TV's coverage, by giving viewers close-up pictures of war, exerted influences extending far beyond the war itself—from a growing disbelief in U.S. government claims of Vietnam successes to an ultimate skepticism about government claims in general, for instance, and from the rampant antiwar movement of the late 1960's to the retirement of President Johnson after one elected term. And, of course, in the long run there was widespread criticism of TV and the other media for reporting these horrors.

It was also a war to which the network news organizations devoted as yet uncalculated amounts of money, time and manpower. ABC, CBS and NBC as well as the wire services have all had full-time Vietnam bureaus since the early 1960's and were shuttling reporters and camera crews in and out for at least a few years before that. Over the years, ABC News estimated, at least 175 of its journalists have served in Vietnam, and

CBS News came up with a list of close to 250.

Not all those who served came back. NBC News correspondent Welles Hangen and three members of NBC camera crews have been officially missing in action in Cambodia since 1970, and two ABC News cameramen, Terry Khoo and Sam Kai Faye, were killed in action in Vietnam in 1972. Others were wounded, among them ABC News's Roger Peterson, now stationed in Washington, and Dave Snell, now in Atlanta.

Best estimates last week indicated that seven Americans with broadcast ties remained in Saigon after the last evacuation helicopter roared away Tuesday night:

- James Laurie, an NBC stringer, was said to have stayed behind voluntarily—and was sending both voice and Telex reports to NBC News on the takeover by the Viet Cong.

- UPI Audio said four UPI men were still there and also filing reports: Leon Daniel, UPI Asia manager; Alan Dawson, Vietnam bureau manager, who was carrying most of the reporting load for UPI Audio; and Paul Vogle and Chad Huntley. The last two had been scheduled to leave Tuesday with UPI's Ken Englade and Bert Okuley. The Englade-Okuley team made it over the wall surrounding the American embassy compound and boarded a helicopter but Messrs. Vogle and Huntley couldn't get through the mob.

- AP and AP Radio said their Matt Franjola and George Esper were still there and still filing. So was AP's Peter Arnett, a New Zealander well known in the U.S.

- The last of CBS News's American correspondents left Saigon Tuesday morning—as did most of ABC News's and all of NBC News's except Mr. Laurie. CBS said its news bureau was still being manned, however, by Eric Cavaliero, a British school teacher who had been working with the Saigon bureau for some time, with the assistance of about half a dozen Vietnamese nationals.

- ABC News said Wednesday that late word indicated all its news people were out. Earlier, it had been believed that ABC correspondent Hilary Brown, nor-

mally stationed in London, and a camera crew composed of Barry and Peter Fox, brothers who usually work out of Belfast, Ireland, had failed to make the final evacuation flights.

- Mutual News formerly had a bureau in Saigon but in recent months has used the Reuters news service.

The war's final hours were hectic. News people in Saigon were repeatedly implored by Vietnamese—including Vietnamese military—to help them get out of the country. When they weren't beset by pleas and proffered bribes, they were often threatened, and in some cases had to literally fight their way to evacuation points. Those who remained in Saigon told of widespread looting in the wake of departing Americans.

The tension frequently showed through. It was particularly apparent among news people who were themselves outside of Saigon but concerned for friends and colleagues still there. While messages from UPI reporters in Saigon were reporting "no problems" and jauntily advising state-side editors to "keep those callbacks and rockets coming," for example, Frank Beatty, UPI vice president for Asia, sent this observation from Hong Kong:

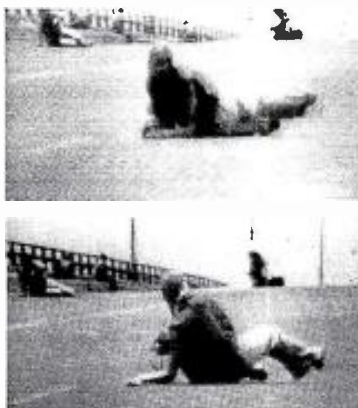
"Can't help but wonder whether the President and all his brilliant advisers have any idea just what kind of dangerous situation he created for our guys and the other stranded correspondents when he announced to the world, and particularly the jittery mobs in Saigon, that the Americans have all left—the last helicopter is gone. It's bad enough our people were abandoned. It's even worse that we're left at the mercy of a desperate people whose hope was snatched away by the President of the United States. Yep, I'm a little bitter this morning."

Competition was not entirely forgotten, however. In New York, UPI Audio officials, seconded by ABC Radio, complained bitterly that CBS Radio had monopolized the voice circuit from Saigon for three hours—holding it but not using it—on the night of President Thieu's resignation and, after apologizing for that, had done it again last Monday night. CBS Radio officials said the first instance had been an accident, but that they deliberately held the channel for six hours on Monday night—but offered to let others use it and were accepted by ABC and NBC—because the connection was chancey and they were afraid they would lose it altogether if they tried to switch it to other users.

CBS News sources said Bryan Ellis, their Far East bureau chief, was coordinator of the pool efforts to bring broadcast and print journalists out of Saigon and that the operation succeeded in getting about 1,000 Vietnamese employees and members of their families out in eight days.

For their own part, they said they had assurances from corporate management that all of CBS News's Vietnamese employees would be given jobs. They put this number at about 50, including evacuated members of the employees' families.

Typical of the care that news organizations generally were taking to protect



Beseiged. ABC correspondent Hilary Brown made it out of Vietnam, but not without tense moments. Here she's under fire on a Saigon bridge.



Before the fall. WXIA-TV Atlanta newsmen Jim Ruppert and Bill Head were on the scene in Saigon to follow the dramatic progress of the South Vietnamese orphan airlift. Mr. Ruppert is shown with Jodi Darragh (holding injured baby), who with her husband made the mission to evacuate orphans from foster homes around Saigon. The WXIA-TV team sent back 90-second daily telephone reports and over 9,000 feet of film during the two-week assignment. The Darraghs arranged clearance for seven Vietnamese children to depart for homes in the U.S.; clearance for 68 additional children was pending before the fall of Saigon last week. Follow-up coverage of the orphans' reception in Atlanta brought the adoption story home.

their employees and employees' kin from retaliation for working with Americans, CBS News started systematically purging its Saigon files several weeks ago, and started using code names in Telex reports. For purposes of these reports, the spokesman said, Vietnamese employees were known as "valuables" and their children as "spare parts."

Foundation honors 14

WABC-TV New York led the broadcast division winners of the annual Scripps-Howard Foundation awards. The station won the Roy W. Howard Public Service Award of \$2,500 for the station's studies of Willowbrook and other mental institutions in New York state.

Second prizes in the category went to KNXT(TV) Los Angeles and WNEW(AM) New York, for reporting on breast cancer and hazardous airline cargoes, respectively. Awarded special mention for other news and programming were WKY-TV Oklahoma City; WBBM-TV Chicago; WCBS-TV New York; WCKT(TV) Miami; WHIO-TV Dayton, Ohio; WBZ-TV Boston; South Carolina ETV network; WKYC-TV Cleveland; WZZM-TV Grand Rapids, Mich.; WFSB-TV Hartford, Conn.; WABC-TV New York; and WCVB-TV Boston (two citations).

Electronic victory in N.C.

The North Carolina court of appeals unanimously has overturned a lower court order prohibiting radio and TV

stations from broadcasting or recording hearings conducted by the High Point (N.C.) city council. In reversing the order, the high court held that broadcast coverage was not "unreasonable" and that, in this particular case, different treatment of competing media was unjustified.

The hearings were convened last fall to investigate alleged corruption in the High Point police department. The city council had permitted broadcast coverage until some police officers under investigation obtained a court order banning radio and TV microphones and recording devices from the hearing room. The order was appealed by attorneys of the North Carolina Association of Broadcasters on behalf of the city council.

Schorr once more hits raw nerve with his reporting

Once a target of Nixon administration, now he's attacked by ex-CIA chief; it ends in scoop for CBS newsmen

A vitriolic and on-camera blast by former Central Intelligence Agency Director Richard Helms at CBS newsmen Daniel Schorr resulted in an exclusive interview for Mr. Schorr with an ex-Air Force officer who claimed Mr. Helms knew of CIA involvement in a plot to assassinate Cuban Premier Fidel Castro.

Mr. Schorr had attempted to interview Mr. Helms, now ambassador to Iran, when he emerged from three hours of questioning by the Rockefeller commission investigating CIA domestic spying. "You son of a bitch," Mr. Helms shouted at the CBS reporter. "Killer Schorr! Killer Schorr!" he said repeatedly. And when Mr. Schorr tried to ask—in front of a CBS news camera—whether the commission had inquired into allegations of CIA assassination attempts, Mr. Helms said:

"I must say, Mr. Schorr, I don't like what you said on some of your broadcasts on this subject. I don't think it was fair and I don't think it was right. As

far as I know, the CIA was never responsible for assassinating any foreign leader. That's my honest belief."

(Mr. Schorr two months ago broke the story that President Ford was concerned that the investigation of the CIA would lead to disclosures that the agency had a hand in plotting the assassination of at least three foreign leaders.)

The attack on Mr. Schorr, however, did flush retired Air Force Colonel Fletcher Prouty, now director of marketing for Amtrak. "I'm so fed up I'm going to tell a story I never told before," he telephoned Mr. Schorr.

And on the *CBS Evening News* on April 30, Mr. Prouty said that as Air Force liaison to the CIA in 1960, he provided a small plane to transport two Cuban exiles to Havana for an assassination attempt on Premier Castro. (The exiles were captured.) But the point of Mr. Prouty's story was that Richard Helms was at the time assistant to Richard Bissell, then CIA's director of plans, and, Mr. Prouty said, Mr. Helms must have known of the assassination scheme. Mr. Schorr also quoted Mr. Prouty as saying that there were subsequent attempts on Premier Castro's life in 1962 and 1963, when Mr. Helms himself was director of plans.

Mr. Schorr, who has a record for arousing hostility in those he covers (the FBI; under the Nixon administration, investigated him) had this reaction to the Helms incident: "Well, begging the question a bit, some friends have said to me that I needed Helms because I don't have Richard Nixon to kick me around any more."

Journalism Briefs

Polk award to NBC. NBC News was named last week to receive 1975 George Polk Memorial Award for 1975 for its television documentary, *And Who Shall Feed This World?*, on NBC-TV last Nov. 24. NBC News was sole winner in broadcast news. Seven other awards, given annually by Long Island University's Brooklyn Center in honor of Mr. Polk, killed in 1948 while on assignment in Greece for CBS News, will be presented to representatives of print media.

Alaska via satellite. NBC News is feed-

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ing *NBC Nightly News* to Alaska by satellite to permit affiliates there to carry Monday-through-Friday program at 6-6:30 p.m. instead of later that evening or next day. NBC-TV's three Alaskan affiliates are KENI-TV Anchorage, KFAR-TV Fairbanks and KINY-TV Juneau. News program is off air from KRON-TV, NBC San Francisco affiliate, by earth station at Point Reyes, Calif.; beamed to satellite Anik II; transmitted to earth station in Alaska and microwaved to stations. Common carrier for Alaska is RCA Alaska Communications Inc.

Newsmakers on MBS. ■ *Reporters'*

Roundup, produced and conducted by Robert F. Hurleigh, president of Mutual Broadcasting System from 1959 to 1966, began last Saturday (May 3) on MBS. Format of 23-minute program is similar to *Meet The Press*. Mr. Hurleigh said newsmakers for early programs include Senator Hubert Humphrey (D-Minn.), Russell Long (D-La.) and Paul Fannin (R-Ariz.).

Stung. Managing editor and two reporters of *Fresno* (Calif.) *Bee* were sentenced to indefinite stays in jail for contempt of court by state superior court judge. Newsmen, who had been cited 62 times

for refusing to divulge how they got sealed grand jury transcript in local bribery-conspiracy case, are out pending appeal to higher court. Fresno newspaper is part of newspaper-broadcast McClatchy chain in state.

Yesterday on 'Today'. NBC News' *Today* program has added segments of Fox-Movietone News newsreel footage from 1918 to 1963 as weekly feature. Agreement with 20th Century-Fox gives *Today* access to six million feet of released footage, and to additional 100 million feet of outtakes. Segments will feature hard news items as well as features.

