

Executive suite talent raid: ABC woos Silverman from CBS
NBC has its turn in the affiliate meeting spotlight

Broadcasting May 26

The newswweekly of broadcasting and allied arts

Our 44th Year 1975

NEWSPAPER

THE RIGHT MAN HAS WON A PEABODY AWARD.

"Close it up," the creditors said.

Instead, Dr. Robert E. Hayes, Jr. opened the eyes of America to the desperate financial plight of Wiley College, and the unique and purposeful role played by the all-Black college in teaching thousands of education-hungry Blacks.

The warm and moving story of this dedicated man and his inspirational achievement is "The Right Man", a 30-minute program produced and made available for distribution by KPRC TV 2.

The Peabody Award, given each year to honor distinguished and meritorious public service by television programs and stations, further honors KPRC TV 2's community-rousing documentary, which is available, now, free of charge, for airing in your market.

For information, please

contact Mr. Joseph
Mehan, 55 E. 52nd
Street, New York,
New York 10022.
AC 212/644-9616.

KPRC TV 2
HOUSTON

Petry Television, Inc. National
Representatives
NBC Affiliate



3611211332A R5184R0K D-C/77
A U L I R S E R Y
U S A I R F O R C E
S E R I A L A C O S E C T I O N
M O N I T O R Y A L 36112



presents

"3 WAYS TO GO"

OR: "HOW TO MAKE \$100,000. FOR YOUR BROADCAST STATION!"

THE
LAST

A GROOVY DC-9
JET PLANE



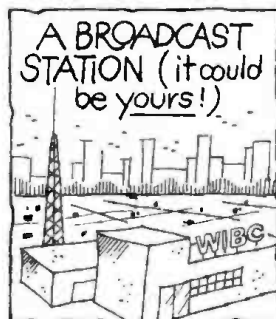
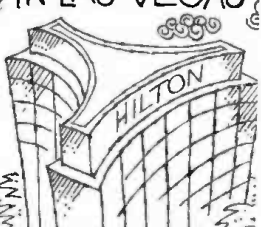
A LUXURY HOTEL
IN ACAPULCO



A SWANK HOTEL
IN NASSAU



A PLUSH HOTEL
IN LAS VEGAS

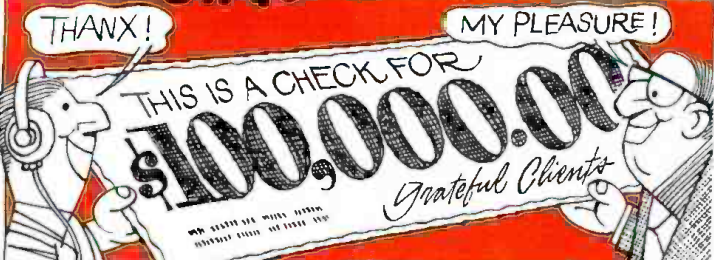


A BROADCAST
STATION (it could
be yours!)

47 GREAT CLIENTS



...AND THE **STAR** OF THE SHOW! A BIG CHECK!



...and now
A few
Words
from
Our
Sponsor:

★ The
COMPASS
SALES
FORMULA
★

HERE'S A SAMPLE EXAMPLE:

\$2,000. Advertising package/for client to get 2 trips × 47 clients = \$94,000 gross to your station. Station cost per client and wife, \$400 = \$18,800. \$94,000 gross - \$18,800 = \$75,200 in new or increased station revenue.

OOPS!
We just
ran out
of space
to tell
our
COMPLETE
story, but...

**WHY NOT
DO WHAT
THIS
SMART
BROAD-
CASTER
DID!...**



**CALL
COLLECT
(702)
732-7572**



Here are some of the markets which have gone for our broadcast travel in a big way: Arkon, Oh. • Albuquerque, N.M. • Austin, Tex. • Baltimore, Md. • Binghamton, N.Y. • Brownsville-Harlingen, Tex. • Centralia, Ill. • Charleston, W.V. • Charlotte, N.C. • Cleveland, Oh. • Columbus, Ga. • Corpus Christi, Tex. • Dallas-Ft. Worth, Tex. • Danville, Va. • Decatur, Ala. • Des Moines, Ia. • Detroit, Mich. • Dundee, Ill. • El Paso, Tex. • Florence, Ala. • Ft. Smith, Ark. • Grand Forks, N.D. • Greensboro-Winston-Salem, N.C. • Greenville-Spartanburg, S.C. • Hickory, N.C. • Huntsville, Ala. • Indianapolis, Ind. • Jacksonville, Fla. • Johnson City, Tenn. • Kalamazoo, Mich. • Kansas City, Mo. • Las Vegas, Nev. • Laredo, Tex. • Los Angeles, Cal. • Louisville, Ky. • Macon, Ga. • Memphis Tenn. • Meridian, Miss. • Milwaukee, Wis. • Minot, N.D. • New Orleans, La. • Norfolk, Va. • Ottumwa, Ia. • Philadelphia, Pa. • Raleigh-Durham, N.C. • Richmond, Va. • Rolla, Mo. • St. Louis, Mo. • St. Antonio, Tex. • Tampa-St. Petersburg, Fla. • Temple, Tex. • Tupelo, Miss. • Washington, N.C. • Waynesboro, Pa. • West Jefferson, N.C. • York, Pa.

NEW '75 RATING STORY

**46
MORE**

FACTS ABOUT WILD, WILD WORLD OF ANIMALS

(From The Feb./Mar. ARB & NSI Sweeps)

MARKET	STATION	TIME SLOT	METRO RATING	METRO SHARE	THE SUCCESS STORIES	MARKET	STATION	TIME SLOT	METRO RATING	METRO SHARE	THE SUCCESS STORIES
1 ALB-SCH-TROY	WRGB	Tues 7:30-8:00PM	23	38	#1 Rating, Share All Demos	26 JOPLIN-PITTS	KDAM-TV	Wed 6:30-7:00PM	20	34	#1 Viewers Adults Adults 18-49
2 ALBUQUERQUE	KOB-TV	Thur 6:30-7:00PM	27	40	#1 Rating, Share Adults 18-49	27 LAS VEGAS	KLAS-TV	Mon 7:00-7:30PM	22	33	#1 Rating, Share Adults Adults 18-49
3 BAKERSFIELD	KERO-TV	Mon 7:30-8:00PM	16	27	#1 Rating, Share Adults Women 18-49, Tie	28 LOS ANGELES	KXNT	Sat 7:30-8:00PM	15	27**	#1 Rating, Share All Demos Reaches 1 Million Viewers
4 BALTIMORE	WBAL-TV	Mon 7:30-8:00PM	15	26	#1 Adults 18-49 Both Women & Men	29 LOUISVILLE	WHAS-TV	Thur 7:30-8:00PM	23	37	#1 Rating, Share Adults Adults 18-49
5 BEAU-PT. ART	KFDM-TV	Sun 4:30-5:00PM	12	40	#1 HH's Viewers Adults 18-49	30 MIAMI	WCKT	Tues 7:30-8:00PM	20	34	#1 Rating, Share Adults Adults 18-49
6 BOISE	KBOI-TV	Sat 6:00-6:30PM	17	34	#1 Adults 18-49 Men 18-49	31 MILWAUKEE	WITI-TV	Mon 6:30-7:00PM	14	25	#1 Men 18-49
7 BOSTON	WNAC-TV	Thur 7:30-8:00PM	16	26	#1 Men Men 18-49	32 MINN- ST. PAUL	WCCO-TV	Tues 6:30-7:00PM	18	36	#1 Rating, Share Adults/Adults 18-49
8 BUFFALO	WGR-TV	Sun 7:00-7:30PM	19	37	#1 Rating, Share All Demos	33 MONROE- EL DORADO	KNOE-TV	Fri 6:30-7:00PM	27	49	#1 Rating, Share Adults Adults 18-49
9 CHAS. T.N. S.C.	WCBC-TV	Sat 6:00-6:30PM	20	50	#1 Rating, Share All Demos	34 NEW YORK	WABC-TV	Tues 7:30-8:00PM	11	20	#1 Prime Access Show on Station at 7:30 PM
10 CHICAGO	WBBM-TV	Sat 6:30-7:00PM	14	28	#1 Men Men 18-49	35 OKLA CITY	WKY-TV	Sat 6:30-7:00PM	21	37	#1 HH's Viewers Adults
11 COLUMBIA- JEFF. CITY	KRCR-TV	Fri 6:30-7:00PM	14	29	#1 Viewers Adults Men 18-49	36 PADUCAH-CIR	KFVS-TV	Thur 6:30-7:00PM	32	46**	#1 Rating, Share All Demos
12 DAYTON	WKEF	Mon 7:30-8:00PM	11	19	#1 Men 18-49 opp. VHF's	37 PHILADELPHIA	WPVI-TV	Fri 7:30-8:00PM	15	30	#1 Adults 18-49 Both Women & Men
13 DENVER	KMGH-TV	Mon 6:30-7:00PM	18	33	#1 Rating, Share Adults 18-49	38 PHOENIX	KDOL-TV	Sun 6:30-7:00PM	13	25	#1 Adults 18-49 Men 18-49
	KMGH-TV	Fri 6:30-7:00PM	15	27	#1 Viewers Men 18-49	39 PITTSBURGH	KDKA-TV	Tues 7:30-8:00PM	22	35	#1 Rating, Share Adults Adults 18-49
14 DULUTH- SUPERIOR	KDAL-TV	Thur 6:30-7:00PM	38	60	#1 All Demos over Total Competition	40 RALEIGH-DUR.	WTVB	Sun 7:00-7:30PM	18	36	#1 Rating, Share
15 EVANSVILLE	WEHT-TV	Thur 6:30-7:00PM	23	33	#1 Viewers Men Men 18-49 Tie	41 RENO	KCRN-TV	Fri 7:30-8:00PM	22	46	#1 Rating, Share All Demos
16 FARGO- VALLEY CITY	KXJB-TV	Thur 6:30-7:00PM	20	32**	#1 Rating, Share Viewers Adults	42 ROANOKE-LYN	WDBJ-TV	Sun 12:30-1:00PM	9	43	#1 HH's Adults Adults 18-49
17 FT. MYERS	WBBH-TV	Mon 7:30-8:00PM	20	33**	#1 Rating, Share Women Tie	43 ROCKFORD	WREX-TV	Mon 6:30-7:00PM	28	42	#1 Rating, Share Adults Adults 18-49
18 FRESNO	KFSN-TV	Thur 7:30-8:00PM	24	35	#1 Local Show in Time Period	44 SAN ANTONIO	KENS-TV	Fri 6:30-7:00PM	18	36	#1 Viewers Adults 18-49
19 G. RAPIDS-KAL	WKZQ-TV	Wed 7:30-8:00PM	20	34	#1 HH's Tie Viewers Tie	45 SEATTLE TACOMA	KOMO-TV	Thur 7:30-8:00PM	26	42	#1 Rating, Share Adults 18-49
20 GREEN BAY	WLUK-TV	Sun 5:30-6:00PM	20	43	#1 Rating, Share Adults 18-49	46 TUCSON	KOLD-TV	Sun 6:30-7:00PM	22	50	#1 Rating, Share Adults Women Tie
21 GREENSBORO- H.P. WS.	WFSM-TV	Thur 7:30-8:00PM	20	30	#1 Men Men 18-49						
22 HARTFORD- NEW HAVEN	WFSB-TV	Fri 7:30-8:00PM	19	32**	#1 Rating, Share All Demos						
23 HOUSTON	KPRC-TV	Fri 6:30-7:00PM	24	39	#1 Rating, Share Adults Men 18-49						
24 INDIANAPOLIS	WRTV	Thur 6:30-7:00PM	17	29	#1 HH's Adults Adults 18-49						
25 JACKSON, MISS	WLBT	Mon 6:30-7:00PM	27	47	#1 HH's Adults Adults 18-49						

Source: NSI and *ARB Feb./Mar. 1975 Sweep Reports
Audience and related data are based on estimates
provided by the rating services indicated, and
are subject to qualifications available on request
**DMA/ADI Rating and Share

NOTE: Since these programs are primarily designed to further understanding of the natural sciences, they are properly identifiable as "instructional" for FCC logging purposes.



Narrated by William Conrad

#1 FOR PRIME ACCESS! WILD, WILD WORLD OF ANIMALS

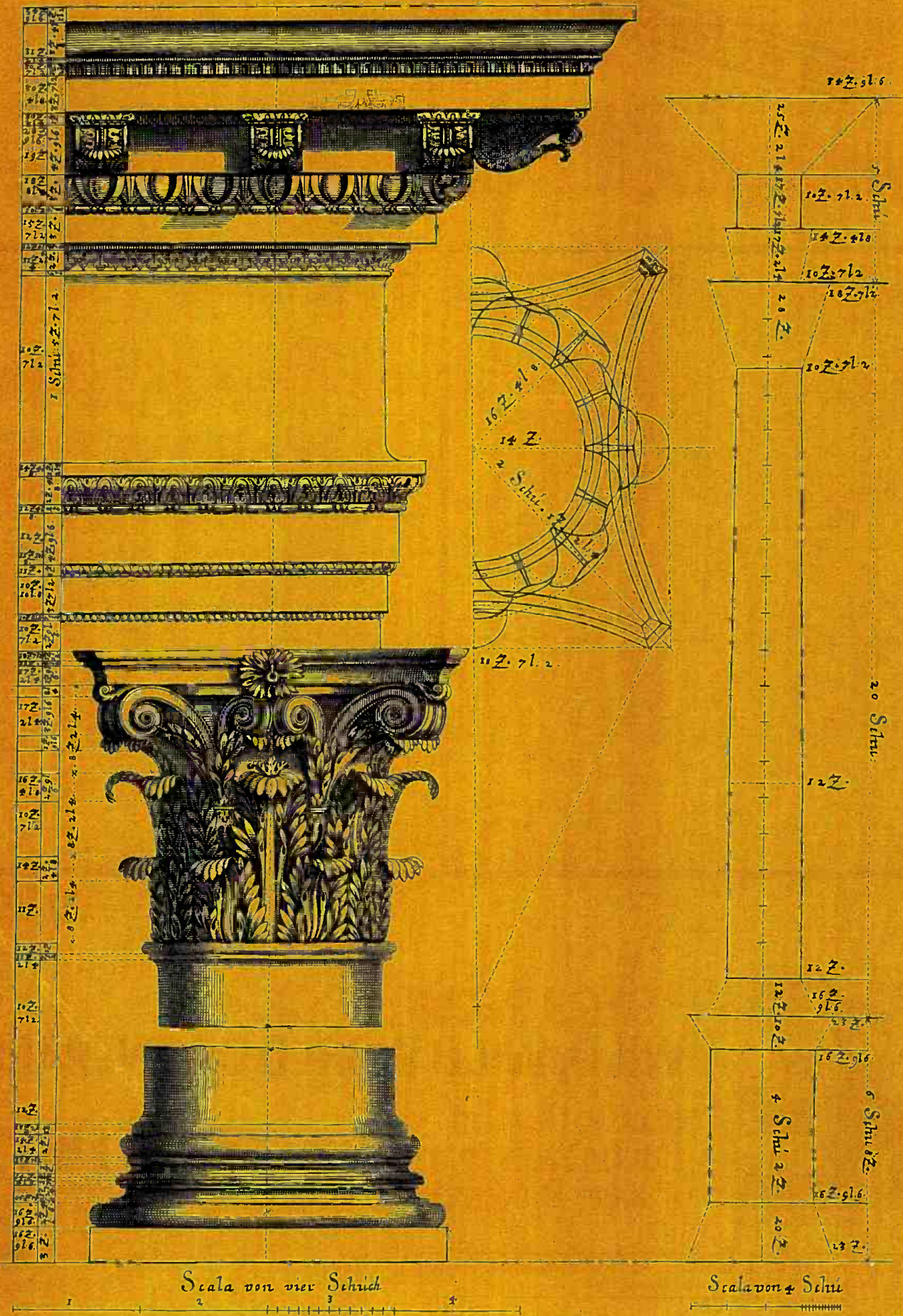
**Now In Our 3rd
Continuous Year
of New Production**

WILD, WILD WORLD OF ANIMALS is produced especially for television
by Time-Life Television film crews all over the world.