Broadcasting's index of 134 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. April 30	Closing Wed. April 23	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	18 3/4	20 7/8	- 2 1/8	- 10.17	28 3/8	12 3/8	6	17,129
CAPITAL CITIES	CCB	N	41 1/4	40	+ 1 1/4	+ 3.12	41 1/4	19 1/2	14	7,164
CBS	CBS	N	47 1/2	48 3/4	- 1 1/4	- 2.56	48 3/4	20 1/8	13	28,092
CONCERT NETWORK***	O		1/8	1/8		.00	7/8	1/8		2,200
COX	COX	N	20	19 3/8	+ 5/8	+ 3.22	20	9 3/8	10	5,831
GROSS TELECASTING	GGG	A	10 1/2	10 3/4	- 1/4	- 2.32	13 5/8	6 3/8	7	800
LIN	LINB	O	6 3/8	6 3/8		.00	7	2	6	2,348
MOONEY*	MOON	O	2 1/2	2 1/2		.00	3 5/8	1	7	385
RAHALL	RAHL	O	5	5 1/8	- 1/8	- 2.43	6	1 3/4	10	1,297
SCRIPPS-HOWARD	SCRIP	O	18	17 3/4	+ 1/4	+ 1.40	18	13 1/2	7	2,589
STARR	SRR	M	4	4		.00	9	3 1/4	3	1,091
STORER	SRR	N	16 1/4	16 1/8	+ 1/8	+ .77	17 3/8	10 7/8	8	4,717
TAFT	TFB	N	22 7/8	23 1/2	- 5/8	- 2.65	23 1/2	10 3/4	8	4,011
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292
TOTAL									77,946	2,318,277
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A	1 1/4	1 1/2	- 1/4	- 16.66	2 1/2	3/4	7	1,265
AVCO	AV	N	5	4 1/2	+ 1/2	+ 11.11	8 7/8	2 1/8	14	11,481
BARTELL MEDIA	BMC	A	1 3/8	1 3/8		.00	2 3/8	5/8	2	2,257
JOHN BLAIR	BJ	N	4 3/8	4 1/2	- 1/8	- 2.77	7 1/2	3 1/2	14	2,403
CAMPTOWN IND.***	O		1/8	1/8		.00	7/8	1/8	2	1,138
CHRIS-CRAFT	CCN	N	5 1/4	4 1/8	+ 1 1/8	+ 27.27	5 1/4	1 1/2	11	4,162
COMBINED COMM.	CCA	N	14 7/8	14 1/8	+ 3/4	+ 5.30	16 1/8	5 1/8	9	4,568
COWLES	CWL	N	7 1/4	7	+ 1/4	+ 3.57	7 1/4	3 7/8	6	3,969
DUN & BRADSTREET	DNR	N	27 3/4	28 3/4	- 1	- 3.47	36	14 5/8	19	26,509
FAIRCHILD IND.	FEN	N	6 3/4	6 7/8	- 1/8	- 1.81	6 7/8	3 3/4	5	4,550
FUQUA	FOA	N	5 1/4	5 7/8	- 5/8	- 10.63	10 3/4	3 1/8	5	7,273
GANNETT CO.	GCI	N	33 5/8	34 1/2	- 7/8	- 2.53	38 1/4	20 1/2	22	21,080
GENERAL TIRE	GY	N	13 5/8	13 1/2	+ 1/8	+ .92	18 1/4	10 1/4	4	21,953
GLOBETROTTER	GLBTA	O	1 7/8	3	- 1 1/8	- 37.50	4 3/4	7/8	4	2,731
GRAY COMMUN.*	O		6	6		.00	8 1/2	5	4	475
HARTE-HANKS	HNN	N	15	14 5/8	+ 3/8	+ 2.56	15	6	10	4,340
JEFFERSON-PILOT	JP	N	32 1/2	32 1/2		.00	38 1/4	20 1/2	13	24,188
KAISER INDUSTRIES*	KI	A	8 3/4	8 5/8	+ 1/8	+ 1.44	8 7/8	4 1/4	8	27,486
KANSAS STATE NET.*	KSN	O	3 1/2	3 1/2		.00	3 7/8	2 3/4	6	1,741
KINGSTIP	KTP	A	3 1/2	3 3/4	- 1/4	- 6.66	6 3/4	1 1/2	9	1,154
KNIGHT-RIDDER	RPI	N	27 1/4	28 1/4	- 1	- 3.53	28 1/4	9 1/4	18	8,305
LAMB COMMUN.***	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475
LEE ENTERPRISES	LNT	A	18 1/2	16 5/8	+ 1 7/8	+ 11.27	18 1/2	10 3/4	11	3,352
LIBERTY	LC	N	9 7/8	9 7/8		.00	15 5/8	7 1/8	5	6,598
MCGRAW-HILL	MHP	N	11 3/4	10 3/4	+ 1	+ 9.30	11 3/4	5 1/2	10	23,291
MEDIA GENERAL	MEG	A	27 7/8	27 7/8		.00	27 7/8	15 1/2	11	3,552
MEREDITH	MDP	N	10 1/4	10 5/8	- 3/8	- 3.52	11 1/2	8	4	2,984
METROMEDIA	MET	N	11 1/8	11 1/8		.00	11 1/8	4 1/2	11	6,539
MULTIMEDIA	MMED	O	13	13		.00	14 1/4	8 3/4	8	4,390
NEW YORK TIMES CO.	NYKA	A	12 1/4	11 3/4	+ 1/2	+ 4.25	13 3/4	6 7/8	7	10,231
OUTLET CO.	OTU	N	11 3/4	12	- 1/4	- 2.08	12 1/8	7	5	1,379
POST CORP.	POST	O	5 3/4	6	- 1/4	- 4.16	16 1/2	4 3/4	4	882
PSA	PSA	N	5 1/8	5	+ 1/8	+ 2.50	10	3 3/4	10	3,181
REEVES TELECOM	RRT	A	1 3/8	1 1/4	+ 1/8	+ 10.00	1 3/4	5/8	23	2,387
ROLLINS	RDL	N	17 1/2	17 1/4	+ 1/4	+ 1.44	19 3/4	6 1/2	13	13,341
RUST CRAFT	RUS	A	6 3/8	6 3/8		.00	10 1/4	5 1/8	5	2,341
SAN JUAN RACING	SJR	N	6 7/8	6 5/8	+ 1/4	+ 3.77	13 3/8	5 1/2	5	2,509
SCHERING-PLOUGH	SGP	N	58	59 3/8	- 1 3/8	- 2.31	74 3/8	44 3/4	25	53,823
SONDERLING	SNR	A	6 7/8	7	- 1/8	- 1.78	10	3 1/2	5	731
TECHNICAL OPERATIONS	TO	A	4	4 5/8	- 5/8	- 13.51	6 3/4	2 3/8	4	1,344
TIMES MIRROR CO.	TMC	N	18 1/4	17 5/8	+ 5/8	+ 3.54	18 1/4	9 1/4	11	31,385
WASHINGTON POST CO.	WPO	A	27 1/2	24 1/4	+ 3 1/4	+ 13.40	27 1/2	14 3/4	9	4,751
WOMETCO	WOM	N	12	11 1/2	+ 1/2	+ 4.34	12	6 1/4	8	5,947
TOTAL									368,441	8,339,482

	Stock symbol	Exch.	Closing Wed. April 30	Closing Wed. April 23	Net change in week	% change in week	1974		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
Cablecasting													
AMECO**	ACO	O	1 1/4	1 1/4		.00	1 7/8	1/8		1,200	300		
AMER. ELECT. LABS	AELBA	O	1 1/4	1 1/2	-	1/4	-	16.66	2 1/8	1/2	4	1,672	2,090
AMERICAN TV & COMM.	AMTV	O	14	12 1/2	+	1 1/2	+	12.00	19 1/4	5 1/2	27	3,299	46,186
ATHENA COMM.**		O	1 1/4	1 1/4		.00	1 1/4	1/8		2,374	593		
BURNUP & SIMS	BSIM	O	5 1/4	5 3/8	-	1/8	-	2.32	24 1/8	2 1/2	10	7,933	41,648
CABLECOM-GENERAL	CCG	A	4 3/4	4 3/4		.00	4 3/4	1 1/2	11	2,560	12,160		
CABLE FUNDING*	CFUN	O	5 1/2	5 1/4	+	1/4	+	4.76	7 3/8	3 7/8	138	1,121	6,165
CABLE INFO.		O	1 1/4	1 1/2	-	1/4	-	50.00	1 1/4	1/8	1	663	165
CITIZENS FIN.**	CPN	A	31 5/8	32 5/8	-	1	-	3.06	32 5/8	7/8	17	2,697	85,292
COMCAST*		O	2	2		.00	3	3/4	8	1,705	3,410		
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 3/8	1	23	4,761	8,926		
COX CABLE	CXC	A	14 1/4	14 3/8	-	1/8	-	.86	15 1/4	3 3/4	24	3,560	50,730
ENTRON*	ENT	O	5/8	3/4	-	1/8	-	16.66	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	10 3/8	10 5/8	-	1/4	-	2.35	17 1/8	5/8	5	7,060	73,247
GENERAL TV*		O	3/8	1/4	+	1/8	+	50.00	1 1/2	1/4	19	1,000	375
SCIENTIFIC-ATLANTA	SFA	A	13	13 1/4	-	1/4	-	1.88	13 1/4	4	12	964	12,532
TELE-COMMUNICATION	TCOM	O	2 5/8	2 5/8		.00	5 3/4	7/8	2	5,181	13,600		
TELEPROMPTER	TP	N	6	5 1/8	+	7/8	+	17.07	8 1/4	1 3/8	3	16,604	99,624
TIME INC.	TL	N	48 1/2	44 3/4	+	3 3/4	+	8.37	48 1/2	24 7/8	10	9,960	483,060
TOCOM*	TOCM	O	2	1 7/8	+	1/8	+	6.66	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	10 1/2	10 1/2		.00	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	8	7 3/4	+	1/4	+	3.22	8	2 5/8	11	3,688	29,504
VIKOA**	VIK	A	2 3/4	1 7/8	+	7/8	+	46.66	4	1/2	3	2,534	6,968
TOTAL										86,194	1,001,446		
Programing													
COLUMBIA PICTURES	CPS	N	8 1/4	8 1/8	+	1/8	+	1.53	8 1/4	1 5/8	32	6,748	55,671
DISNEY	DIS	N	48 3/8	44 3/4	+	3 5/8	+	8.10	54 1/2	18 3/4	29	29,755	1,439,398
FILMWAYS	FWY	A	5 3/8	5 3/8		.00	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 7/8	34 1/2	+	3/8	+	1.08	34 7/8	18 3/8	5	14,470	504,641
MCA	MCA	N	59 1/8	54	+	5 1/8	+	9.49	59 1/4	19 1/4	10	8,477	501,202
MGM	MGM	N	13 7/8	14 1/4	-	3/8	-	2.63	32 1/2	9 1/4	3	4,870	67,571
TELE-TAPE****		O	1/4	1/4		.00	3/4	1/8		2,190	547		
TELETRONICS INTL.*		O	4 3/4	4 3/8	+	3/8	+	8.57	5	1 1/4	10	943	4,479
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	9 7/8	10 3/4	-	7/8	-	8.13	11	4 1/2	10	7,532	74,378
WALTER READE**	WALT	O	1/4	1/4		.00	1/2	1/8		4,467	1,116		
WARNER	WCI	N	14 3/8	14	+	3/8	+	2.67	18 1/2	6 7/8	6	16,317	234,556
WRATHER	WCO	A	4	3 5/8	+	3/8	+	10.34	8 1/8	1 1/4	50	2,229	8,916
TOTAL										165,482	3,471,182		
Service													
BRDO INC.		O	14 1/2	14 1/4	+	1/4	+	1.75	15 1/4	10	6	2,513	36,438
COMSAT	CO	N	32 3/4	34 1/2	-	1 3/4	-	5.07	40 3/8	23 3/4	7	10,000	327,500
DOYLE DANE BERNBACH	DOYL	O	8 5/8	8 3/4	-	1/8	-	1.42	11 1/2	5 5/8	5	1,815	15,654
ELKINS INSTITUTE****	ELKN	O	1/8	1/8		.00	5/8	1/8		1,897	237		
FOOTE CONE & REIDING	FCR	N	8 3/8	8 3/8		.00	11 1/4	5 3/8	6	2,042	17,101		
GREY ADVERTISING	GREY	O	6 3/4	6 3/4		.00	8 3/8	5 5/8	4	1,255	8,471		
INTERPUBLIC GROUP	IPG	N	15 5/8	15 7/8	-	1/4	-	1.57	15 7/8	8 1/8	5	2,319	36,234
MARVIN JOSEPHSON*	MRVN	O	4 3/8	4 3/8		.00	8 1/2	3 1/4	3	948	4,147		
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 1/4	+	1/8	+	5.55	6 1/2	1		13,339	31,680
NOVELAR	NOV	A	1 1/8	1 1/8		.00	1 5/8	1/2	7	1,407	1,582		
MPO VIDEOTRONICS	MPO	A	2 5/8	2 5/8		.00	2 3/4	1	4	539	1,414		
NEEDHAM, HARPER	NDHMA	D	4 7/8	4 7/8		.00	7 1/2	3 5/8	3	918	4,475		
A. C. NIELSEN	NIEL8	O	18 3/4	17 3/8	+	1 3/8	+	7.91	28	7 3/8	19	10,598	198,712
OGILVY & MATHER	OGIL	O	19 1/2	19 1/2		.00	23 1/2	10	7	1,807	35,236		
J. WALTER THOMPSON	JWT	N	6 1/2	5 7/8	+	5/8	+	10.63	12	4 1/4	19	2,624	17,056
UNIVERSAL COMM.***		O	1/4	1/4		.00	3/4	1/8		715	178		
TOTAL										54,736	736,115		
Electronics/Manufacturing													
AMPEX	APX	N	4 3/4	4 7/8	-	1/8	-	2.56	5 3/8	2 1/4	5	10,885	51,703
CCA ELECTRONICS***	CCAE	O	1/8	1/8		.00	1 1/8	1/8		881	110		
CETEC	CEC	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/8	1	7	2,324	3,776
COHU. INC.	COH	A	2 1/4	2 3/8	-	1/8	-	5.26	3 7/8	1 1/4	9	1,617	3,638
CONRAC	CAX	N	18 1/8	19 1/8	-	1	-	5.22	21	10	8	1,261	22,855
EASTMAN KODAK	EASKO	N	104 1/2	99 3/4	+	4 3/4	+	4.76	104 1/2	63	27	161,331	16,859,089
GENERAL ELECTRIC	GE	N	46	45	+	1	+	2.22	65	30	14	182,120	8,377,520
HARRIS CORP.	HRS	N	20 3/4	18 1/4	+	2 1/2	+	13.69	33 1/2	13 1/8		6,175	128,131
INTERNATIONAL VIDEO	IVCP	D	3	3		.00	7 1/2	1 1/4	38	2,730	8,190		
MAGNAVOX	MAG	N	6 1/4	6 1/4		.00	9 7/8	3 3/4	7	17,799	111,243		
3M	MMM	N	59 7/8	57 3/4	+	2 1/8	+	3.67	80 1/2	44 1/8	23	113,831	6,815,631
MOTOROLA	MDT	N	56	54 1/4	+	1 3/4	+	3.22	61 7/8	34 1/8	22	28,053	1,570,968
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 1/4	15 3/4	-	1/2	-	3.17	21 1/2	9 7/8	11	74,463	1,135,560
ROCKWELL INTL.	ROK	N	20	19 3/8	+	5/8	+	3.22	28 3/8	19 3/8	5	30,802	616,040
RSC INDUSTRIES	RSC	A	2	2		.00	2 1/8	1/2	7	3,458	6,916		
SONY CORP.	SNE	N	10 3/4	10 1/4	+	1/2	+	4.87	29 7/8	4 3/4	22	172,500	1,854,375
TEKTRONIX	TEK	N	32 1/4	32 1/2	-	1/4	-	.76	47 3/4	18 1/2	13	8,651	278,994
TELEMATION	TMT	O	1	1		.00	2 3/4	1	6	1,050	1,050		
TELEPRD IND.***		O	9	9		.00	9	2 1/2	56	480	4,320		
VARIAN ASSOCIATES	VAR	N	9 3/8	9 1/4	+	1/8	+	1.35	13 1/4	6	9	6,838	64,106

	Stock symbol	Exch.	Closing Wed. April 30	Closing Wed. April 23	Net change in week	% change in week	High	1974 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
WESTINGHOUSE	WX	N	14 5/8	14 5/8		.00	26	8 1/2	47	87,770	1,283,636
ZENITH	ZE	N	22	21 5/8	+	1.73	31 5/8	10	17	18,797	413,534
TOTAL										935,455	39,624,292
GRAND TOTAL										1,688,254	55,490,794
Standard & Poor's Industrial Average			97.3	97.3	0.0						

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, Hemphil-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.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
BBDO International	3 mo 3/31	17,000,000	+ 11.8%	1,350,000	+ 1.5%	.54	15,200,000	1,329,000	.53
John Blair & Co.	3 mo 3/31	19,456,000	+ 2.8%	100,000	- 69.9%	.04	18,929,000	332,000	.14
Cohu Inc.	3 mo 3/31	3,679,126	- 3.0%	59,795	- 56.6%	.04	3,794,022	137,783	.091
Cowles Communications	3 mo 3/31	1,870,000	+ 9.4%	439,000	+ 6.8%	.11	1,709,000	411,000	.10
Cox Cable	3 mo 3/31	6,651,076	+ 26.0%	612,327	+ 25.0%	.17	5,290,512	490,449	.14
Eastman Kodak	12 wks. 3/23	989,437,000	+ 5.7%	95,851,000	- 16.6%	.59	935,077,000	114,935,000	.71
Fairchild	3 mo 3/30	71,728,000	- 36.9%	3,255,000	- 68.7%	.62	108,695,000	10,412,000	1.97
Interpublic Group	3 mo 3/31	37,137,000	+ 13.0%	747,000	+ 14.7%	.32	12,877,000	651,000	.27
Liberty Corp.	3 mo 3/31	34,364,000	+ 3.5%	3,058,000	+ 12.0%	.45	33,191,000	2,732,000	.40
Lin Broadcasting	3 mo 3/31	7,532,508	+ 56.9%	294,845	+ 5.2%	.12	4,799,209	280,361	.12
Marvin Josephson	3 mo 3/31	5,479,000	+ 3.6%	263,700	- 57.0%	.28	4,027,400	461,700	.45
MCA Inc.	3 mo 3/31	169,822,000	+ 12.1%	15,011,000	+ 44.9%	1.77	151,502,000	10,361,000	1.24
MGM	6 mo 2/28	5,794,000	- 53.4%	2,370,000	- 42.8%	.19	10,846,000	4,147,000	.28
3M Co.	3 mo 3/31	743,200,000	+ 8.4%	58,100,000	- 19.2%	.51	685,300,000	71,900,000	.64
Roflins Inc.	9 mo 3/31	157,722,566	+ 15.1%	12,431,326	+ 15.2%	.93	137,081,456	10,795,530	.81
Scientific-Atlanta	9 mo 3/31	25,718,000	+ 35.0%	863,000	+ 28.0%	.83	19,002,000	676,000	.66
Telepro Industries	year 12/31	19,353,973	+ 30.6%	1,811,778 ²	+ 80.5%	3.77	6,309,827	1,003,329	3.75
Time Inc.	3 mo 3/31	199,667,000	+ 12.0%	8,003,000	- 7.7%	.80	178,270,000	10,372,000	1.01
Transamerica Corp.	3 mo 3/31	560,020,000	+ 10.6%	15,769,000	+ 18.5%	.24	506,801,000	13,304,000	.20
20th Century-Fox	3 mo 3/29	81,509,000	+ 54.7%	4,535,000	+ 39.3%	.60	52,669,000	1,153,000	.14
Warner Communications	3 mo 3/31	171,289,000	- 2.3%	14,254,000	- 10.0%	.76	175,417,000	15,839,000	.77
Washington Post Co.	13 wks 3/30	2,627,000	+ 0.2%	1,306,000	- 17.5%	.27	2,623,000	1,584,000	.33
Wometco Enterprises	3 mo 3/22	36,368,000	+ 10.0%	1,743,000	+ 16.0%	.28	33,064,000	1,502,000	.23

¹ Retroactively adjusted for 5% stock dividend issued January 9, 1975.