TIME LIFE TELEVISION

TIME & LIFE BUILDING/NEW YORK, N.Y. 10020
(212) JU 6-1212
ATLANTA • CHICAGO • LOS ANGELES

CORINTHIA



"THERE IS A PROPER DIGNITY AND PROPORTION TO BE OBSERVED IN THE PERFORMANCE OF EVERY ACT OF LIFE"

Marcus Aurelius/121-180 AD

The Corinthian capital has pleased man's eye for twenty-four centuries, because of its classic proportions, the careful balance of its elements, and the elegance of its detail.

Proportion, balance and attention to detail are basic to success in every discipline. The Corinthian Television Stations are respected by the communities they serve because they program news, information and entertainment in meaningful proportion. Because they earn their authority and credibility by balancing viewpoints objectively. And because they recognize that in providing quality television service, no detail is too small to merit their serious attention.

This old German engraving defines the proportions and acanthus leaf detail of a Corinthian capital.

Vitruvius, a first century writer, explains the acanthus motif of the capital with this story: A young maiden of Corinth died, and her nurse placed a basket containing some of the girl's possessions on top of her tomb, weighting it with a roof tile. In the spring an acanthus plant grew up along the sides of the basket, and the weight of the tile forced the leaves to turn outward.

Callimachus, an artist and architect, passed by and saw the basket encircled with leaves. "Delighted with the novel style and form," writes Vitruvius, "he built some columns after that pattern for the Corinthians, determined their symmetrical proportions, and established from that time forth the rules to be followed in finished works of the Corinthian order."



Corinthian is a Member of
the Dun & Bradstreet Group.

**THE
CORINTHIAN
STATIONS**
RESPONSIBILITY
IN BROADCASTING

- ① KHOU-TV
Houston
- ① KOTV
Tulsa
- ① KXTV
Sacramento
- ① WANE-TV
Fort Wayne
- ① WISH-TV
Indianapolis

CBS Affiliates

Business Briefly

**You get what you pay for
in television network prime time;
here's what they'll pay
for top shows this fall**

Best available information identifies highest-priced shows in each network's new fall schedule as follows: *Monday Night Football* on ABC-TV at \$100,000 per minute, *All in the Family* on CBS-TV at \$125,000 and *Sanford and Son* on NBC-TV at \$100,000. (Top show, *AITF*, is up marginal \$5,000 from last year.) Prices are approximate because buying at this stage is in packages, with rates for individual components not precisely assigned.

Proof of the (ad) pudding is in the spending for P&G

Procter & Gamble Co., television's biggest advertiser, has been persistently reported in recent months to be planning to shift advertising money from television to print. Just as persistently, it has refused to comment on those reports. "We prefer," a spokesman said at one point, "to operate on a basis of making our advertising known as it takes place" (BROADCASTING, Feb. 17). Now that sort of answer is available: In 1975's first quarter, when all those reports were circulating, P&G boosted its TV spending by 18%. The estimates are being released today (May 26) by Television Bureau of Advertising, as compiled by Broadcast Advertisers Reports. They put P&G's first-quarter TV spending at \$65 million, up from \$55.2 million in 1974's first quarter. The increase enlarges on a 6% rise that took P&G's 12-month television budget to \$234.5 million last year.

Small car, big campaign

There's about \$4 million in billings for television beginning in July when American Honda Motor Co., Gardena, Calif., kicks off its special summer and fall Honda Civic promotion. Portion of overall \$8 million campaign will go to print. Two models of the small car will be promoted: one with an air-injected engine and the other, the CVCC, the advanced stratified-charge engine that needs no catalytic converter. Agency is Needham, Harper & Steers, West, Los Angeles.

Three major accounts back black rock in barter

Black rock musical TV series starring top recording artists is sold out to Pepsi-Cola Co. (BBDO New York), Lever Bros. (J. Walter Thompson Co., New York) and General Foods (direct) on barter syndication basis. Syndicast Services Inc., New York, has cleared *The Ebony Affair* in 18

Inside Broadcasting ■

This week's BROADCASTING represents still another step in editorial evolution. Several of the changes are immediately apparent: the addition of two new departments and the expansion of a third, for example. Others are less so: later deadlines, which lengthen our hold on the news by as much as 36 hours for some departments, by 24 hours for others and by a vital extra hour in the final closing. Additionally, one of the changes is so total that readers may not detect it at all: the change in our method of manufacture from "hot metal" to "cold type"—or, more accurately, to computer-activated photocomposition.

The new "Business Briefly," which will open each week's issue, is designed to give readers a fast weekly summary of broadcast advertising, from notice of new TV and radio campaigns to advance warning of developing trends. It is followed by another, and longstanding, business-oriented feature, "Monday Memo," which presents an exclusive broadcast advertising commentary each week.

The second new department, "Where Things Stand," as its title suggests, will keep running score on principal issues in broadcasting and all the allied arts—and, we believe, will soon become a weekly fixture to those media executives whose careers are graced or bedeviled by those events.

"Closed Circuit," the "behind the scene, before the fact" column that has been among our up-front features for 30 years, is now positioned to lead off our "hot form" editorial package that, in this issue, begins on page 19. Its page location is noted on the front cover for the convenience of readers who want to find it first each week. So also is the page number for "The Week in Brief," an expanded-to-full-page synopsis of the issue's contents.

As changes in BROADCASTING's format go, this week's is neither as dramatic as some nor as subtle as many. It does reflect our continuing commitment to product improvement and reader service, a process that will undoubtedly lead to further fine tuning in the future.—THE EDITORS.

markets; is close to agreement in another 18 and is aiming for 50 to 60 markets. Series features such top black artists and groups as La Belle, Carla Thomas, The Invitations and Betty Wright.

Avon targets black audience

In its first attempt to market beauty products aimed exclusively at black consumers, Avon Products Inc., New York, plans spot TV effort in 50 markets and spot radio in 46, starting mid-July and ending mid-August. Though campaign will skew to southern markets, spot TV will be utilized in areas where more than 80% of blacks in U.S. live. Agency for Avon's black line of products is Uniworld Group, New York.

General Foods, P&G shopping early for TV spot

Giant advertisers, including General Foods Corp., White Plains, and Procter & Gamble Co., Cincinnati, already are at work on third-quarter, general availabilities in spot television. Although information is still sketchy, station representatives feel that General Foods (through Ogilvy & Mather, Young & Rubicam, Benton & Bowles and Ted Bates & Co.) and Procter & Gamble (avails are out from B & B) will increase their spot TV spending at least modestly for third quarter.

Boost behind radio co-op

New standardized system of reporting co-op radio advertising, said to represent radio equivalent of tearsheets to show manufacturers how their radio co-op money has been used, has been developed by Association of National Advertisers. It's to be announced at June 12 annual workshop in New York sponsored by ANA and Radio Advertising Bureau. Hope is that it'll encourage more manufacturers to make more co-op money available to radio. Co-op and local advertising will be featured at workshop. RAB is urging broadcasters not only to attend but to bring retailers and other local advertisers as guests to be impressed.

Radio for Citgo campaign

Sixty-second radio spots for Citgo's "full-service" credit cards will saturate 30 markets beginning July 14 for six weeks. Markets include New York, Chicago, Boston, Washington, Baltimore, Atlanta and Miami. Target audience encompasses adults 18 to 49. Campaign's creative aspects were handled by Grey Advertising, spot buying by Media Corp. of America.