² Includes accounts of wholly owned subsidiary, international Technovation, since December 31, 1973, effective acquisition date.

Financial Briefs

Quarter off. Pretax profits of New York Times Co.'s stations for first quarter totaled \$376,000, down 24% from last year's first quarter, on revenues of \$1,-

632,000, up 9%. Company's report said profits of group were affected by depreciation and related expenses for new studios of WREG-TV Memphis. Other stations in group are WQXR-AM-FM New York. Company's over-all net income was off 20%, to \$3,810,000 or 34 cents per share, com-

pared with \$4,772,000 or 43 cents per share year ago, though consolidated revenues were up 6% from \$92,394,000 to record \$97,580,000. Most of earnings decline was attributed to *The New York Times*, whose per-share earnings dropped to six cents from 13 cents a year ago.

Loans to two. Becker Communications Associates, Chicago, has closed \$950,000 senior secured loan, due 1983, to Gateway Cablevision Corp., to refinance and operate cable system in Amsterdam, N.Y. Earlier, BCA closed \$400,000 senior secured loan, due 1983, to Champagne Broadcasting Corp., for purchase and operation of KIKN(AM) Sinton, Tex.

Improvement. MCA Inc. reported record revenues and income for 1975 first quarter that ended March 31, with revenues from TV up 8.9% from same period in 1974—\$50.6 million compared to \$46.5 million. Overall, MCA revenues total \$169.8 million, compared to \$151.5 million same period last year, with net income \$15 million (\$1.77 per share) compared to \$10.4 million (\$1.24 per share) in same period last year.

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Calspan backs off

Talks looking toward acquisition of the government and industry contract business of CBS Laboratories by Calspan Corp., a scientific research and development company, were reported last week to have been discontinued. Calspan officials were quoted as saying plans to incorporate the activities within Calspan's advanced technology center at Buffalo, N.Y., didn't prove feasible. CBS sources said discussions were being held or planned with other, unidentified potential buyers. Disposition of the contract operations would essentially achieve CBS's goal of having the laboratories concentrate on research and development in CBS's own interests. First step toward that goal was taken with the sale of the labs' professional products department to Thomson-CSF, a leading French electronics company, for a price subsequently put at about \$3 million (BROADCASTING, April 7).

Technical Briefs

Selling abroad. Fred Glynn/Marketing Research, San Francisco, has published 282-page marketing study outlining prospects for electronic component and equipment sales in Eastern Europe. Titled *1975 Eastern Europe Electronic Equipment and Components Market*, report includes forecasts for 47 component types, and 76 categories of equipment. In addition, report provides background material on each country's economy, trade practices, major market opportunities and names and addresses of state trading companies, European electronic manufacturers and commercial missions in U.S. Report costs \$35 and is available through

Fred Glynn at 2200 Sacramento Street, suite 1206, San Francisco 94115.

Added options. CMX Systems has refined its System/50 video-tape editing system to increase storage capacity up to 999 events. Each event represents one edit decision programed into system's minicomputer. Other refinements available for off-line editing system are stop-action and single-frame advance or "jogging", rather than current 20% speed reduction, and improved re-edit capability including function which permits operator to scan list of edit decisions. Options vary in price depending on present system specifications and which refinements are selected. *CMX Systems, 635 Vaqueros Avenue, Sunnyvale, Calif. 94086.*

Signed. Ampex Corp., Redwood City, Calif., has \$1.6-million contract with Metromedia for video-tape recording equipment to be delivered to KTTV(TV) Los Angeles at this time and balance to be delivered during next year to WNEW-TV New York, WTCN-TV Minneapolis-St. Paul, WTTG(TV) Washington, KMBC-TV Kansas City and WXIX(TV) Cincinnati. Ampex also announced contract with ABC for more than \$500,000 worth of video-tape recording equipment for network's stations in New York and Hollywood.

King size and on wheels. ABC has unveiled its Mobile Unit Six, made up of two Gerstlacher vans weighing 30 tons each and touted as largest and best-equipped remote broadcast vans in existence. Network plans to use them for large events on location, mostly sports events, but also political conventions and awards ceremonies. Each boasts new electronic switching and over five miles of cable, and houses monitor systems for 21-camera capability. Units use new Norelco Triax cameras and Ampex video-tape machines.

Fates & Fortunes®

Media



Shaw

of KSFO(AM) San Francisco, station he managed until 1968. **Herbert S. Briggan**, VP and general manager of KSFO, re-

William D. Shaw, vice chairman of Golden West Broadcasters' Major Market Radio Inc., radio station representative firm, and one-time president of GWB's broadcast division, has been named senior VP, GWB radio division, and general manager

mains as VP, assistant general manager and general sales manager. He succeeds **Bruce Blevins** who resigned.

Bernadine C. Washington, VP, WVON(AM) Chicago, elected VP-general manager.

Allan J. Eisenberg, VP-license relations, NBC News and Information Service, New York, named VP-general manager, KKSS(FM) St. Louis.

Mark G. Schwartz, general manager, KTKT(AM) Tucson, Ariz., elected VP-general manager.

Mark Mason, operations manager, WVON-AM-FM New Rochelle, N.Y., elected VP-director of operations.

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John Risher, station manager and general sales manager, WDEE(AM) Detroit, named general manager.

David Paul McNamee, VP-programing, Sonderling Broadcasting Corp., Miami, named operations manager, KLIF(AM) Dallas-Fort Worth.

I. H. Rusty Gold, station manager, KKYK-FM Little Rock, Ark., elected VP of parent Snider Corp.

Gary M. Davidson, VP, Security Moving Co., Goldsboro, N.C., named VP-general manager, WDKD-AM-FM Kingstree, S.C.

Charles Hubbard, general manager, WLOP(AM) and WLO-FM Jesup, Ga., elected VP and member of board, parent Jesup Broadcasting Corp.

Jerome Morris, comptroller, KOOL Radio Television Inc., Phoenix, elected VP-finance.

Marilynne Diggs, internal promotion manager, placement office, CBS Inc., New York, named director of affirmative action planning.

Pierre DesRoches, VP-planning, Canadian Broadcasting Corp., Ottawa, named assistant chief operating officer.

Frank Merrill Lindsay Jr., president, Lindsay-Schaub Newspapers Inc., publishing and broadcast group, Decatur, Ill., elected chairman.

Broadcast Advertising

John Lyons and **John Linder**, group creative directors, Cunningham & Walsh, New York, elected VP's.

Mel Harris, general manager of Kaiser's WKBS-TV Burlington, N.J., named director of research and sales promotion, Metro TV Sales, New York.

Susan B. Ziller, sales assistant with Petry Television, Dallas, named manager of Dallas office of TeleRep Inc.

Four senior VP's at Dancer-Fitzgerald-Sample, New York, elected executive VP's: **C. Richard Jahn** and **Lawrence J. Flink**, management supervisors, **John M. Keil**, creative director, and **William McC. Vickery**, chief financial officer.

Carla Christensen, independent media specialist, named media manager, advertising and marketing services departments, 20th Century Fox, Los Angeles, where she will supervise and coordinate all broadcast buying for theatrical films.

Robert S. Ferguson, VP-marketing and advertising, American Film Theater, New York, named director, entertainment marketing division, Rosenfeld, Sirowitz & Lawson Inc. advertising agency, New York.

Naomi Salz, producer, Baron Costello Fine Advertising, New York, named manager of broadcast production, Cohen, Pasqualina & Lowe advertising agency, New York.

Richard C. Arbuckle, broadcast management consultant, New York, elected VP and director of marketing services, Buckley Radio Sales, New York.

Arthur J. Johnson, manager, co-op station sales and clearances, NBC Television

Network, New York, named director, station clearance and co-op sales.

Jack Taylor, with Arbitron, Beltsville, Md., named research director, Adam Young Inc., New York, television station representative.

J. Austin Guyler, manager, audience services, CBS Broadcast Group, New York, named manager, sales promotion, CBS Radio Division.

George Nuccio, VP-director of media services, BBDO, Memphis, named supervisor and assistant to president, William B. Tanner Co., Memphis, to be based in New York.

Hal W. Brown Jr., with Pacific Outdoor Advertising, subsidiary of Combined Communications Corp., Phoenix, elected chairman of Pacific board.

Jeffrey C. Hedges, local sales manager, WRC(AM)-WKYS(FM) Washington, named general sales manager.

Mary Beth Garber, media supervisor, Foote, Cone & Belding, Los Angeles, named media director, Della Femina, Travisano & Partners, Los Angeles.

Barry Hoffman, with John F. Murray agency, New York, named senior media buyer, S. Jay Reiner Co., Carle Place, N.Y.

Peter Einstein, with Kelly, Nason Inc., New York, elected VP.

Mary O'Shields, manager, Atlanta office, Southern Spot Sales, elected VP.

Dick Greene, VP-creative group head, Foote, Cone & Belding, Chicago, named creative supervisor, Ketchum, MacLeod & Grove, Pittsburgh.

Ronald A. Deere, systems manager, GE Cablevision, Anderson, Ind., named assistant sales manager, KXJB-TV Fargo, N.D.

Joan Sieracki, manager of information services, CBS Owned Television Stations Division, New York, elected VP and client service manager, George T. Rodman Inc., New York, agency and consultant in broadcast.

Jack Gilmore, account executive, WBAL-TV Baltimore, named national sales manager.

Howard Cain and **David L. Smith**, VP-account supervisors, Leo Burnett Co., Chicago, named management directors. **Delbert K. Collins**, account executive, Leo Burnett Co., named account supervisor.

Elected officers of Southeast Council of American Association of Advertising Agencies; **W. D. McDonald Jr.**, Liller Neal Battle & Lindsey, Atlanta, chairman; **Frank A. Carlson**, J. Walter Thompson, Atlanta, vice chairman; **W. M. Zemp**, W. M. Zemp & Associates, St. Petersburg, Fla., secretary-treasurer.

Programing

Art Frankel, formerly president of Four Star Entertainment, named VP-business affairs, Paramount Television.

Lawrence E. Feeney, sales manager, KNXT(TV) Los Angeles, appointed to new post of director, national sales, Via-

com Enterprises, New York. **Karolynne McAteer**, creative-services executive, Viacom Enterprises, appointed assistant manager of press relations.

C. Ronald Gunther, from Glenn-Warren Productions, Chicago, named production sales representative for Olympic Broadcasting, Chicago, with responsibility for marketing firm's mobile television facilities for sports and special telecasts.



Miller
New York.

William E. Miller, VP-marketing, Time-Life Films, New York, division of Time Inc., elected VP for television, Time-Life Films.

Mae Helms, manager of prime-time clearances, CBS-TV Hollywood, appointed director of program clearances,

Merrill H. Karpf, Beverly Hills, Calif., lawyer, elected executive VP, Quinn Martin Productions, Los Angeles.

Milton I. Moritz, VP-advertising and publicity, American International Pictures, parent company of American International Television, elected senior VP of AIP, and continues as member of board of directors.

David Kenin, production manager, WKBF-TV Cleveland, named to same post, WFLD-TV Chicago.

Frank Price, president of Universal Television, Universal City, Calif., named VP of parent company, MCA Inc., New York.

Frank Baker, director of local origination, Rollins CableVue, New Castle county, Del., named program director, WRCP-AM-FM Philadelphia.

Dennis Dalton, announcer and public service director, KRML(AM) Carmel, Calif., named program director.

Florien J. Wineriter, news and political reporter, KSL-AM-FM-TV Salt Lake City, named program director, KSL.

William D. Piper, director, McGraw-Hill Pacific Productions, San Diego, named production manager, KGT(TV) San Diego, McGraw-Hill Broadcasting Co. station.

Rick Benjamin, program director, WSCP(AM) Sandy Creek, N.Y., named announcer-program director, WKIK(AM) Leonardtown, Md.

Kathy Case, with Fremantle of Canada, Toronto, syndication and production firm, named head of syndication sales.

Richard C. Nudd, production-operations supervisor, noncommercial WOUB-TV Athens, Ohio, named to same post, non-commercial WTJX-TV Charlotte Amalie, St. Thomas, Virgin Islands.

Broadcast Journalism

Gordon Manning, former senior VP-director of news, CBS News, New York, announced as executive producer for special broadcasts, NBC News, New

Book No.	Price
Total	\$ _____



What ever happened to Godfrey? In this picture, taken by John Bowden for *The Washington Star*, Arthur Godfrey proved himself alive and well as co-host-for-a-day on WTOP-TV Washington's *Nine in the Morning* program. It was at the affiliated WTOP(AM) Washington, then WJSV, that the irreverent redhead began his climb up the ladder to CBS radio and television stardom. And, in explaining why he quit the radio network in 1972, he said the final straw was "when WTOP(AM) went to all news, they dropped me." He added: "I don't like networks today. Too many boards, passing the buck, too many lawyers telling you what you can say on the air."

York (BROADCASTING, April 21). **Alan Walden**, radio news director, WHDH(AM) Boston, named executive producer, NBC Radio's News and Information Service, to begin operation June 18. **Alan Wasser**, producer, ABC Radio Network, and **Helen A. Pasros**, executive producer, CBS Radio, named news manager and features manager, respectively, NIS, New York.

Charles H. Horich, corporate executive-production, Post-Newsweek Stations, Washington, named managing editor, WMAR-TV Baltimore.

Robert L. Kimmel, manager, NBC Radio News, New York, promoted to director, NBC Radio Network News.

Fred Cowley, with KOOL-TV Phoenix, named managing editor, news division.

Gene D'Accardo, newsman, KNBR-AM-FM San Francisco, named news director.