And for Exxon, too

Exxon is running four different 60-second radio spots in 150 markets that tell listeners, basically, to "extend the life of

AT PRESSTIME —
DINAH! 2 EMMYS!

DINAH! #1 WITH WOMEN.

#1 New York City
Women 18-49
Total Women

#1 Los Angeles
Total Women
Women 25-49

#1 Chicago
Total Women
Women 25-49

#1 Philadelphia
Women 18-49
Women 18-34

#1 Cleveland
Women 18-49
Total Women

#1 Washington, D.C.
Women 18-49
Total Women

#1 Dallas-Ft. Worth
Women 25-54
Women 25-64

#1 Minneapolis-St. Paul
Women 25-49
Women 25-64

#1 Atlanta
Women 18-49
Women 18-34

#1 Seattle-Tacoma
Women 18-49
Total Women

#1 Indianapolis
Women 18-34
Total Women

#1 Kansas City
Women 25-49
Total Women

#1 Cincinnati
Women 18-49
Total Women

#1 Milwaukee
Women 25-64
Total Women

#1 Providence
Women 18-49
Total Women

#1 Buffalo
Women 18-49
Total Women

#1 Denver
Women 25-64
Total Women

#1 Columbus, Ohio
Women 25-64
Women 18-34

#1 San Diego
Women 18-49
Women 25-49

#1 Phoenix
Women 18-49
Total Women

#1 Oklahoma City
Women 18-49
Total Women

#1 Albany-Schenectady-Troy
Women 18-49
Total Women

#1 Norfolk-Portsmouth-Newport News
Women 25-49
Total Women

#1 Salt Lake City
Total Women

#1 Syracuse-Elmira
Women 18-49
Women 18-34

#1 Omaha
Women 25-64
Total Women

#1 Jacksonville
Women 18-49
Total Women

#1 Fresno
Women 25-64
Total Women

#1 Baton Rouge
Women 25-64
Total Women

#1 Rochester-Mason City
Women 18-49
Total Women

#1 Erie
Women 18-49
Total Women



...and new #1's
are still coming in.

Source: Arbitron Feb./Mar. '75. Estimates are subject to qualifications of the rating services.

your car through proper maintenance." Campaign kicks off today (May 26) and runs for five weeks. Markets include New York, Boston, Washington, Baltimore, Miami and Houston. Spots will be placed in drive time, morning and afternoon, Monday through Friday, and adults are target audience. McCann-Erickson handled creative side, and McCann-Erickson's Media Investment Service is handling spot buying.

Accent's on K&E

William Underwood Co., Westwood, Mass., has named Kenyon & Eckhardt, Boston, to handle its \$3 million Accent (flavor enhancer) account, which bills approximately \$2.3 million in broadcast. K&E replaces Campbell-Mithun Inc., Chicago. K&E also handles Underwood's B&M Beans and Meat Spreads.

O&M's gain is Korchnoy's loss as Monsieur Henri moves

Monsieur Henri Wines Ltd., Purchase, N.Y., division of PepsiCo Inc., has shifted account to Ogilvy & Mather Inc. from E.A. Korchnoy Ltd., New York. Defection of Monsieur Henri, estimated at \$4 million, shrinks Korchnoy's billings from about \$8 million to \$4 million. Integral part of account is Yago Sant'Gria Wine, growing in broadcast and spending about \$2 million in TV-radio.

Novus names Chiat/Day

Chiat/Day, Los Angeles, has acquired Novus division of National Semiconductor Corp., Santa Clara, Calif., account that is expected to spend \$4 million beginning this fall as part of back-to-school and Christmas advertising campaign for calculators, watches, toys and games. Most will be in broadcast, according to Guy Day, agency's president. Monte McKinney will be account manager.

Arbitron to survey radio in top TV areas; project for Katz, ABC due by October

The Katz Agency and ABC Radio have signed to underwrite a total survey of the U.S. radio listening audience by Arbitron Radio.

The report to be made from the survey, which is based on four-week diary data compiled from last April 10 to May 7, is expected to be issued by the end of October. It will list audiences within each top television area of dominant influence (ADI), and will enable broadcast advertisers to compare radio and television data on a similar basis. The report will be divided into three sections: total persons over 12 years of age plus 11 subgroups; total men over 18 plus nine subgroups and total women over 19 plus nine subgroups.

The survey data will be based on an estimated 165,000 Arbitron in-tab diaries. The report will include quarter-hour and



Room for one more. Major radio rep change occurred last Monday (May 19) as WMAL(AM) Washington formalized agreement with Major Market Radio Inc., New York. Account had been with McGavren-Guild Inc. MMR, which lost \$4 million in national billing when it shifted to specialty in personality/middle of the road stations two years ago, now says it's back to par. WMAL follows WHAS(AM) Louisville and KOGO(AM) San Diego as newest additions to eight-station list. In the picture: George Lindman (l), president of MMR; Jonathan Klein, general sales manager of WMAL.

cume persons using radio for 17 standard day-parts.

Scott, Lever, W-L in barter package buy

Scott Paper Co. (Philadelphia), Lever Bros. (New York), and Warner-Lambert Co., (Morris Plains, N.J.) are sponsoring

(on barter basis through J. Walter Thompson Co., New York) package of eight one-hour special programs that has been cleared in 40 markets to date by JWT Syndication. Package consists of five wildlife films from Survival Anglia Ltd., two one-hour programs made from old *Show of Shows* (Sid Caesar) and new one-hour *Middle Aged Blues*, produced by RKO General Productions with Al Korn as producer.

FC&B holding its own

Foote, Cone & Belding Communications Inc. advised stockholders at the agency's annual meeting in Chicago that income from advertising operations in 1975 should be at or near 1974 levels, the second highest in company's history. Arthur W. Schultz, board chairman, said 1974 income from operations was \$3,105,000 and that 1975 should be in the same range. He cautioned that 1975 "is the most difficult year to predict of any in recent memory" and said final earnings will depend principally on the course of the economy later this year.

Three regional rep firms affiliate with Eastman line-up

With increase in national radio business bought on regional basis, Robert E. Eastman & Co., New York, has made affiliation with three regional representative firms—The Intermountain Network, Th Tacher Co. and Radio House Ltd. Eastman already has nine wholly owned offices, and new alliances add six regional offices. Intermountain operates from Denver and Salt Lake City, Tacher from Seattle and Portland, Ore., and Radio House from Toronto and Montreal.

BAR reports television-network sales as of May 11

ABC \$263,564,300 (30.0%); CBS \$318,240,000 (36.3%); NBC \$295,368,400 (33.7%)

Day parts	Total minutes week ended May 11	Total dollars week ended May 11	1975 total minutes	1975 total dollars	1974 total dollars
Monday-Friday Sign-on 10 a.m.	112	\$ 634,400	2,048	\$ 11,819,700	\$ 8,271,700
Monday-Friday 10 a.m.-6 p.m.	1,007	10,629,600	18,307	193,676,000	168,173,900
Saturday-Sunday Sign-on-6 p.m.	304	4,420,900	5,757	94,821,400	87,326,100
Monday-Saturday 6 p.m.-7:30 p.m.	99	2,350,300	1,868	47,010,900	42,702,200
Sunday 6 p.m.-7:30 p.m.	13	323,100	310	7,896,400	7,344,300
Monday-Sunday 7:30 p.m.-11 p.m.	390	24,536,000	7,415	465,185,200	447,321,700
Monday-Sunday 11 p.m.-Sign-off	192	3,321,400	3,319	56,763,100	50,980,900
Total	2,117	\$ 46,215,700	39,024	\$ 877,172,700	\$ 812,120,800

Source: Broadcast Advertisers Reports

Profitable programming begins with Automated Systems from SMC

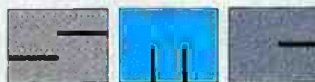
You can make the most of your staff's time and talents when you automate with SMC. From the makers of the famous Carousel®, choose the system that works best for you and frees your air staff for other duties—like selling or production.