Doug McKnight, news executive producer, WXYZ-TV Detroit, named assistant news director. **Phil Hayes**, with WXYZ-TV, named executive producer. **Judi Miller**, coordinator of news, named assistant assignment editor. **Joe Kirk**, news producer, KDKA-AM-FM Pittsburgh, named news-writer-producer, WXYZ-TV.

Sue O'Brien, legislative reporter, KOA(AM)-KOAQ(FM) Denver, named reporter, WNBC(AM) New York.

David Bryan, newscaster, WCBM(AM) Baltimore, received 1975 Journalism Citizenship Award, Maryland Professional chapter, Society of Professional Journalists, Sigma Delta Chi.

Cable

Leonard K. Tozer, VP-general manager, Southwestern Cable Co., San Diego, named operations manager, Mission Cable TV's South Bay district, San Diego. **Gary G. Weik**, sales supervisor, Lincoln Cable TV, Lincoln, Neb., named sales and marketing manager, Mission Cable TV, San Diego.

Newly elected officers, Texas Cable

Television Association: **Jerry Caddy**, regional manager of Texas Community Antennas Inc., Tyler, president; **Gillis Conoley**, owner, Taylor CATV, vice president; **John E. Mankin Sr.**, general manager United Cable TV, Tyler, executive secretary; **Bill Medlin**, general manager, Community Aerial Systems, Mineral Wells, secretary-treasurer; **Tom Soulsby**, regional manager Communications Properties Inc., Austin, executive director; and **George Guntner**, independent equipment manufacturer, Garland, associate director.

Equipment & Engineering

Alan B. Bennett, VP-general manager, WKBF-TV Cleveland, named VP-operations and engineering of parent Kaiser Broadcasting Co., San Francisco. Cleveland station is being closed as part of amalgamation with United Artists' WUAB-TV Lorain-Cleveland (BROADCASTING, April 14).

George V. Pupala, with Paperwork Systems Inc., named to newly created position of mid-Atlantic regional manager, Schafer Electronics Corp., Goleta, Calif., to be based in Bethlehem, Pa.

Larry D. Ellis, director of field engineering, Vir James Consulting Radio Engineers, Denver, has opened engineering consulting office, 791 South Holly, Denver 80222; (303) 320-6587.

William C. Bollinger, with Memorex Corp., named director of marketing, Capitol Magnetic Products, recording tape division of Capitol Records Inc.

Allied Fields

Willard E. Walbridge, senior VP, Capital Cities Communications, elected to board of Chamber of Commerce of the United States. He is also chairman of Houston Chamber of Commerce (BROADCASTING, Dec. 16, 1974).

Robert Goralski, correspondent, NBC News, Washington, appointed director of

public relations, Gulf Oil Corp., Washington.

David Traylor, Eastern regional manager for sales and service, Nielsen Station Index, A. C. Nielsen Co., New York appointed national sales/service manager

Charles A. Shoumaker, attorney, KBTU-TV Denver, and **Quinn P. Williams**, attorney in Arizona, named assistant staff counsel, Combined Communication Corp., Phoenix.

Charles Collingwood, correspondent, CBS News, New York, appointed honorary Commander in Order of British Empire by Queen Elizabeth II. Award will be presented May 29 in ceremony at British embassy in Washington.

Leonard H. Goldenson, chairman and chief executive officer, ABC Inc., New York, re-elected chairman of United Cerebral Palsy Association Inc., New York.

Robert J. Lewis, assistant to chairman Federal Trade Commission, Washington named general counsel, succeeding **Calvir J. Collier**, named general counsel, Office of Management and Budget.

Deaths



Donahue

Tom Donahue, 46 VP-general manager, KSAN(FM) San Francisco, considered one of pioneers of "underground" radio, died April 28 of heart attack in San Francisco hospital. Mr. Donahue began as disk jockey and program executive with WTIP(AM) Charleston, W.Va., in 1948; later was with WIBG(AM) Philadelphia and KYA(AM) San Francisco. During his 15 years in Bay area, 350-pound Mr. Donahue helped build KMPX-FM into a major progressive rock station, booked bands, managed talent, promoted concerts and produced records. He joined KSAN in 1968 as program director and became VP and general manager in 1972. His wife, Raechel, and five children survive.

Belmont Farley, 83, retired director of press and radio relations, National Education Association, Washington, and writer-producer of NBC Radio, *Our American Schools*, died of pneumonia April 25 in Genesee hospital, Rochester, N.Y. He is survived by daughter and two sons.

Perry Cain, 49, news director at KCOH(AM) Houston, was found dead of unknown causes at his Houston home April 24. Survivors include four children.

Tom Dunne, 60, manager of financial planning for documentary news, CBS Inc., New York, died April 26 in Hackensack, N.J. He is survived by his wife, Rita, and daughter, Dianne.

George Lowther, 62, pioneer script writer, died at his home in Westport, Conn., April 28. In 1930's he wrote for such radio series as *Adventures of Superman*, *Dick Tracy* and *Terry and The Pirates* and moved into TV later as writer for

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dramatic programs including *Kraft Theater* and *United States Steel Hour*. In recent years he wrote for daytime dramatic series and for *CBS Radio Mystery Theater*. He is survived by his wife, Florence and two sons, Kevin and Sean.

George L. Baren Bregge, 60, formerly VP of Rust Craft Broadcasting Co., Steubenville, Ohio, died April 18 in Naples (Fla.) Community hospital. Survivors include his wife, Dorothy, two daughters and one son.

Sanford Berghoffen, 42, manager of traffic operations, CBS Radio Network, died April 25 in Riverdell hospital, Oradell, N.J., after extended illness. He is survived by his wife, Barbara and two children.

For the Record®

As compiled by BROADCASTING, April 21 through April 25 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 action

■ **Fort Dodge, Iowa**—State Educational Radio and Television Facility Board. Broadcast Bureau granted UHF ch. 46 (662-668 mhz); ERP 561 kw vis. 56 kw aur. HAAT 1,024 ft.; ant. height above ground 1,206 ft. P.O. address: Box 1758, Des Moines, Iowa 50306. Estimated construction cost \$1,066,000; first-year operating cost \$225,000. Principal: David J. Brugger, director of administration (BPET-499). Action April 16.

TV license

Broadcast Bureau granted following license covering new station:

■ **KSIN Sioux City, Iowa**. State Educational Radio and Television Facility Board (BLET-374).

AM application

■ **Hardy, Ark.**—Glenwood Vance seeks 1580 khz, 250 w-D. P.O. address: Sedgewick, Ark. 72465. Estimated construction cost \$43,439; first-year operating cost \$70,100; revenue \$75,000. Format: Standard pops. Principals: Glenwood Vance (100%) has interest in contracting firm. Ann. April 21.

AM action

■ **Clinton, N.C.**—Sampson Broadcasting Co. Broadcast Bureau granted 1170 khz, 1 kw-D. P.O. address 1829 Front Street, Durham, N.C. 27702. Estimated construction cost \$47,363; first-year operating cost \$59,760; revenue \$75,000. Principals: Lawrence B. Carr, president (51%) et al. Mr. Carr is news anchorman for WTVD(TV) Durham, N.C. Other principals have various business interests in Clinton area. Action April 23.

FM applications

■ **Melbourne, Fla.**—First Baptist Church of Melbourne seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 702 East New Haven Ave, Melbourne, Fla. 32901. Estimated construction cost \$55,700; first-year operating cost \$25,000; revenue \$5,700. Format: Religious, classical. Principal: non-profit corporation made up of members of First Baptist Church, Winston L. De Bord, president. Ann. April 21.

■ **Barrington, Ill.**—Community Unity School District #220 seeks 88.5 mhz, 10 w. P.O. address: 310 E. James St., Barrington, Ill. 60010. Estimated construction cost \$8,200; first-year operating cost \$6,700. Principal: Peter Slovik, chief engineer. Ann. April 18.

■ **Clarksdale, Miss.**—Bie-Scanlon Broadcasting Co. seeks 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 5587 Glenwild Rd., Memphis 38117. Estimated construction cost \$30,625; first-year operating cost \$28,850; revenue \$60,000. Format: C&W, gospel. Principals: E. W. Bie (50%) is general manager of KWAM(AM) Memphis and owns 25% of WSST(AM) Largo, Fla. James J. B. Scanlon owns KCAT(AM) Pine Bluff, Ark. Ann. April 24.

■ **Columbus, Miss.**—James W. Eatherton seeks 103.9 mhz, 3 kw, HAAT 204 ft. P.O. address: 400 Main St., Columbus, Miss. 39701. Estimated construction cost \$19,600; first-year operating cost \$8,000; revenue \$30,000. Format: Top 40, soul. Principal: James W. Eatherton (100%) owns WACR(AM) Columbus. Ann. April 22.

■ **Jackson, Tenn.**—Community Service Broadcasting seeks 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 1209, Mt. Vernon, Ill. 62864. Estimated construction cost \$79,080; first-year operating cost \$40,000; revenue \$81,500. Format: Btfl. mus. Principals: Jerome, Elaine, Harry and James Glassman (each 25%) own WMCL(AM) McLeansboro, Ill. and WDXI(AM) Jackson, Tenn. Ann. April 21.

■ **Palestine, Tex.**—KNET Inc. seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 319 W. Main St., Palestine, Tex. 75801. Estimated construction cost \$78,950; first-year operating cost \$21,650; revenue \$20,000. Format: Standard pops, classical. Principals: W. E. Dyche Jr. (20%), Ben L. Slack (30%), Edgar B. Younger (20%) and Tolbert Foster (30%) have extensive banking and broadcast interests including KDET(AM) Center, Tex.; KGUN-TV Tucson, Ariz.; KDOX(AM) Marshall, Tex.; KSEL-TV Lubbock, Tex.; KVUE-TV Austin, Tex. and KNET(AM) Palestine. Ann. April 24.

■ **Gillette, Wyo.**—Midland Broadcasting Co. of Wyoming seeks 93.5 mhz, 3 kw, HAAT 272 ft. P.O. address: 3333 W. Chicago, Rapid City, S.D. 57701. Estimated construction cost \$6,931; first-year operating cost \$54,800; revenue \$72,000. Principals: V. H. (23%), Stephen (45%) and Evelyn L. Hughes (22%) own department store and KTOQ(AM) Rapid City, S.D. Kevin R. Jensen (10%) is station manager. Ann. April 21.

FM actions

■ **Glenwood Springs, Colo.**—Colorado Mountain College. Broadcast Bureau granted 90.5 mhz, 10 w, HAAT 80 ft. P.O. address: Route 1, Box 56B, Carbondale, Colo. 81623. Estimated construction cost \$1,940; first-year operating cost \$500. Principal: Thad J. Englert, associate professor of physics and radio club sponsor (BPED-1927). Action April 18.

Broadcast Bureau granted following CP modification to extend completion time to date shown:

■ **KUOE(FM) El Paso**—To Oct. 22 (BMPH-14448). Action April 16.

FM starts

■ **WVGS Statesboro, Ga.**—Authorized program operation on 91.3 mhz, TPO 10 w. Action April 11.

■ **KRDC-FM St. George, Utah**—Authorized program operation on 90.1 mhz, TPO 10 w. Action April 11.

■ **WLXR La Crosse, Wis.**—Authorized program operation on 104.9 mhz, ERP 1.3 kw, HAAT 426 ft. Action April 9.

Ownership changes

Applications

■ **WMGZ(FM) Montgomery, Ala.** (103.3 mhz, 27 kw)—Seeks assignment of license from Radio Montgomery to 103 Inc. for \$279,000. Sellers: Charles A. McClure (87%) and F. K. Brown (13%) also have interest in WMGY(AM) Montgomery, in process of being sold to George H. Buck Jr., WHYD(AM)-WCGQ(FM) Columbus, Ga. and WCHK-AM-FM Canton, Ga. Buyers: William O. Jones (52%) and William W. Dixon (23%) have interest in WRMA(AM) Montgomery, Ala. and WHSL(AM)-WWIL(FM) Wilmington, N.C. Martin E. Kilpatrick (13%) is account executive of advertising agency. Lee Lunsford (12%) is station manager of WRMA.

■ **KGMC(AM) Englewood, Colo.** (1150 khz, 1 kw-D)—Seeks transfer of control of Mac Lee Radio from Robert McWilliams (100% before; none after) to Western Broadcasting Corp. (none before; 100% after). Consideration: \$450,000. Principals: Mr. McWilliams wishes to retire. E. L. Cartwright (50%) and Marvin Davis (40%) are principals of Western Broadcasting. Mr. Cartwright is former general manager of KOA-TV Denver and Mr. Davis is partner in oil and gas exploration business (BTC-7694). Action April 17.

■ **WBDY(FM) Bluefield, Va.** (106.3 mhz, 3 kw)—Seeks transfer of control of Bluefield Broadcasting Co. from Hawey A. Wells Jr. (51% before; none after) to Aubrey Garber, George Hagy and Alvis Hunt (49% before; 100% after). Consideration: cancellation of debt. Principals: Dr. Wells is financially unable to continue operation. Aubrey Garber (33%) has interest in WNRG(AM)-WMJD(FM) Grundy, Va. and owns construction company. George Hagy (33%) and Alvis Hunt (33%) have various business interests in Grundy. Ann. April 21.

Actions

■ **KWJB(AM) Globe, Ariz.** (1240 khz, 250 w)—Broadcast Bureau granted assignment of CP from Mace Broadcasting Co. to Broadcasters Inc. for \$52,500. Seller: James Mace (100%). Buyers: James H. Adams, owner of public relations firm; James R. Courssolle, stockholder in KKIN(AM)-KEZZ(FM) Aitkin, Minn. (30% each), et al. (BAP-827). Action April 17.

■ **WNRJ(AM) Gainesville, Ga.** (1130 khz, 10 kw-D)—Broadcast Bureau granted transfer of control of WLBA Inc. from Norfleet R. Johnson (100% before; none after) to Ernest H. Reynolds Jr., Malone K. Reynolds, Ernest Hyman Reynolds and Bobby R. Reynolds (none before; 100% after). Consideration forgiveness of outstanding debt. Principals: Ernest H. Reynolds Jr. et al are former owners of WNRJ (BTC-7697). Action April 22.

■ **KNCK(AM) Concordia, Kan.** (1390 khz, 500 w-D)—Broadcast Bureau granted transfer of control of General Broadcasting Co. from Charles S. Cook

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Applications

Cell	Sought by
New AM	
KKCK	Gold Won Radio Corp., Forsyth, Mont.
New FM's	
WWWJ	Radio Johnstown, Johnstown, Ohio
*KEPO	School District 9, Eagle Point, Ore.
KWOD	Royce International Broadcasting, Sacramento, Calif.
KTKC	Springhill Broadcasting Co., Springhill, La.
WQSI	Union Springs Broadcasting, Union Springs, Ala.
KBOP-FM	Atascosa Broadcasting Co., Pleasanton, Tex.
Existing TV	
WXAT-TV	WHAE-TV Atlanta, Ga.
Existing AM's	
KNWZ	KRUX Glendale, Ariz.
WBNF	WBJW Winter Park, Fla.
KILO	KYAC Kirkland, Wash.
KXPO	KGPC Grafton, N.D.
Existing FM's	
KPPC-FM	KMAX Arcadia, Calif.
WAIV	WPDQ-FM Jacksonville, Fla.
WIDD-FM	WLSN Elizabethton, Tenn.
WNWS-FM	WNBC-FM New York
WIMI	WJMS-FM Ironwood, Mich.
KSNS	KIKS-FM Lake Charles, La.