The SMC DP-1 system has 2,048 separate events and 20 audio sources, all completely computerized for any format.

The SMC 3060 Sequential system is especially designed to let you plug-in additional equipment as your program or commercial needs increase. The 60-event sequential programmer permits scheduling from as many as 10 or more different audio sources.

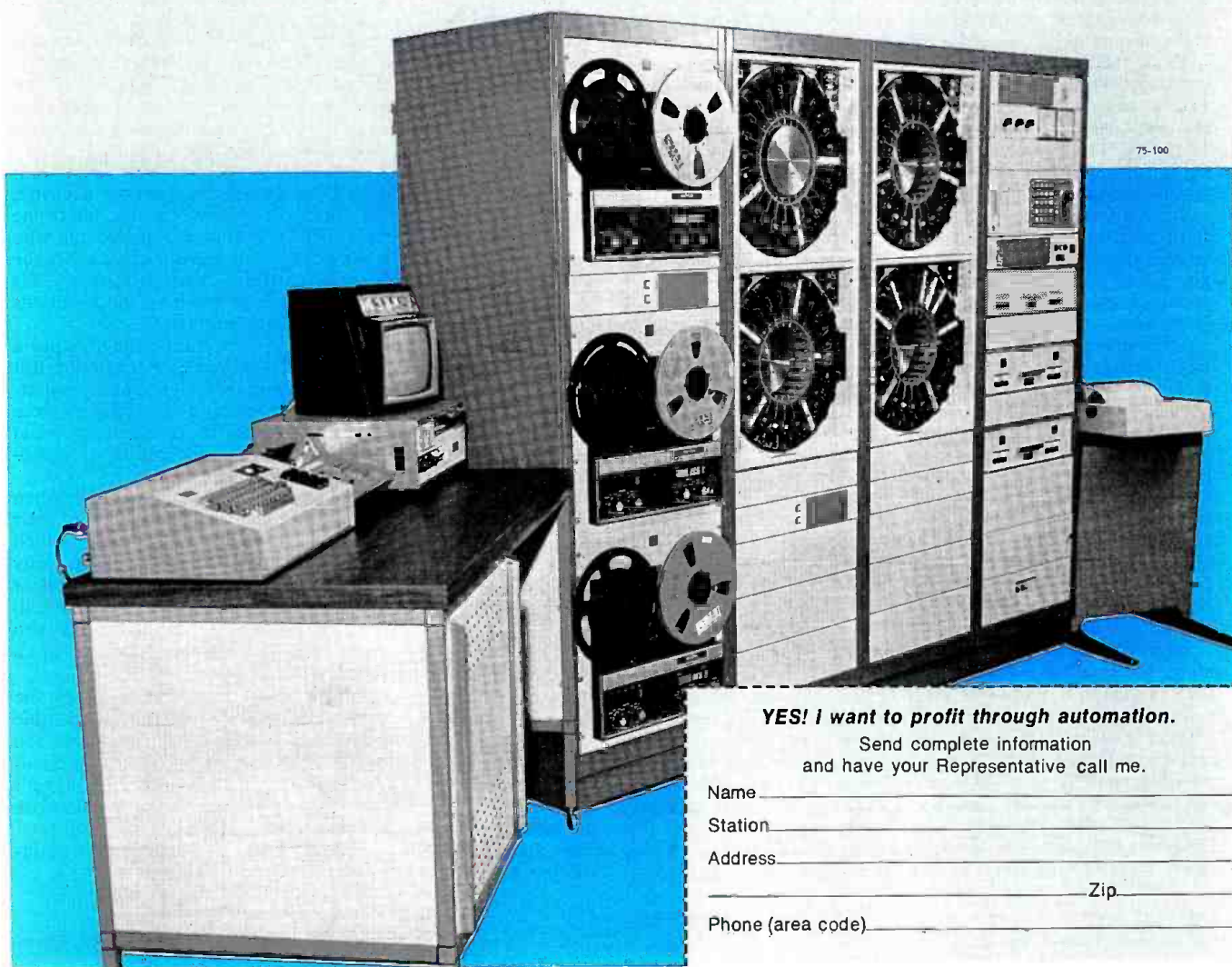
Automatic logging is available on both the DP-1 and the 3060.

There are SMC systems for *every* music format plus top-quality cartridge equipment—all designed to help you do a more profitable job. Why not let SMC help you plan or finance the system that can do the most for you. SMC also has information on every major music format. Phone us today—or return the coupon below—all replies are strictly confidential. It could be the most profitable event in your station's life!



Systems Marketing Corporation 1019 West Washington St.
Bloomington, Illinois 61701 (309) 829-6373

Broadcast Automation—our only business



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Monday Memo

A broadcast advertising commentary from John P. Warwick, president, Warwick, Welsh & Miller, New York

Family viewing: Who's to decide?

The subject of suitable "family" viewing is very important to me—as an agency head representing many important clients, as an interested citizen and, most importantly, as father of a 10-year-old and a 7-year old.

Some people wonder what the fuss is all about. They say kids know about sex and violence anyway. Well, maybe they do and maybe they don't, but it certainly won't help them grow up with healthy minds if they are exposed continually to both in sensational ways on their TV sets. Kids love television, but they tend to believe what they see. Fortunately they see a lot of wholesome constructive programming. But they also are exposed to garbage.

What constitutes appropriate programming for viewing by a general family audience? Or, flipping over the question, how much sex and/or violence is unacceptable? The question is an interesting one and at the moment a fairly vital one to the millions of people who make up this country's viewing public.

But there's a hitch to the answer to this particular question. It's my belief that no two of those viewers—or the members of the National Association of Broadcasters or the FCC or even my wife and I—can agree 100% on what is or is not acceptable family viewing.

Certainly there are basic words, situations and topics on which we can have universal agreement. But there are myriad gray areas that provoke disagreement as soon as they are mentioned. For instance, is the word "bastard" acceptable? In the mouth of one of Shakespeare's kings it has a certain noble strength to it. But is Kojak to be given the same license as a king? You'll get a half dozen answers in as many minutes once you post the question.

I applaud the NAB for taking a big step in the right direction with the "family viewing" time that gets under way in September. Regardless of whether this rule came about as a result of FCC pressure, consumer complaints, potential sponsor boycotts or the good consciences of station owners and networks, it's a good first step.

Sensibly, they have noted that the early hours of prime time should be free from sex and violence. And so they have designated the hours from 7 to 9 p.m. as "family viewing" time on the assumption that the kids will be tucked safely away after this. But the fact is that in this great country of ours all time zones are not created equal. So while the kids in the Eastern time zone are watching family shows from 7 to 9 p.m. the kids in the



John Petersen Warwick has been associated with Warwick, Welsh & Miller Inc., New York for 25 years. Mr. Warwick worked in the production, media and research departments until 1952, when he became an account executive. He was named vice president-operations in 1958, executive vice president in 1961 and president and chief executive officer in 1964. His father, H. Paul Warwick, was one of the founders of the agency, which until 1973 was known as Warwick & Legler.

Central time zone are receiving the same safe programs from 6 to 8 p.m. But after eight o'clock in their time zone, according to plan, anything goes.

Then, too, all of this reasoning is predicated on the assumption that younger viewers retire en masse at a certain hour. And while I suppose that during the week schoolwork might partially ensure this, I know of two young viewers in my own home who would be quite upset if I attempted to legislate against their post-9 p.m. Friday and Saturday night viewing.

Also, I cannot think that standards that are acceptable in New York, Chicago and Los Angeles will be equally as acceptable in Omaha, Biloxi, Miss., or Bangor, Me. Add to these geographical differences the religious and ethnic variations which pepper our country, and perhaps you'll wonder why the NAB didn't choose to ignore the whole question in the hope that it might just disappear.

But the big unanswered question—the axis around which the whole subject of suitable "family viewing" revolves—is this: Who is to decide what is suitable?