Grants

Call	Assigned to
New TV	
KNXV-TV	New Television Corp., Phoenix
New AM	
KBOZ	Northern Sun Corp., Bozeman, Mont.
New FM	
KWKQ	KSWA Inc., Graham, Tex.
Existing AM's	
KWSL	KTRI Sioux City, Iowa
KAAR	KURB Mountlake Terrace, Wash.
Existing FM's	
WEEE	WTIM-FM Taylorville, Ill.
WSAI-FM	WJDJ Cincinnati
KGOW	KTBA Broken Arrow, Okla.
KCIZ	KSPR-FM Springdale, Ark.
WWFM	WESA-FM Charleroi, Pa.
WEBF	WHDL-FM Olean, N.Y.
KEPT	KBCL-FM Shreveport, La.
WYLD-FM	WIXO New Orleans
WEBR-FM	WREZ Buffalo, N.Y.
WQUD	WAID Memphis

and Oscar W. Allen, both deceased (each 1/5 before; none after) to Marian D. Cook and M. Elizabeth Allen (each none before; 1/5 after). Consideration: none (BTC-7673). Action April 21.

■ WDEA (AM-FM) Ellsworth, Me. (AM: 1370 khz, 5 kw; FM: 95.7 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Coastal Broadcasting Co. to Grindstone Broadcasting Corp. for \$425,000. Seller: William W. Fittler III (100%) has no other broadcast interests. Buyer: F. Eugene Dixon Jr. (100%) has various business interests in both Ellsworth and Philadelphia, including banks, food service operation and professional sports (BALH-2093). Action April 17.

■ WTOW (AM) Towson, Md. (1570 khz, 5 kw)—Broadcast Bureau granted transfer of control of Sudbrink Broadcasters Inc., from Robert W. Sudbrink (85% before; none after) and Raymond A. Kassis (5% before; none after) to Harold W. Gore (10% before; 100% after) for \$330,556. Principals: Mr. Sudbrink and his wife, Margareta S., variously own majority control in eight other stations, including WLYF (FM) Miami, WLIF (FM)

Baltimore and WZIP (AM)-WWEZ (FM) Cincinnati. Mr. Gore, as director of Sudbrink station group, also has minority interest in six of those stations. He plans to transfer his present 10% of WTOW to Gore Broadcasting Inc., which after FCC approval will be licensee of WTOW (BTC-7670). Action April 21.

■ WZIP (AM) Cincinnati (1050 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Sudbrink Broadcasting Inc. of Cincinnati from Margareta S. Sudbrink (90% before; none after) to Harold W. Gore (10% before; 100% after) for \$375,000. Principals: See WTOW (AM) Towson, Md. above (BTC-7669). Action April 21.

■ WOET-TV Kettering, Ohio—Broadcast Bureau granted assignment of license from Ohio Educational Television Network Commission to University Regional Broadcasting; no consideration. Seller: Ohio Educational Television Commission wishes to have station licensed to local educational entities. Buyer: University Regional Broadcasting is a consortium created by Miami University, Wright State University and Central State University (BALCT-560). Action April 22.

■ WLYK (FM) Milford, Ohio (107.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Beautiful Island Broadcasting Co. from David H.

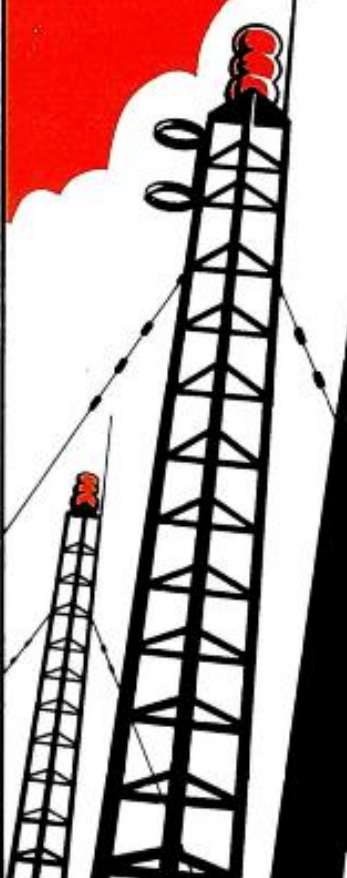
Schneider, Andrew J. Lehr and James J. Callahan (100% before; none after) to Perry Broadcasting Co. (none before, 100% after). Consideration: \$61,173. Principals: Perry S. Samuels (50%) et al. own KLCL-AM-FM Lake Charles, La. (BTC-7693). Action April 18.

■ WARV (AM) Warwick-East Greenwich, R.I. (1590 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Warwick Radio Station from Sconnix Group Broadcasting (100% before; none after) to Three East Communications Co. (none before; 100% after). Consideration: \$105,000. Principals: Three East Communications consists of James B. Bocock (33%), general manager of Western Electric's Gifford Center Complex; Vincent L. Yannuzzi (22%), product planner for IBM Corp.; James B. Bocock III (22%), general manager WRNL (AM)-WRXL (FM) Richmond, Va. and Donald A. Brown (22%), program consultant to Rust Communications Group (BTC-7687). Action April 21.

■ WMGL (FM) Pulaski, Tenn. (98.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of SBG Enterprises from Arthur L. Beatty (33% before; none after) to Ben H. Irvin and Charles R. Solomon (each 33% before; each 50% after). Consideration: \$12,000. Principals: Mr. Solomon is general manager of WMGL (FM) and Mr. Irvin is

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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

general manager of cable system in Mount Pleasant, Tex. (BTC-7688). Action April 21.

■ **WHBY(AM)** Appleton, Wis. (1230 khz, 1 kw-D) —Broadcast Bureau granted assignment of license from Norbertine Fathers to Telegraph-Herald Inc. for \$655,000. Seller: Norbertine Fathers, religious community, is in process of selling WBAY-AM-FM Green Bay, Wis. Buyers: F. W. Woodward, individually and in trusts (58.4% common stock), et al., own KDTH(AM)-KFMD(FM) Dubuque, Iowa; WGEZ(AM) Beloit, Wis., and KLMS(AM) Lincoln, Neb. (BAPL-457). Action April 17.

Columbus; install new trans. and ant.; make changes in ant. system; ERP 185 kw (horiz.), 110 kw (vert.); ant. height 540 ft.; remote control permitted (BPH-9331). Action April 21.

■ ***WDOU** Pittsburgh—Broadcast Bureau granted CP to install new ant.; ERP 25 kw; ant. height 480 ft.; remote control permitted (BPED-1950). Action April 21.

■ **WRPC** San German, P.R.—Broadcast Bureau granted mod. of CP to operate by remote control from Corner of Post and Mendez Viro Streets, Mayaguez, P.R. (BRCH-1254). Action April 21.

Facilities changes

TV actions

■ **WINK-TV** Fort Myers, Fla.—Broadcast Bureau granted request for authority to operate transmitter by remote control from 2824 Palm Beach Blvd., Fort Myers (BRCTV-239). Action April 18.

■ ***KQSD-TV** Lowry, S.D.—Broadcast Bureau granted request for authority to operate trans. by remote control from KTSD-TV trans. site, six miles north of Reliance, S.D. (BRCETV-73). Action April 21.

AM application

■ **KZUL** Parker, Ariz.—Seeks CP to increase power to 5 kw and install trans. Ann. April 21.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KRIZ** Phoenix (BP-19,791) April 11; **KVML** Sonora, Calif. (BP-19,662). April 15; **WEXL** Royal Oak, Mich. (BP-19,676) April 9; **WKRS** Waukegan, Ill. (BP-19,785) April 11 and **WLKN** Lincoln, Mich. (BP-19,531) April 15.

FM actions

■ **KYOR-FM** Blythe, Calif.—Broadcast Bureau granted mod. of CP to make changes in ant. system (increase height); ERP 35 kw; ant. height 278 ft.; remote control from main studio, 681 N. 4th St., Blythe (BMPH-14457). Action April 16.

■ **Willimantic, Conn.**—Broadcast Bureau granted Windham Broadcasting Group mod. of CP to change trans. location to 0.25 mile east of Mountain Rd. on Hosmer Mountain, Willimantic; change studio location to 1491 Main St., Willimantic; operate by remote control from proposed studio site; change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft. (BMPH-14451). Action April 24.

■ ***KCKK-FM** Cedar Rapids, Iowa—Broadcast Bureau granted mod. of CP to change trans. location (same site) to 1000 feet south of 6301 Kirkwood Blvd., Cedar Rapids; change trans.; change ant.; make changes in ant. system (decrease height); change TPO; ERP 10 kw; ant. height 420 ft.; remote control from main studio, 6301 Kirkwood Blvd.; condition (BMPED-1235). Action April 16.

■ **KCRV-FM** Caruthersville, Mo.—Broadcast Bureau granted mod. of CP to change main studio location to trans. site at State Rte. 84, 2.25 miles northwest of Caruthersville; change trans. and ant.; ERP 3 kw; ant. height 195 ft.; conditions (BMPH-14416). Action April 21.

■ **WPNH-FM** Plymouth, N.H.—Broadcast Bureau granted mod. of CP to change trans. location to Mt. Prospect Rd., approximately 2 miles east of Plymouth, Holderness; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP 1.55 kw; ant. height 380 ft.; remote control from main studio (BMPH-14388). Action April 15.

■ **WNCI** Columbus, Ohio—Broadcast Bureau granted CP to change trans. location to northwest corner of intersection of Chestnut and High Streets,

In contest

Designated for hearing

■ **WACT(AM)** Tuscaloosa, Ala., renewal proceeding: New South Radio (Doc. 20463)—Application of New South Radio for renewal of license has been set for hearing by FCC. Issues include determination whether programing proposed by WACT for license term reasonably will meet needs and interests of community as ascertained by licensee and whether New South Radio misrepresented to FCC its plans regarding maximum amounts of commercial matter to be contained in any 60-minute time period during typical broadcast day. Action April 23.

■ **WKLX** Portsmouth, Va., AM proceeding: Rust Communications Group, application to relocate WKLX from Portsmouth to Norfolk, Va. (Doc. 20448)—FCC designated for hearing application for relocation of WKLX. Commission said it would seek to determine whether proposed relocation would provide fair, efficient and equitable distribution of radio service and extent of Rust's ascertainment efforts. Action April 17.

■ **Lakewood, Wash.**, AM proceeding: Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—FCC set for hearing mutually exclusive applications of Dale A. Owens and Clay Frank Huntington for deleted facilities of KOOD(AM) Lakewood. Action April 23.

■ **KFDR(AM)** Grand Coulee, Wash., renewal proceeding: New Deal Broadcasting Co. (Doc. 20461)—FCC set for hearing application by New Deal Broadcasting for license renewal. Issues to be determined include facts and circumstances surrounding filing of application for assignment of KFDR from Evergreen Broadcasting Corp. to New Deal, nature of stockholder Frank Del Vecchio's convictions for criminal activity and extent to which that conduct adversely affects his qualifications to be FCC licensee. Action April 23.

Case assignment

Chief Administrative Law Judge Arthur A. Gladstone made following assignment on date shown:

■ **KAFF-AM-FM** Flagstaff, Ariz. and **KXXL(AM)** Bozeman, Mont., combined proceedings: Empire Broadcasting Corp. (Doc. 20424-6)—Designated ALJ Forest L. McClenning to serve as presiding judge, scheduled hearing for July 8. Action April 18.

Procedural rulings

■ **Perry, Fla.**, AM proceeding: H. S. Hagan Jr. and His World, competing for 1400 khz (Docs. 20131-2)—ALJ Reuben Lozner scheduled further hearing conference for May 6. Action April 17.

■ **Decatur, Ill.**, FM proceeding: PrairieLand Broadcasters, WBIZ Inc., Superior Media and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-7, 20059)—ALJ Thomas B. Fitzpatrick canceled hearing scheduled for April 28 and other procedural dates previously established. Action April 18.

■ **WJIM-AM-FM** Lansing, Mich., renewal proceeding: Gross Telecasting (Doc. 20014)—ALJ Byron E. Harrison scheduled hearing for September 9 in Lansing. Action April 17.

■ **WJMO(AM)-WLYT(FM)** Cleveland Heights, Ohio, renewal proceeding: Friendly Broadcasting Co. (Doc. 19412)—ALJ John H. Conlin scheduled hearing conference for April 28. Action April 22.

■ **Philadelphia, TV** proceeding: CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-1)—ALJ Thomas B. Fitzpatrick rescheduled further hearing now scheduled for May 19 to May 21. Action April 22.

Joint agreements

■ **Cape Coral, Fla.**, FM proceeding: Dr. E. Paul Eder and C. C. Broadcasting, competing for 103.9 mhz (Docs. 20345-6)—ALJ Ernest Nash ordered that joint petition for approval of agreement by the applicants granted; dismissed with prejudice application of C. C. Broadcasting; granted Dr. E. Paul Eder's application and terminated proceeding. Action April 18.

■ **Kilgore, Tex.**, FM proceeding: Kilgore Broadcasting Co. and Radio Kilgore, competing for 95.9 mhz (Docs. 20341-2)—ALJ John H. Conlin granted joint request by applicants for approval of agreement and dismissed application of Kilgore Broadcasting. Action April 16.

Initial decision

■ **Wallingford and Ridgefield, Conn.**, AM proceeding: Westport Broadcasting Co., Quinnipiac Valley Service and Radio Ridgefield, competing for 850 khz Ridgefield (Docs. 19587, 19686-7)—ALJ Chester F. Naumowicz Jr. denied application of Radio Ridgefield in initial decision. Judge Naumowicz said Radio Ridgefield had failed to prove that it was not proposing to serve larger community of Danbury. Action April 23.

Review board decisions

■ **South Lake Tahoe, Calif.**, FM proceeding: KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises, competing for 100.1 mhz at South Lake Tahoe (Docs. 19978-80)—Review board denied joint request by KOWL Inc., New World Broadcasting Co. and Entertainment Enterprises for approval of settlement agreement. Agreement provided for dismissal of KOWL and New World applications and reimbursement of their expenses by, and conditioned on ultimate grant of application of Entertainment Enterprises. Action April 18.

■ **Lexington Park and Leonardtown, Md.**, FM proceeding: Sound Media and Key Broadcasting Corp., competing for 97.7 mhz (Docs. 19410-11)—Review board denied request of Key Broadcasting Corp. to reconsider ruling that granted application of Sound Media and denied competing application of Key for same facilities at Lexington Park, Md. Broadcast Bureau granted Sound Media 97.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 346, Leonardtown, Md. 20605. Estimated construction cost \$24,717; first-year operating cost \$7,000; revenue \$10,000. Format: Easy Listening. Principals: Richard A. Myers (50%) and George E. Clark (50%) own WKIK(AM) Leonardtown. Action April 15.

FCC decision

■ **St. Louis and Granite City, Ill.**, AM proceeding: Doubleday Broadcasting Co., seeking KWK(AM) St. Louis facilities (1380 khz), and Norman Broadcasting Co. (WGNU(AM) Granite City), seeking frequency change from 920 khz to 1380 khz (Docs. 20277-80)—FCC denied petition by Bronco Broadcasting Co. for reconsideration of hearing order which denied request by Bronco for waiver of rule which sets cutoff date for filing applications competing with renewal application. FCC returned Bronco's application for CP for KWK facilities as unacceptable for filing. Action April 23.

Fines

■ **KGMC(AM)** Englewood, Colo.—Broadcast Bureau ordered Maclee Radio to forfeit \$1,000 for repeated violation of rules by operating station with excessive power during presunrise time and by failing to make daily observation of tower lights in operating log. Action April 17.

■ **WACY(AM)** Kissimmee, Fla.—Broadcast Bureau notified Opportunity Broadcasters that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to timely file supplemental ownership reports and failing to make specific entries in program logs. Action April 22.

■ **WFPR(AM)** Hammond, La.—Broadcast Bureau denied application for mitigation or remission of \$2,000 forfeiture assessed for repeated violation of rules by operating after sunset with full daytime power and for making incorrect log entries. Action April 17.

■ **WDHA-FM** Dover, N.J.—FCC notified Drexel Hill Associates that it incurred apparent liability for forfeiture of \$3,000 for violations of commercial announcement logging requirements. Action April 17.

■ **KCCC(AM)** Carlsbad, N.M.—Broadcast Bureau

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notified Kolob Broadcasting Co. that it incurred apparent liability for forfeiture of \$1,000 for repeated or willful violation of rules by failing to operate with authorized power. Action April 17.

■ **KMIN(AM)** Grants, N.M.—FCC affirmed \$800 forfeiture assessed against KMIN Inc. for operator and logging violations and failure to file its 1972 financial report. KMIN had asked for reduction of forfeiture to \$500. FCC said it had presented no new information that would support reducing the fine. Action April 1.

■ **WWLE(AM)** Cornwall, N.Y.—Broadcast Bureau notified WWLE Inc. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of Communications Act and rules by rebroadcasting program material of other stations without express authority of originating stations. Action April 16.

■ **WEYE(AM)** Sanford, N.C.—Broadcast Bureau ordered Crest Broadcasting Corp. to forfeit \$1,500 for repeated violation of rules by operating without regard to times of local sunrise and either operating with excessive power or reading ant. ammeter with modulation. Action April 17.

■ **WTAB(AM)** Tabor City, N.C.—Broadcast Bureau ordered Tabor City Broadcasting Co. to forfeit \$1,000 for repeated violation of rules by operating with excessive power during presunrise hours and by failing to make entries in operating log of required daily observation of tower lights. Action April 17.

■ **KXXR-FM** Spokane, Wash.—Broadcast Bureau ordered Independent Broadcasting Corp. to forfeit \$1,000 for repeated violation of rules by failing to maintain center frequency of station within 2000 hertz of assigned center frequency. Action April 16.

Other actions

■ FCC granted request by NBC, licensee of KNBC-TV Los Angeles, for temporary waiver of rules prohibiting cross-ownership of cable system and national TV network or TV station that places predicted Grade B signal contour over cable community. NBC, through Valley County Cable Co., operates systems at Saugus, Newhall and Simi Valley, Calif. Through NABCAT, network owns and operates system at Valencia, Calif. Three systems are located in predicted Grade B contour of KNBC-TV. NBC based request on efforts to comply with divestiture requirements. It said it would continue efforts to dispose of systems. Noting that network has divested other cable systems to comply with rules, Commission said it found sufficient evidence of good faith to warrant temporary waiver for two years. Action April 23.

■ FCC granted request of James K. Edmundson, attorney who is member of communications bar, to allow two-sided duplication of pleadings submitted to the FCC. Action April 17.

■ **WYNN(AM)** Rome and **WPLK(AM)** Rockmart, Ga.—FCC granted short-term license renewals for WYNN and WPLK, both owned by L. E. Gradick Jr. Commission admonished stations for falling short of degree of responsibility expected of licensees broadcasting political editorials, personal attacks and controversial issues of public importance, and for maintaining program logs. Action April 17.

■ **KSAY** Clinton, Iowa—Broadcast Bureau granted request to identify as Clinton, Iowa-Fulton, Ill. Action April 10.

■ **WCTW(AM)**-**WMDH(FM)** New Castle, Ind.; **WTIM(AM)**-**FM** Taylorville, Ill.; **KROS(AM)**-**KSAY(FM)** Clinton, Iowa; **KWEB(AM)**-**KNCV(FM)** Rochester, Minn.; **WSEI(FM)** Olney, Ill.—Broadcast Bureau granted mod. of CPs and licenses covering change of corporate name to PSB Inc. (BMPH-13947, BML-2540, BMLH-590, BMPH-14428, BMLH-509). Action April 21.

■ **KBEQ(FM)** Kansas City, Mo.—Broadcast Bureau granted KBEY Inc. mod. of license and CP to change name of licensee, permittee to KBEQ Inc. (BMLH-516, BMPH-14442). Action April 16.

■ **WHEC-TV** Rochester, N.Y.—FCC granted WHEC Inc. renewal of license to June 1, 1975, remainder of license term for New York stations. In same action commission denied petition opposing renewal filed by Action for Better Community and informal complaint by Metro-Act of Rochester, both local citizens groups. Commission said Action and Metro-Act have failed to raise substantial and material question of fact showing that renewal of WHEC-TV's license would not serve public interest. Action April 23.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (Ann. April 25).

■ **John M. Barrick**, Glasgow, Ky.—Seeks to assign ch. 237A to Versailles, Ky. and to substitute ch. 292A for ch. 237A at Falmouth, Ky. (RM-2541). Ann. April 25.

■ **Union Broadcasting Corp.**, Monroe, N.C.—Seeks to assign ch. 228A to Shalotte, N.C. (RM-2540). Ann. April 25.

FCC took following actions on FM allocations:

■ **Bullhead City, Ariz.**—FCC approved assignment of ch. 272A to Bullhead City, first radio service for that community. Request for assignment was made by Albert C. Freeman. Action April 17.

■ **Arkansas and Missouri**—Broadcast Bureau proposed assigning FM channels to 15 communities in Arkansas and one in Missouri as follows: Batesville, ch. 298; Benton, from ch. 296A to ch. 269; Cherokee Village, ch. 265A or 296A; Dardanelle, from ch. 272A to ch. 271; Dumas, ch. 296A; Fayetteville, from ch. 221A and 280A to ch. 221, 281A and 300; Little Rock, from ch. 231, 239, 253 and 279 to ch. 226, 231, 239, 253 and 282; Lonoke, ch. 292A; Malvern, ch. 269A to ch. 226; Morrilton, ch. 269A or 278; Mountain View, ch. 224A; and Pine Bluff, from ch. 222 and 235 to ch. 222, 235, 257 and 295; Russellville, ch. 242 and 265A; Sheridan, ch. 272A and 276A; Van Buren, ch. 244A, all Arkansas, and Neosho, Mo. ch. 257A or 300. Action April 18.

Rulemaking

Action

■ FCC amended sponsorship identification rules for stations and cable systems engaging in origination cablecasting as they apply to political broadcasts and broadcasts involving controversial issues of public importance. Rule was amended to make clear that it requires identity of party on whose behalf broadcast is made to be included in sponsorship identification announcement by deleting language that alternatively permitted identification of only sponsoring organization. Changes also relaxed requirements that stations maintain list, open to public, of names of chief executive officers or directors of entity sponsoring political or controversial broadcasts. Action April 17.

Translators

Applications

■ **Hoopa Valley Chamber of Commerce**, Hoopa Valley, Calif.—Seeks ch. 2, rebroadcasting KEET Eureka, Calif. (BPTTV-5279). Ann. April 25.

■ **Translator TV Inc.**, Riverside and Raymond, Colo.—Seeks ch. 3, rebroadcasting KMGH-TV Denver; ch. 8, rebroadcasting KOA-TV Denver; ch. 10, rebroadcasting KWGN-TV Denver and ch. 12, rebroadcasting KBTB-TV Denver (BPTTV-5275-8). Ann. April 21.

Actions

■ **K07NK** Fort Liscum Valdez Pipeline Camp, Alaska—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KTVA, KENI-TV and KIMO Anchorage; condition (BPTTV-5246). Action April 15.

■ **K03ED** Tok and Tanacross, Alaska—Broadcast Bureau granted CP for new translator on ch. 3, rebroadcasting KTVF-TV Fairbanks, Alaska (BPTTV-5217). Action April 16.

■ **K041B**, **K05FS** and **K11MQ** Munds Park, Ariz.—Broadcast Bureau granted CPs for new translators on (1) ch. 4, rebroadcasting KOOL-TV Phoenix; (2) ch. 5, rebroadcasting KPHO-TV Phoenix; (3) ch. 11, rebroadcasting KTVK Phoenix (BPTTV-5250-2). Action April 14.

■ **K041A** and **K05FR** Long Valley, Calif.—Broadcast Bureau granted CPs for new translators on (1) ch. 4, rebroadcasting KXTV Sacramento, Calif. and (2) ch. 5, rebroadcasting KOLO-TV Reno (BPTTV-4840-1). Action April 14.

■ **K07GD** Glenwood Springs, Colo.—Broadcast Bureau granted CP for new translator on ch. 7, rebroadcasting KREX-TV Grand Junction, Colo. (BPTTV-5249). Action April 17.

■ **W49AD** Carrollton, Ga.; **W52AA** Carnesville, Ga.; **W61AE** Elberton, Ga. and **W68AF** Toccoa, Ga.—Broadcast Bureau granted CPs for new translators on (1) ch. 49, rebroadcasting WJSP-TV Columbus, Ga.; (2) ch. 52, rebroadcasting WCLP-TV Chatsworth, Ga.; (3) ch. 60, rebroadcasting WCES-TV Wrens, Ga.; and (4) ch. 68, rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2770, 2772-3, 2775). Action April 16.

■ **W50AB** Hiawasse, Ga.—Broadcast Bureau granted CP for new translator on ch. 50, rebroadcasting WCLP-TV Chatsworth, Ga. (BPTT-2771). Action April 14.

■ **K69AW** Willmar, Minn.—Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting KTCN-TV St. Paul-Minneapolis (BPTT-2756). Action April 15.

■ **K11MP** and **K13NI** White Sulphur Springs, Mont.—Broadcast Bureau granted CPs for new translators on (1) ch. 11, rebroadcasting KFBB-TV Great Falls, Mont.; (2) ch. 13, rebroadcasting KRTV Great Falls; conditions (BPTTV-5208-9). Action April 14.

■ **K12JS** Independence Valley, Nev.—Broadcast Bureau granted CP for new translator on ch. 12, rebroadcasting K1VI Nampa, Idaho (BPTTV-5242). Action April 16.

■ **W60AF** Malone, N.Y.—Broadcast Bureau granted CP for new translator on ch. 60, rebroadcasting WEZF-TV Burlington, Vt. (BPTT-2788). Action April 14.

■ **K081I**, **K10JG** and **K12JR** Boulder, Utah—Broadcast Bureau granted CPs for new translators on (1) ch. 8, rebroadcasting KUTV Salt Lake City; (2) ch. 10, rebroadcasting KCPX-TV Salt Lake City; (3) ch. 12, rebroadcasting KSL-TV Salt Lake City (BPTTV-5243-5). Action April 14.

■ **Pateros**, Brewster and Mansfield, Wash.—Application by T.V. Reception District #1 for translator on ch. 57, rebroadcasting KSPS-TV Spokane, Wash. dismissed at request of applicant (BPTT-2576). Ann. April 21.

Cable

Certification actions

■ **CATV** Bureau granted following operators of cable TV systems certificates of compliance: Lake County Cablevision, specified unincorporated areas of Marion county, Fla. (CAC-4320); Elgin Cablevision Co., Elgin, Tex. (CAC-4433); Tower Cablevision, Ashland (CAC-4549), Flatwoods (CAC-4550), Raceland (CAC-4551), Worthington (CAC-4552) and Bellefonte (CAC-4553), all Kentucky; American Television and Communications Corp., Beaver Dam, Ky. (CAC-4623); Shenango Cable TV, Sharon, Pa. (CAC-4632); Continental Cablevision of Ohio, Allen township (CAC-4640), Marion township (CAC-4641) and Liberty township (CAC-4642), all Ohio; Derry-Decatur TV Line, Mifflinburg borough, Pa. (CAC-4654); Chillicothe Cablevision, unincorporated areas around Chillicothe, Ohio (CAC-4661); MBS Cable TV, Garrettsville, Ohio (CAC-4696); Allegheny Valley Cable Company, Sligo borough (CAC-4721) and Garland (CAC-4723), both Pennsylvania; TelePromp-ter of Florida, Haines City (CAC-4741), Davenport (CAC-4742), Dundee (CAC-4743) and Lake Hamilton (CAC-4744), all Florida; Cablevision of Dunn, Dunn (CAC-4762) and Erwin (CAC-4763), both North Carolina; Cablevision Services, Haviland, Kans. (CAC-4786); Florida Video, Perry, Fla. (CAC-4788); Waycross Cable Co., Waycross, Ga. (CAC-4796); Blue Ridge Cable Television, Jackson township, Pa. (CAC-1454); American Video of Deerfield Beach, Deerfield Beach, Fla. (CAC-3436); Alabama Television Cable Co., Carrollton, Ala. (CAC-3489); Alamosa Cable TV, Alamosa, Colo. (CAC-3582); See Mor Cable TV of Sikeston, Miner, Mo. (CAC-3583); Lower Delaware CATV, unincorporated areas of Sussex county, Del. (CAC-3636); Ashdown TV Cable Co., Ashdown, Ark. (CAC-3809); Jefferson TV Cable Co., borough of Big Run (CAC-3858); Big Solder (CAC-3859) and Rathmel (CAC-3860), all Pennsylvania; New Channels Corp., Pierrepont, N.Y. (CAC-4082).

■ **West Palm Beach, Fla.**—FCC denied applications by Palm Beach Cable Television Co. for authority to add WCIX-TV Miami to its nine existing systems in West Palm Beach, Fla., smaller TV market. Systems involved are located in North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores, Juno Beach, Tequesta, Jupiter Inlet Colony, Lost Tree Village and unincorporated areas of Palm Beach county, Fla. Palm Beach Cable said programming of WKID Fort Lauderdale, Fla., independent signal systems have been authorized to carry, was so specialized that it denied subscribers access to variety of independent programming to which they were entitled. FCC stated "when specialized programming over single authorized independent becomes so pervasive that major portions of day and evening are devoted exclusively to its carriage," special relief may be warranted. FCC said special relief was justified and in public interest, and therefore authorized system to carry WCIX-TV part time, when WKID broadcast stock market and Spanish-language programming (CAC-4217-4225). Action April 23.

■ **Rochester, N.Y.**—Application by Cable Television of Rochester for certificate of compliance dismissed (CAC-465). Action April 24.

■ **Senecaville, Ohio**—Application by Tele-Media Co. of Adell for certificate of compliance withdrawn (CAC-4133). Action April 23.

In contest

■ **McKinleyville, Calif.**—FCC ordered HB Cable TV to show cause why it should not cease and desist from operating system at McKinleyville in violation of commission rules. Action was result of petition for issuance of show cause order by Garberville Cable TV, another McKinleyville cable operator. Garberville said HB Cable had violated rules in that it began operations without obtaining certificate of compliance. Action April 23.

Rulemaking

■ **Emco CATV**, Manchester, Vt.—Request to require direct notice by FCC of proposed rule changes to cable TV systems (RM-2539). Ann. April 25.

Classified Advertising

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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.

Pulse ARB well established. Full time station in Irenion metro area has exciting opportunity for energetic self starter with sales management potential. Immediate opening. EOE. Rush resume to Bob Locke, Nassau Broadcasting Co., Box 1350, Princeton, NJ 08540, 609-924-3600. No collect calls.