I know who it should not be. It should not be the government—any part of our federal government. Washington already influences and control our lives far more than it should. It should not be the FCC, the Congress or even the Supreme Court.

The network heads and their program people now have the say about what will and what will not be shown. By all means they should retain this privilege. Ob-

viously they are subjected to all the realities of today—advertiser pressure, viewer compliments and complaints, awards, profit, ratings, etc. But they also cannot escape their own subjectivity.

In the end a few men of CBS, NBC and ABC decide what shows will go on their networks and into the homes of millions of families. Their selections are based on business judgment and personal subjectivity. In the present system it is they who decide what is in good or acceptable taste and what is an acceptable or unacceptable level of sex or violence. The public's only choice is to watch it or tune out.

As an advertising agency we'd be out of business overnight if we started to offend people with our commercials or made commercials that were not effective. To make sure that we stay in business, we usually test. And if we're still not sure after we've made changes, we test again. It is only by taking the public's pulse that we're sure we're doing our job properly. And that, I think, is what the networks and the NAB must now do.

Let the public decide for itself in a carefully conceived nationwide survey, what qualities and ingredients are acceptable for "family viewing." Why should the burden of decision be on so few men when it would be so easy to ask America's viewers what they want?

Arthur Taylor, president of CBS, in calling for an end to the fairness doctrine, said that the public should determine "who is fair, who is responsible and who is balanced." If that point of view fits the fairness doctrine, then it certainly fits when it comes to selecting the standards for "family viewing."

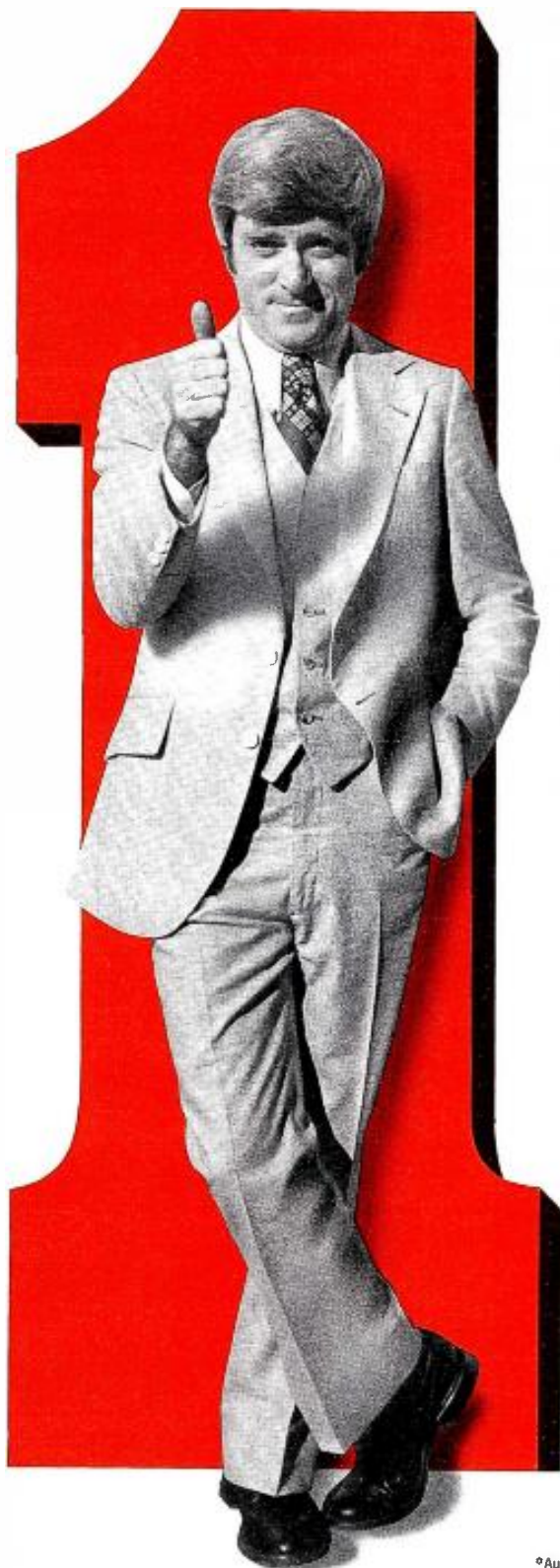
Now I'm not suggesting they finance a study of all 70-million TV households. But I am suggesting they mount a staynch attack on the problem and undertake a piece of actionable research in order to arrive at some meaningful benchmarks of acceptability.

Sure, it will cost some money. But when the facts are in they will have most of their answers. They will know exactly which words, situations and topics the majority of the American viewing public accepts or rejects. And while they can never hope to please all tastes, even those viewers who are still unhappy will know that they are a minority.

I don't really care who sponsors the research so long as it's done by a reputable firm with a good track record. When the results are in and we know what the majority of the public wants and doesn't want, we can rest easier and the network people can plan with more confidence.

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For further information, contact Don Dahlman: (513) 241-1822.

		ADI RTG	WOMEN 18-49
WAGA—Atlanta, GA	Feb/Mar '74 Feb/Mar '75	4 7	12,000 31,000
WKBW—Buffalo, NY	Feb/Mar '74 Feb/Mar '75	5 7	9,000 20,000
WCBF—Charleston, SC	Feb/Mar '74 Feb/Mar '75	8 12	9,000 10,000
WRCB—Chattanooga, TN	Feb/Mar '74 Feb/Mar '75	6 9	6,000 8,000
WLWT—Cincinnati, OH	Feb/Mar '74 Feb/Mar '75	8 8	15,000 24,000
WJBK—Detroit, MI	Feb/Mar '74 Feb/Mar '75	4 6	28,000 43,000
WLUK—Green Bay, WI	Feb/Mar '74 Feb/Mar '75	5 8	8,000 14,000
WESH—Orlando, FL	Feb/Mar '74 Feb/Mar '75	7 8	9,000 14,000
WRAU—Peoria, IL	Feb/Mar '74 Feb/Mar '75	4 9	7,000 9,000
WSLS—Roanoke, VA	Feb/Mar '74 Feb/Mar '75	8 8	7,000 11,000
WSPA—Spartanburg, SC	Feb/Mar '74 Feb/Mar '75	5 6	7,000 14,000
KYTV—Springfield, MO	Feb/Mar '74 Feb/Mar '75	17 20	15,000 20,000

*SOURCE: ARB Feb/Mar 1974 and ARB Feb/Mar 1975

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

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

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

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Where Things Stand

Status report on major issues in electronic communications

AM allocations. FCC's proposed relaxation of AM allocation rules is scheduled for commission discussion on June 25.

Broadcasting in Congress. Resolutions are pending before both houses to undertake one-year test of live, all-day coverage by radio and television of House and Senate floor proceedings. Idea was to begin experiment this year, but rules committees, to which resolutions have been referred, are not anxious to hurry legislation along. Senate Rules Committee has scheduled no hearings or markup on S.Res. 39 by Lee Metcalf (D-Mont.). House Rules Committee, on other hand, has held an afternoon of hearings on H.Res. 269, by Jack Brooks (D-Tex.) but two times since has postponed further discussion or vote.

Cable legislation. FCC's proposed revisions in cable television legislation are scheduled for commission discussion on July 30.

Cable rebuild deadline. Comments were received in March at FCC on commission's rule ordering compliance with March 31, 1977, deadline for rebuilding CATV systems to new channel requirements. No further action has yet been scheduled.

Children's TV. FCC's policy statement on children's television programming, adopted late last year, has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television.

Community ascertainment. FCC has instituted rulemaking designed to modify procedures commercial stations follow in ascertaining community problems. Comments are due June 23.

Comparative renewals. Proposed FCC policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for discussion by commission June 12.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to ensure agency may not involve itself in broadcast license renewal proceedings before FCC. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. House has not acted on measure this year, but is expected to pass it, as it has in previous years. During debate in Senate, several members predicted President will veto measure, but commentators are saying votes are there for Congress to override.