Two Small Market automated radio stations soon to be three. We need a few good people, offering a liberal draw against 20% commission on your collections. Later, if you are qualified, management and a % of the action. Contact: Gene Newman, President, Grass Roots American Radio Inc., c/o WHRT Radio, Hartselle, AL 35610.

Professional radio account executive for 5000 watt Vermont station with FM. Important territory. Plan to make at least \$15,000 to \$17,000 first year in beautiful Vermont. Open immediately. Send letter and resume to Scott McQueen, Box 800, Springfield, VT 05108.

Help Wanted Announcers

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.

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. Ad 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.

One of the finest small market facilities in the country is looking for an evening jock who can communicate within a tight contemporary format. We're in one of the most desirable living areas in the east. Right pay for right person. Box E-12, BROADCASTING.

Morning drive personality for major MOR in Top 20 ADL Florida market. Must be able to communicate with adult audience and develop strong community involvement. Increase our already huge morning numbers. Good salary and fringe benefits for top professional. Rush resume and photo. Box E-24, BROADCASTING.

Mid South. Full time AM station seeks announcer. Progressive, Top 40 format. College town of 15,000. Equal opportunity employer. Box E-27, BROADCASTING.

Small Mkt. Southern AM seeks Time Sales Person. Progressive Top 40 format. Equal opportunity employer. Box E-28, BROADCASTING.

Announcer with at least 4 years commercial broadcasting experience. Eastern MOR. Up to \$190/wk for right person. 3rd class required. An equal opportunity employer. Send resume and salary history to Box E-48, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

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

Young professional announcer needed for attractive medium market AM/FM Contemporary. Group owned. Work in a professional atmosphere. Send tape, resume, salary requirements, WCFR Radio, Box 800, Springfield, VT 05156.

Announcer—Number One rated contemporary station needs a super sharp pro to replace man we are losing to major market station. Talent, production and great air sound are essential. Send resume and air-check to Jim Palmer, WCVS Radio, P.O. Box 2697, Springfield, IL 62708. Equal Opportunity Employer.

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

Help Wanted Announcers Continued

Wanted: Morning person, contemporary with lots of zing and personality. Send tape and resume or call for an appointment. WJLS Radio, 600 Cavanaugh Road, Lansing, MI. Phone 517-393-1320.

Needed immediately. One morning person, bright, personality, proficient in production, WJVA Country, N. Turner, Box 179, South Bend, IN 46624.

South Florida Gulf Coast, new AM-FM, contemporary-MOR has immediate opening for good voice, mid-day, 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.

Announcer. Chicago broadcast ad. agency with complete production facilities needs young, creative commercial announcer with flexible, polished voice and production know-how. Minimum two years experience. Prefer Chicago or midwest applicants. No calls, please. Send resume and tape to: Robert Lundell, 2622 W. Peterson, Chicago, IL 60659.

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 02072.

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.

Small market midwest AM, soon to add FM, wants chief to take charge. If you can announce, sell, do news, fine, but first be chief. Need is immediate, salary open. Box E-22, BROADCASTING.

Broadcast Automation Engineer. Strong on programming, digital. Challenging position with manufacturer. Some travel. Box E-43, BROADCASTING.

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. Leendersen, 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 WJIN, 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.

Midwest AM-FM offers permanent position to qualified engineer. Excellent working conditions including health & free life insurance. Duties include some announcing, full responsibility as chief. Send full resume at once to P.O. Box 177, Rochelle, IL 61068.

Maintenance Engineer needed for 24 hour, 5 thousand watt, AM radio station in heart of the Alaska pipeline. Some announcing experience helpful. Starting salary: \$1,200. Will furnish living quarters for first month. Contact: Dick Lobdell, Box 2828, FBX., AK, or call: AC 907-452-1931.

Help Wanted News

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

Fulltime News Director for two person Iowa local news department. Must have sports, AG., and Midwest knowledge. Salary open. Personal interview required. Box D-67, BROADCASTING.

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.

Help Wanted News Continued

ND who likes long hours to be appreciated by management and the public. Take full charge when you prove you can. Small market, midwest, need now. Box E-23, BROADCASTING.

News Director: If you have outstanding on-air presence, ability to write well, plenty of news sense and the know-how to develop new angles and exclusive stories, there could be a fine opportunity with our community-minded middle market station. We're looking for a top professional to upgrade our news operation and we will pay accordingly. An Equal Opportunity Employer. M/F. Box E-37, BROADCASTING.

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

Major Market FM looking for P.D. with Top 40-MOR Prog Background. Must want to do air shift and be able to effectively manage people. If you fit this description, please send resume to Box E-9, BROADCASTING.

America's Number 1 radio-TV production company is looking for the right person. Must be free to travel and relocate, if necessary. You must already be a proven producer, and be able to take on the responsibility of growth within the company without daily supervision. Box E-16, 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.

Creative radio lives! Looking for free-lance producers for National Syndication. Knowledge of rock music, good voice, access to stereo studio a must. Call 212-585-2717.

Program Director needed for top-rated midwest stations. Send tape-resume to Jay Hamilton, Midland Broadcaster's Inc., P.O. Box 4407, Topeka, KS 66604. Also opening for newperson.

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.

Situations Wanted Management

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 growing pains, expertise & capital. Write Box D-169, BROADCASTING.

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

Professional Salesmanager desires sales or general manager's position in larger market. Proven, stable track record, now in top 30 market. Excellent experience, references. Box E-5, BROADCASTING.

Available immediately. Creative General Manager. Nine years experience in small and medium markets. Box E-44, BROADCASTING.

Ambitious recent grad desires position in office. 3 years college radio experience. Can type, keep books, 3rd class. Eager for management. Any location. Teresa Pavlin, Box C 2744, Lewisburg, PA 17837.

Small Market, General Manager looking to move to medium or large market as Manager, Operations, Manager or Program Director. Call Bob at 401-738-8421.

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

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.

Situations Wanted Sales Continued

Program Director seeking sales position in Midwest with potential to management. M.S. in R/TV, 25, married, willing to relocate. Box E-38, BROADCASTING.

Dynamic salesman in top 10 market seeks opportunity to develop potential as sales manager; have ability, potential, drive and initiative. Box E-51, BROADCASTING.

Situations Wanted Announcers

English DJ, 24, 3 years in radio (DJ, music programmer). Currently Public Communications student. Seeking summer vacation work. Excellent references. Have visa. Box D-132, BROADCASTING.

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.

First phone, two years experience, good voice and production. Communicator involved with listeners. Box E-25, BROADCASTING.

Young, single DJ, currently employed, seeking advancement, 3rd endorsed, go anywhere. Box E-31, BROADCASTING.

Stable programmer wants advancement. 1st phone. College. 11 years as jock/MD/PD. Track record and super references, ratings. Box E-36, BROADCASTING.

Talk about happy! Found a great wife, two scrappy hounddogs, put 'em all in a little honeymoon cottage. Now I need a challenge! I'm 30 with 8 years of radio, first phone, production manager, music director, very creative and dependable, present station will give excellent references. I can spark your station. Box E-45, BROADCASTING.

Young Black Top 40 Announcer, 1 1/2 years experience, radio, 1 year in TV. Comfortable with Rock, Jazz, Soul. Need a place to grow in. Good mature voice. Box E-46, BROADCASTING.

Top-Notch "Pro" top 40 or MOR personality seeking metro-market. Third endorsed, seven years experience, excellent references. Hip voice and good sense of humor. Box E-53, BROADCASTING.

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

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

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

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

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

Ready, willing, able. Radio/TV graduate capable of all duties. DJ, news, sports, copy, camera, direct. Have live experience. Contact Austin Vo-Tech, Austin, MN 55912. 507-947-6681.

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.

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

Progressive, hard rock, or top 40 jock is looking for a winner. Currently employed. 2 years experience, and can also do play by play announcing. Tape and resume available. Contact Robert Wolf, 303 Davis Street, Prestonsburg, KY, 606-886-6544.

Young sportscaster ready to move up. All sports PBP, reporting. Dedicated. Good at production. BS in broadcasting. Dan Faber, 619 Berry, Winslow, AZ 86047, 602-289-3246.

Female d.i. out of work. Three years air experience in rock, blues, c&w, MOR, free-form formats. Third endorsed. A.A. in radio broadcasting. Willing to relocate, western area preferred. Denise Tow, 16302 Candlelight Dr., Whittier, CA 90604, 213-943-1522.

Experienced, young black jock first class ticket. Any format considered. Will relocate today. Rahsaan Jackson, 4142 Palmwood Dr. #14, Los Angeles, CA 90008.

Situations Wanted Technical

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

1st Phone Technical or Chief, Directional experience, solid electronics and maintenance background, good recommendation, will relocate; available now, resume available. Contact Larry Radka at 412-941-9569.

Situations Wanted News

Washington Correspondent O&O. Record: Number One Radio-TV anchor with 65% share in top 5 market; Editorialist, News Director. Move anywhere. Box D-72, BROADCASTING.

Professional all the way. Two years experience, BA degree. Hard working and dedicated. Prefer West Coast. Box D-124, BROADCASTING.

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

Sports powerhouse? I'm your man! Strong PBP and sales. 4 yrs. PBP, 2 1/2 yrs. sales. Doubled sports revenue last year. Now employed. Solid, stable, dependable looking for same news-sports Midwest station. 23, married, 2 kids, references. Box E-1, BROADCASTING.

Major College pbp man looking for a move up this fall. You'll like the tape. Box E-3, BROADCASTING.

Week-end man in New York wants full-time. Box E-4 BROADCASTING.

Dedicated, young, experienced in studio and out state capitol and city hall. Background in economics and politics. Box E-7, BROADCASTING.

Anchor on top fifty mideastern news, weathercaster Ten years experience, masters degree. Former radio newscaster, moving up. Best credentials. Box E-26 BROADCASTING.

Hard working reporter with solid local experience seeking top position in larger market. College grad references. Box E-34, BROADCASTING.

Broadcast journalist seeking position in professional news operation. Experienced, former ND, young and capable. Box E-55, BROADCASTING.

Newswoman. Young, aggressive, flexible. Experienced to gather, write, anchor, produce, street report heavy feature. Sharon, 92 Hampshire Road, Greer Neck, N.Y. 11023.

Enterprising, experienced newsmen. BA, 3rd endorsed Ralph Gonzalez, 3327 Thornton Ave., Anaheim, CA 92804. 717-828-8151.

Woman, 5 years wire service, radio, newspaper. Lively scripts. Fast. Dependable. Relocate for solid street reporting-newscasting opportunity. 404-876-1113 after 4 p.m. EDT.

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.

Situations Wanted Programing, Production, Others

There's more to programming a radio station than sitting in the production room reading the trades all day long. BA degree with expertise and a straight head. Looking for a programming position in Top 40 Contemp. Available June 15. Box E-2, BROADCASTING.

Top 40 personality seeking on-air PD position in competitive market. Seven years experience including top 5 market. Box E-30, BROADCASTING.

Orphan of the storm. College grad, but keep reading. Solid production man and jock for your FM rocker. Top 40 or up tempo-MOR. Good college radio experience, with heavy commercial work, too. Also strong PD, award-winning newsbackground. Prefer aggressive operation, south or east coast. Resume, tape. Call Greg, 312-328-5676 evenings.

Program Director, announcer. Experienced. MOR, country. First class license. Family man. Charlie Walters, 408-255-2010.

KKDJ, KLIF, WNOE, WKBW, KBOX, Franke Jolle seeking a top 40 PD gig. 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.

Help Wanted Technical

Chief Engineer for major VHF in growing Southeastern group. Heavy local live and commercial production operation. Chance for number two person to move up. EE degree and practical experience required. An equal opportunity employer. If you're interested in excellent living and working conditions, send your resume and salary requirements to Box D-85, BROADCASTING.

KUAM-AM/FM/TV GUAM needs Chief Engineer and Assistant Chief Engineer. Send resume to W. B. Nielsen, P.O. Box 17892, Tucson, AZ 85731.

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.

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.

Broadcast operations and production engineer. Supervise CCTV MCR operations: helical VTR's, film chain and terminal equipment; shade monochrome cameras; helical editing; assist with studio/remote productions; train, schedule and supervise part-time help. Production experience. Bachelor's degree. Salary range \$9,266-\$12,979. EOE, Eastern Michigan University, Media Services, 112 Library, Ypsilanti, MI 48197.

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.

Aggressive News Director or experienced reporter for 100+ market mountain west AM-TV stations. EOE. Send detailed resume and salary requirements to Box E-13, BROADCASTING.

Top TV station in 3-V Southeastern Coastal market needs a sports director. Send resume to Box E-19, BROADCASTING.

Sports Director, shoot and edit color film. Anchor three sportscasts. \$160-200 per week, depending on qualifications. Contact John Howe, KOLO TV, Reno. 702-786-8880.

Help Wanted Programing, Production, Others

Producer for morning talk show at top 20 network affiliate. Must be creative with strong background in production, news, public affairs and information programming. We're looking for an experienced pro who can deliver an audience. You may be number two ready for a move. EOE. Box E-50, BROADCASTING.

Host/Hostess for morning talk show. News, public affairs, entertainment format. Top 20 network affiliate. Would prefer experience in reporting or news anchoring. EOE. Box E-52, BROADCASTING.

Medium market VHF needs an experienced and versatile staff announcer. Send resume and tape to Jack James, Production Manager, WREX-TV, Box 530, Rockford, IL 61105. An equal opportunity employer.

PTV Producer-Director. Minimum three years experience technical directing and tape editing required. Send resume to OETA, P.O. Box 14190, Okla. City, OK 73114. An Equal Opportunity Employer.

Situations Wanted Management

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

General Manager-Sales Manager, etc. Thoroughly experienced and successful all phases, including station-ownership. Special expertise in management, sales management-sales (national, regional, local), programming, film-buying, production, network newscasting-announcing, promotion; community involvement. Outstanding credentials! Since 1945 have practiced radio 12 years; television 18 years. Age-45. Degreed. Sales and programing specialist! Management-troubleshooter. Accustomed to formidable challenges; much responsibility. Aggressive, quality competitor ready for new challenge. Can increase, substantially, your profits and prestige. Box E-21, BROADCASTING.

It's hard to find a creative 27 year old promotion man, but it's not impossible. Write today! Box E-40, BROADCASTING.

Situations Wanted Sales

Program Director seeking sales position in Midwest with potential to management. M.S. in R/TV, 25, married, willing to relocate. Box E-38, BROADCASTING.

Situations Wanted Announcers

Staff Announcer-Weatherman in medium market. Former news anchor, reporter, Emcee. Prefer west. Box E-6, BROADCASTING.

Situations Wanted Technical

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.

Engineer-Operations/Management. 25 yrs. TV, 16 yrs. TV/AM, 11 yrs. TV/AM/FM. Seeking TV Engineering Operations or Management. Commercial or Educational. Box E-35, BROADCASTING.

First phone, experience in production and studio operations, desires technical position. Ted Pilch, 914-562-6278.

Electronic Journalism? You saw it at the NAB. I'm a Chief Engineer who can put it in your station. For resume, write 1718 Seville, Stockton, CA 95207.

Situations Wanted News

TV Meteorologist, AMS Seal, seeks Midwest position. High visual presentations. Eight years radio-TV weather experience. Box D-171, BROADCASTING.

Working film reporter, graduating soon, looking for second break. Experience with Bell & Howell, Bolex, CP-16, processing equipment. Write Box D-193, BROADCASTING.