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee will not conduct hearings on its bill (S.22), which is substantially same as bill that passed full Senate last year, but will proceed with mark-up session in June. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223, in-

troduced by Subcommittee Chairman Robert Kastenmeier (D-Wis.). Grouping witnesses by issue, subcommittee has invited FCC, Office of Telecommunications Policy, National Cable Television Association, Community Antenna Television Association and Ad Hoc Committee of Concerned Cable Television Operators for a Fair Copyright Law to appear June 11, and three major commercial networks, National Association of Broadcasters and Motion Picture Association of America for June 12. Copyright liability for public broadcasting will be subject of hearing July 10.

Crossownership (newspaper-broadcast). FCC order banning newspaper-cable crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from the Fourth and Eighth circuits to one in Washington, where they have been consolidated. However, court has yet to designate circuit in which they will be argued. In addition, number of parties have petitioned commission to reconsider its order.

Crossownership (television-cable television). FCC has initiated rulemaking aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market. Comments were due May 19; replies, May 30.

Distant sports. FCC's proposed rule governing cable television's importation of distant sports programming is scheduled for commission discussion on June 24.

Domestic communications satellite authorizations. FCC order setting forth policy to govern entry into domestic communications satellite field has been appealed to U.S. Court of Appeals in Washington by The Network Project. Oral argument was held Dec. 6, 1974; decision awaited.

EEO guidelines. FCC is scheduled to discuss staff draft of proposed equal employment opportunity guidelines on June 4.

Fairness doctrine bills. Senate Communications Subcommittee conducted five days of hearings on two bills intended to eliminate fairness doctrine. S.2 by Senator William Proxmire (D-Wis.) would delete Section 315 from Communications Act, section containing equal-time requirement as well as statutory basis for fairness doctrine. Proxmire bill in fact would prohibit FCC from influencing broadcast programming or scheduling in any way. S. 1178 by Senator Roman Hruska (R-Neb.) would do that and also address other practices which "discriminate" against broadcasters (lowest unit rate, cigarette ad ban, postal service and armed forces advertising). There will be more hearings, as yet unscheduled, on two measures. Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.), and Mr. Hruska's bill is duplicated in H.R. 4928 by Charles Thone (R-Neb.). There is no sign of movement on two House bills.

FCC's fairness-doctrine report. FCC's new fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media, and otherwise modifying fairness doctrine has been appealed to U.S. Court of Appeals in Washington. Appellants are National Citizens Committee for Broadcasting and Friends of the Earth.

Fee schedule. Various parties have appealed FCC's order modifying its fee schedule; some 60 appeals have been filed by broadcasters and others from commission's refusal to refund fees paid under previous schedule which was held by Supreme Court to be illegal. Several parties seeking refunds have filed in U.S. Court of Claims.

KRON-TV license renewal. FCC's renewal of KRON-TV San Francisco has been appealed to U.S. Court of Appeals in Washington by Mrs. Virginia Kihn (widow of original complainant) and Blanche Streeter. Oral argument is scheduled for June 6.

Leapfrogging. FCC has initiated rulemaking aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments are due July 8, replies July 23.

License renewal legislation. At least 20 license renewal bills have been introduced so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal application preference over challenger for substantially living up to his license commitments. None, however, is yet on agenda of communications subcommittee in either house. And it may be awhile. Donald Zeifang, vice president for government relations of National Association of Broadcasters—which cites renewal legislation as number one Washington priority—says "we can't expect front burner treatment" from this "antibusiness" Democratic congress which is preoccupied with problems of economy. NAB has placed its stamp of approval on one renewal bill, that of Representative Louis Frey (R-Fla.), ranking Republican on House Communications Subcommittee. Mr. Frey has enlisted aide of Democratic subcommittee member, Goodloe Byron (Md.), in seeking co-sponsors for Frey bill (H.R. 5578).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS Television Affiliates Association. Panel discussion on whether Rocky Mountain stations should continue to be given same-day nonduplication protection or whether protection should be limited to simultaneous-only afforded all other stations will be held before FCC on June 17.

Nutritional advertising. Re-publication of FTC rule is expected "very, very shortly" according to Jim Cohen, deputy director, division of national advertising, Federal Trade Commission. Questions on rule, first proposed November 7, 1974, were referred back to staff for further study, with main sticking point being divided opinion on substantiation of ad claims vs. mandatory affirmative disclosure of nutritional content in food advertising.

Obscenity. FCC's declaratory ruling on indecent and obscene broadcasts is being ap-

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pealed by object of ruling, Pacifica Foundation's WBAI(FM) New York. Specific ruling involved station's broadcast of George Carlin album cut that commission ruled indecent and obscene.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC and NBC have petitioned commission for reconsideration.

'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was reversed by U.S. Court of Appeals in Washington on Sept. 27, 1974. Full court granted petitioner, Accuracy in Media, rehearing, but later reinstated original decision and referred to original court panel the question of whether, as commission urged, the issue had become moot.

Performers' royalty. Senator Hugh Scott (R-Pa.) has attempted for some 30 years to push through legislation establishing performer's royalty to be paid by broadcasters. In last session of Congress, it was defeated as amendment to Senate's copyright bill. Senator Scott has subsequently introduced concept in separate bill, S. 1111. He has received promise of cooperation in hearings on measure from Copyright Subcommittee Chairman John McClellan (D-Ark.), but Mr. Scott has taken no further initiatives yet. Duplicate of Scott bill has been introduced in House (H.R. 5345) by Representative George Danielson (D-Calif.). Danielson bill will be taken up concurrently with House hearings on over-all copyright revision bill; tentative date for performance royalty hearing is July 9.

Prime time access rule III. FCC on May 14 modified rule in response to decision by U.S. Court of Appeals in New York which essentially affirmed rule's constitutionality. Two appellants—National Association of Independent Television Producers and Distributors and Sandy Frank Program Sales Inc.—have asked court to reverse commission on effective date—Sept. 8, 1975. They want date extended.

Public broadcasting funding. Bills providing five-year authorization and appropriation for Corporation for Public Broadcasting have cleared Commerce Committee in both houses and await action by Appropriations committees. Senate bill (S. 893) and House version (H.R. 6461) provide same amounts of funds be made available over five-year period, but House bill has tougher "matching formula" for fourth and fifth years than does Senate bill. And House bill provides that "significant portion" of government money should be used for instructional programing, language not in Senate bill. Subcommittee of Senate Appropriations Committee has held hearings on bill, but has not yet scheduled mark-up. House Appropriations Committee, whose Chairman, George Mahon (D-Tex.), is opposed to concept of five-year appropriation, had not yet received bill at midweek last week.

Section 315. Senate Communications Subcommittee Chairman John Pastore's (D-R.I.) bill to exempt presidential and vice presidential candidates from equal-time requirements in Section 315 of Communications Act (S.608) is being scrutinized during hearings on fairness doctrine bills. There will be further hearings before subcommittee takes action on it. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has introduced measure (H.R. 5600) which echoes Mr. Pastore's bill, but also provides that programs like *Meet the Press* be exempted from equal-time requirement, and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. No action has been scheduled on Macdonald bill.

Star stations. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been appealed to U.S. Court of Appeals in Washington.

VHF drop-ins. In April, FCC adopted inquiry into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; they're due by July 11.

WNCN(FM) (now WQIV). Citizen groups have appealed commission action authorizing New York station to change its call letters before time for protest had expired and from denial of stay. They have also petitioned commission to deny station's renewal application. Principal issue is format change from classical to rock. Competing application for WQIV's frequency has been filed by Concert Radio Inc. GAF Corp. has offered to buy station for \$2.2 million, return it to classical format.

Datebook®

■ indicates new or revised listing

This week

May 23-29—International Television Symposium sponsored by Swiss PTT-Enterprises and city of Montreux, Montreux, Switzerland. Telex 24471 Festival. 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 28-30—Freedom in Good Home Television (Fight), citizens group headed by Harry J. Weist, spring meeting. Keynote speaker: Rex Bradley, chairman, National Cable Television Association. Hershey Motor Lodge, Hershey, Pa.