Top-Ten Sports reporter-weekend anchor with network reporting experience looking to switch to another major market. Young and aggressive with heavy emphasis on film packaging and sports analysis. Box E-8, BROADCASTING.

Weatherman, Young, attractive with "Hip" personality. Unique & fresh visual presentation, ideal for smaller market. VTR and innovative ideas for successful weathercast available. Box E-10, BROADCASTING.

Lackadaisical. Not me. I crave action. Big Apple Production, video camera experience. Box E-17, BROADCASTING.

Skilled female reporter with law degree looking for in-depth political, legal affairs reporting/documentary position in top 20 market. Box E-41, BROADCASTING.

Dynamic Newswoman seeking TV position, some experience, BJ Degree, good voice, relocate, tape. Box E-49, BROADCASTING.

Ex-reporter still seeking news writing/reporting post. Help me to get out of the classifieds and into a TV newsroom. Andrew Armstrong, 34 Susquehanna Avenue, Cooperstown, NY 13326.

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.

Situations Wanted Programing, Production, Others

Freelance Producer/Writer, major market credits, available for project(s) now until September. Box E-15, BROADCASTING.

Energetic Professional film/video tape editor with six years experience in the top ten market. Wishes to relocate. Box E-42, BROADCASTING.

Female third phone. Radio/TV graduate capable of all positions including DJ, news, copy, sales and camera. Experience needed. Contact Avis Mayfield, 823 Chesapeake St., SE. Desire positions in Washington, D.C. and Metro Areas.

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

WANTED TO BUY EQUIPMENT

Need 240 feet of RCA 6/8" transmission line; 75 ohms, 20' sections. Call James Hudson, Chief Engineer, WHMA-TV, Anniston, AL. 205-237-4716.

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.

Live Automation. Schafer 903 Broadcast automation system, plays any format. Includes 903 control unit, revox decks, carousels—random, verified encoded logging, dump/load electronics for weekend programming, ASR33M teletypewriters, racks. Value \$27,600 including warranty and installation. Sounds live, according to experts. KDEO Radio, Box 2908, San Diego, CA 92112. 714-583-9100.

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" Helix w/ Gas Barrier & Flange; In Line Harmonic Filter. All or part. Call Manager, KIOU, Corpus Christi, TX, 512-882-4394.

Factory reconditioned Rapid-Q dual stereo playback desk mount cart machine with switcher, \$950; WECL, Earlham College, Richmond, IN 47374.

Ampex TA-55BT, UHF transmitter tuned to Channel 29, complete less triplexer. Contact C. E., WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641. 717-457-7401.

Martí. Immediate delivery from our inventory, reconditioned remote pickups and studio transmitter links. Terms available. BESCO, 8585 Stemmons Freeway, Suite 924, Dallas, TX 75247. 214-630-3600.

Ampex 7950 1" Multi Band Console Broadcast Helical Recorder with Time Base Corrector and Drop-out Compensator. 305-587-9477.

Ampex 1200B 2" Quad Broadcast Recorder with Video Head. Full color playback with VelComp, VHO and Minicomp Color Doc. 305-587-9477.

Custom, solid state, 5-channel board. Custom made by well-known firm. Complete with practically new QK 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.

RCA Highband Color Recorder TR22-B with less than 1,000 hrs. use. Call 202-244-2345.

Auricon 50F cameras. Super Pro 1200, TV adapted, \$1,650. Cinevoice \$650. Both 16mm. Like new. Box 2352, Palos Verdes, CA 90274. Phone 213-541-7379.

For Sale Equipment Continued

2 TTV12A's Ch 22 with Filter Plexer other equipment 400 ft. 3/8 coax. Priced to sell. L. Levine, 1212 Kirkwood Drive, Ft. Collins, CO. 303-493-6458.

A few competitively priced used Revox A77 decks available. Completely reconditioned by Revox, virtually indistinguishable from new and have the standard Revox 90 day warranty for rebuilt machines. Satisfaction guaranteed. Example A77 with Dolby \$675.00 plus shipping. Write requirements to ESS1, Box 854, Hicksville, NY 11802, 516-921-2620.

Ampex HS 100B Slo-Mo Disk Recorder complete with disks and heads and Auto-Chroma. 305-587-9477.

COMEDY

Deejays: New, sure-fire comedy 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

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Metromedia is an Equal Opportunity Employer

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Box E-18, BROADCASTING

Help Wanted Technical Continued

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Do you need someone with TV, Radio and Cable all in Top 10 Market?

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GOOD!

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The Town of Salina, in Onondaga County, New York invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned, with \$50.00 fee, certified check. Applications will be accepted until noon 8th, July 1975 and all applications received will be available for public inspection during normal business hours at Town Hall, Town of Salina.

Clifford Hart, Supervisor
Town Hall, Town of Salina
913 Liverpool Road
Liverpool, New York 13088

Wanted To Buy Stations

Top 50 Market—New England—Atlantic Region—Principles Only—Ready to negotiate 1mm. Ready in Confidence.

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Arizona AM/FM Combination

\$1,500,000

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**For Sale Stations
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**YOU BELONG IN
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**For Sale Stations
Continued**

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**For Sale Stations
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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

Bruce Paisner: toning down the British accent at Time-Life Films

Bruce Paisner is very conscious that Time-Life Films wants to be known as something more than just the American distributor of TV shows produced by the BBC. Since he was appointed president and chief executive officer of Time-Life Films in December 1973, one of his tasks has been to widen the company's scope beyond its role as conduit for programming emanating from England.

For example, he speaks with enthusiasm of the development deal he has arranged with NBC-TV and two Hollywood producers, David Dortort (*Bonanza*) and Alan Landsburg, to do a made-for-TV movie based on Time-Life's series of books on *The Old West*.

Mr. Paisner is an energetic, harried-looking man whose precipitously receding hairline and careworn expression make him look older than he is (32). Most of his working career has been spent at Time Inc., including stints as a reporter for *Life* magazine and as a speechwriter for the company's chairman of the board, Andrew Heiskell.

So it's only natural that the branching out from the BBC would also include TV ideas based on the company's publications. For example, Time-Life's *Money* magazine is serving as the catalyst for a five-times-a-week, 26-week series of 90-second to two-minute syndicated spots on "financial problem solving," as Mr. Paisner puts it. "Income tax might serve as the focus of one full week's worth of spots," he says. "And we might do another week's worth on retail credit." A development deal is also in the works with NBC, he adds, for a late-night variety show based on the format of T-L's *People* magazine.

Just about everything else in Time-Life's production hopper is in some way connected with the BBC, although Mr. Paisner stresses that the second year of production on *Wild, Wild World of Animals* (26 half-hour episodes), the company's most successful weekly series, was 70% Time-Life generated.

In terms of prestige documentaries from the BBC, Time-Life's most visible recent co-production was *The Ascent of Man*, written and narrated by Jacob Bronowski, which just completed its 13-week run on PBS. But Time-Life's share of the costs of that series ended up too far out of proportion to the company's ability to sell it commercially in this country. The result of this imbalance was that "we couldn't sell the series for a long time because we were asking too much money for it," in



Bruce Lawrence Paisner—president and chief executive officer, Time-Life Films Inc., New York; b. July 4, 1942, Providence, R.I.; BA (political science), Harvard University, 1964; reporter, *Life* magazine, 1964-65; LLB, Harvard Law School, 1965-68; assistant to chairman of board, Time Inc., New York, 1968-70; general manager, Time-Life Video, New York, 1970-73; vice president and managing director, Multimedia Division, Time-Life Films, New York, 1973; executive vice president, Time-Life Films, Nov. 1973; present post, Dec. 1973; m. Nicole Pilotaz of France, September 1971; daughter Jennifer, 22 months.

Mr. Paisner's words. The first price tag, he says, was an impossibly high \$3 million. Mobil Oil and the Arthur Vining Davis Foundation finally agreed to underwrite the series on PBS "after we lowered the price substantially," he says.

This experience is typical of Time-Life Films' fiscal performance in the early seventies. In addition, Mr. Paisner says, "our costs in general were too high for the amount of business we were doing, and the product we had available wasn't being marketed as aggressively as it should have been." The result was that the company faced "serious financial problems" when Mr. Paisner displaced Peter Robeck as president late in 1973.

The new president's first cost-cutting move involved the melding of components such as the Multimedia Division (film strips, cassettes, 16 mm reels, etc.), the business-and-industry library and the TV-distribution arm under the umbrella of Time-Life Films. And that was only the beginning. "We cut back on overhead, on production facilities, on our promotion budget," he says. A lot of employees walked the plank in that attack of austerity.

And Time-Life has become very cautious about committing itself to expensive co-production deals with the BBC.

Time-Life has agreed to join in on *Robin Hood*, for example, but the BBC will film eight hours' of material and Time-Life will market only six of the hours in this

country. And the BBC documentary drama, *Fight Against Slavery*, which runs six hours, is being pitched at NBC in two 90-minute episodes.

"Bruce took over Time-Life Films from a more mature executive, a man of much greater age, and turned it around virtually overnight," says Fred Sherman, an attorney with the firm of Layton & Sherman, who has known Mr. Paisner since they were students together at Harvard Law School in the mid-sixties. "He analyzed what needed to be done, took hold of the situation, and made his imprint immediately."

Mr. Paisner gives a lot of the credit for these analytical skills to the "terrific educational experience" of three years at Harvard Law School, which "really taught me how to think." He had done his undergraduate work (in political science) at Harvard (where his third-year tutor was an ambitious professor named Henry Kissinger), but he had become enamored of journalism when he spent the summer of 1963 as a trainee at *Life* magazine. "That was the summer of the New York newspaper strike," he remembers, "and *Life* was publishing a special metropolitan edition every week. Because we were understaffed for such an undertaking, I ended up doing just about everything." When *Life* offered him a reporter's job after graduation, he jumped at the chance.

But as the oldest son of a respected Providence, R.I., lawyer, Mr. Paisner says, he was expected to at least apply to Harvard Law School. Despite the fact that *Life* was letting him do "a lot of reporting and a lot of writing," as he puts it, when Harvard Law accepted his application "I couldn't pass it up."

Two years later, the experience of spending the summer before graduation in a law firm convinced Mr. Paisner that he was not cut out for the role of corporate attorney. So when he was graduated from the law school in 1968, he signed on as an assistant to Andrew Heiskell, chairman of the board of Time Inc., and after two years of "running errands and writing speeches" and, particularly, drawing up an exhaustive report describing "what television would be like in five years," he was appointed general manager of Time-Life Video.

"He's ambitious, he'll go very far," says Abe Chayes, a professor of law at Harvard who directed Mr. Paisner's work on the media chapter of the Kerner Commission report on civil disorder in 1967-68. And, as his friend Fred Sherman puts it, "if Time doesn't move Bruce up to jobs of increasing responsibility, where he'll have supervision over more dollars and more people, then Time won't have him for very long."

Editorials

Well done

Long ago it became a cliché to say that the Vietnam war was being fought in the American living room. A whole generation of Americans grew up seeing combat on the evening news as dependably as the weather or the politician pontificating in a Capitol corridor.

In World War II radio matured into a first-line medium of journalism. During the long travail in Vietnam television journalism mastered its skills and acquired the technologies that could put today's casualties on tonight's tubes.

A long line of broadcast journalists passed through Vietnam, and some are buried there. Their cumulative record is one of distinction.

Right track

President Ford has undertaken a task of appalling difficulty in his plan to free the American economy from overregulation. His opposition can enlist practically the whole federal bureaucracy and majorities in Senate and House. But surely the regulated have resources too and will call on them when Mr. Ford reveals the specifics of his program.

For starters, Mr. Ford deserves unqualified support in his opposition to the establishment of a federal Consumer Protection Agency spending \$60 million over the next three years to duplicate or overlay services already rendered by the government or private agencies. Broadcasters who have experienced the petition to deny, or the threat of it, can testify to the adequacy of present citizen representation in Washington.

The FCC is among the 10 federal agencies that Mr. Ford said last week would be under review. Broadcasters were given a tip-off to that a month ago when Mr. Ford addressed their national convention (BROADCASTING, April 14). "You know at first hand how government regulations can stifle economic growth and creativity," Mr. Ford said, to appreciative applause.

It isn't clear how Mr. Ford hopes to reverse or even arrest the expansion of federal regulation. He spoke of a conference of commissioners who, it seems to us, would be the last to consult on ways to reduce their pomp or circumstance. But maybe he has more effective measures that he is waiting to advance after the inevitable failure of his conference of commissioners. Assuming he is serious and will commit the resources that will be necessary, broadcasting and advertising will go to his side.

One way

Bills that would variously amend or repeal the equal-time law and the fairness doctrine were elevated in status last week by the hearings that Senator John O. Pastore (D-R.I.) conducted. There is a real chance for legislative action on measures that had previously been given little attention.

That is not to say that repeal is assured or even probable. It may be possible, if the broadcaster majority that seeks genuine freedom of its kind of press carries on a convincing and continuing campaign.

Certainly those broadcasters have more going for them now than at any other recent time. Senator William Proxmire (D-Wis.), who insisted on inserting the fairness doctrine in Section 315, the equal-time law, when it was being amended in 1959 to exclude news broadcasts, has now made a 180-degree turn. He is as vigorously advocating repeal of the whole section and the express exclusion of the FCC from all program control. At the

other end of the political spectrum, Senator Roman Hruska (R-Neb.) wants to go just as far. Those opposites in general philosophy are united in the conviction that the First Amendment is being defiled by broadcast program regulation.

Probably the most attainable measure that was under discussion last week was Senator Pastore's own bill, which would remove presidential and vice presidential candidates from the equal-time law but leave Section 315 otherwise intact. Political capital may indeed accrue to those who support that relatively painless proposal by a senator of Mr. Pastore's influence and pride of authorship. But the majority of broadcasters, the National Association of Broadcasters and Radio Television News Directors Association displayed a higher sense of mission by opting for repeal.

For those who pretend to practice the craft of journalism, there can be no First Amendment compromise.

Bargain day

Directors of the National Cable Television Association are trying to shape a copyright position that most of the association's members will accept, but it isn't easy. If any meaning can be read into the noncommittal resolution emerging from the board last week, it seems to be that the hard-liners who want no copyright liability at all are losing ground and that the NCTA will favor some kind of legislation.

A proposal from the Pennsylvania members of the NCTA is attracting attention. It would immunize cable operators from copyright liability for all the local broadcast signals that they carry and grant a compulsory license for those they import by microwave. Whatever merit there may be in the concept of an ascending scale of copyright liability based on the sophistication of the cable system and the range of services it offers, it is negated in the Pennsylvania compromise by the absurdity of the scale that is proposed.

The Pennsylvanians would ask the Congress to write a law establishing the per-channel copyright payment for imported signals at two-tenths of one percent of the monthly gross revenue from basic subscriptions (excluding all revenues from other sources, such as pay cable). At the current average subscription price of \$5.50, that would work out to about one cent per home. No change in the legislated rate could be made—no matter what happened in the television program market—without an amending act of Congress. That is tokenism at its baldest.

It is hard to believe that the NCTA could approach the Congress with that kind of pitch and keep a straight face.



Drawn for BROADCASTING by Jack Schmidt

"We don't have enough money for a satellite."

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RCA Vistacons NOW!

The RCA-4593 and 4594 extended red Vistacons are now available as direct replacements for the XQ1023 and XQ1025. They complement the RCA-4592 which is directly interchangeable with the XQ1020. For improved resolution, an extended green version is also available.

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Broadcasting May 5

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