May 29—Television Bureau of Advertising regional meeting. Holiday Inn, Boston.

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—National Conference of Black Lawyers. FCC Chairman Richard E. Wiley will speak. George Washington University, Washington.

May 29-31—Oregon Association of Broadcasters spring conference. Banquet speakers: FCC Commissioner Abbott Washburn and CBS Vice President Richard Jencks. Holiday Inn, Medford.

May 29-31—Associated Press Broadcasters fifth annual convention. Speakers include Arthur Taylor, president of CBS; Representative Barbara Jordan (D-Tex.); John B. Connally, former secretary of Treasury; William Seidman, assistant to President Ford on economic policy; Harry Bridges, president, Shell Oil Co.; C. John Hill, deputy director, Federal Energy Office; John Chancellor, NBC; Bob Wussler, CBS vice president for sports; Dave Smith, *Boston Globe*, Grant Teaff, football coach, Baylor; Hugh Mulligan, AP, and Jack Gennaro, WFHR(AM) Wisconsin Rapids, Wis. Hotel Palacio Del Rio, San Antonio, Tex. *Texas APBA* meeting will be held at same time.

May 30—Comments due at FCC on inquiry into adequate television service for New Jersey. Reply comments due July 15. FCC, Washington.

May 30-31—North Dakota Broadcasters Association spring meeting. Kirkwood Motor Inn, Bismarck.

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.

Keynote speaker will be Secretary of Treasury William Simon. Luncheon speakers will be Federal Trade Commission Chairman Lewis Engman and Federal Energy Administrator Frank Zarb. Among others on agenda: Former FCC Commissioner Lee 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. Full agenda in *Broadcasting*, May 19. 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.

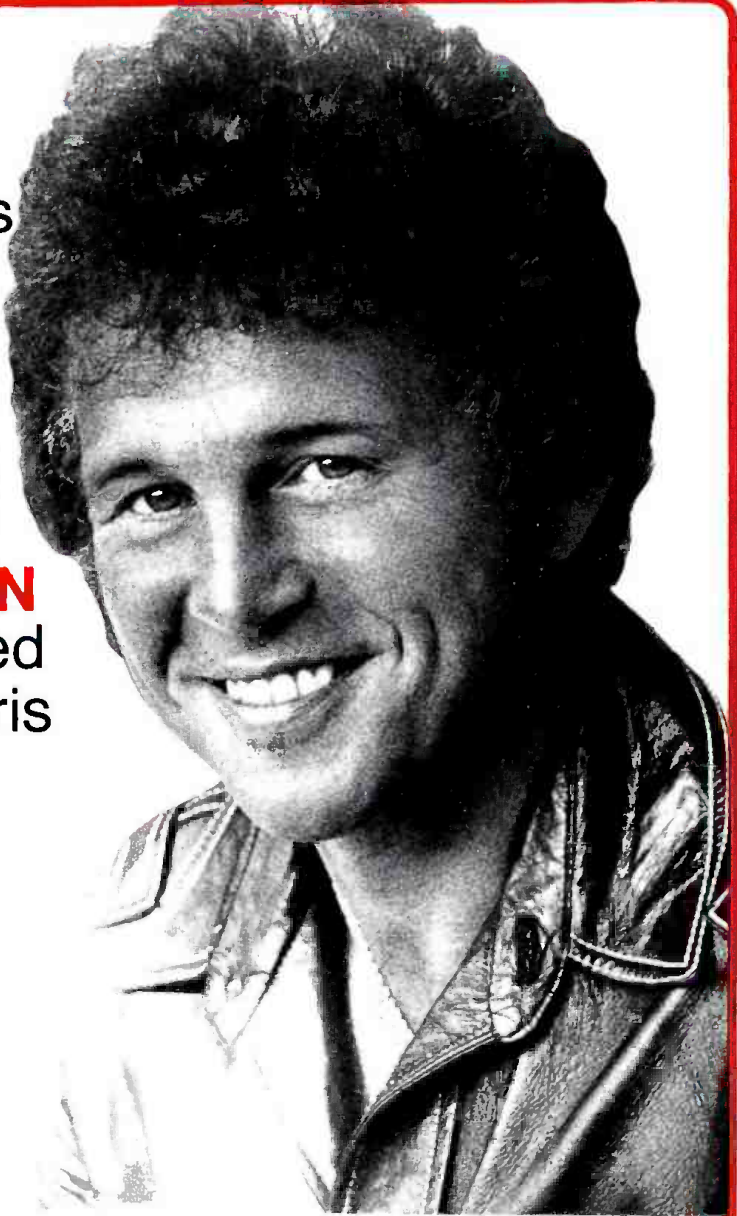
June 3—Radio Advertising Bureau Idearama meeting on small-market sales. Holiday Inn, Wichita, Kan.

June 3—Radio Advertising Bureau Idearama meet-

Chuck Barris Productions, Inc. and Blye-Beard Productions, Inc. jointly announce the May 30th start of production of the **BOBBY VINTON SHOW**, to be produced by Allan Blye and Chris Bearde.

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Major meeting dates in 1975-76

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 6-11—*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. 16-19—*National Association of Educational Broadcasters* 51st annual convention. Sheraton Park hotel, Washington.

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, 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. FCC Chairman Richard E. Wiley will be keynote speaker. Sheraton-Park hotel, Washington.

June 3-5—Conference on University Applications of Satellite/Cable Technology, presented by *Department of Communications, University of Wisconsin-Extension*, in cooperation with *National Association of Educational Broadcasters, Cable Television Information Center and Publi-Cable*, Madison, Wis. Registration: Wisconsin Center, 702 Langdon Street, Madison 53706.

■ **June 4-5**—*Northeast Cable Television Technical Seminar*. Keynote speaker: David Kinley, FCC Cable Bureau chief. State University College, Oswego, N.Y.

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

June 5—*Radio Advertising Bureau* Idearama meeting 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. Holiday Inn, 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, WAAX(AM), Gadsden, Ala. Callaway Gardens, Pine Mountain.

■ **June 8-10**—*Virginia Association of Broadcasters* spring meeting. Writer Earl Hamner (*The Waltons*) to be honored as Virginian of the Year. Hilton hotel, Virginia Beach.

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

June 8-11—*Broadcasters Promotion Association* 20th annual seminar. Keynote speakers include Don Curran, president of Kaiser Broadcasting, Bob Howard, NBC-TV president, and Percy Sutton, president of borough of Manhattan and major owner in WLIB(AM) there. Don Whiteley, KBTW(TV) Denver is 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. 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 10-11—*California Community Television Association* spring meeting. Senator hotel, Sacramento.

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**—FCC's new deadline for comments or petition for rulemaking in matter of combination advertising rates and other joint practices. Previous deadline was May 12. Deadline for replies was extended from June 12 to July 14.

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 12-14—*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.

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Scarcity and the beholder

EDITOR: My pro-fairness letter regarding Senator Proxmire's anti-fairness doctrine legislation resulted in at least two published responses from your readers.

Mr. Fritz, of Notre Dame Law School, London, wonders how "a man of the academic world can ignore the facts in front of him and find the equation of broadcasting with print to be unnerving." I must point out that what I find unnerving is not the equation of the actual news or the news-gathering process but the methods of news dissemination, the influence of each medium and the insistence, by detractors of the fairness doctrine, on ignoring the reasons for licensing broadcast stations.

The recently released Roper Organization report, distributed by the Television Information Office, shows that 65% of the people get most of their news from television and, according to Mr. Roper, "Television ... has increased its sizable lead over the second place medium (newspapers) to the widest margin ever."

Bearing directly on that statement is Senator Proxmire's fondness for quoting figures to demonstrate quantitatively that there really is no scarcity of broadcast stations. He says there are over 8,000 stations and only 1,750 daily newspapers. But the fact of the matter is there are only 710 commercial TV stations (Delaware has none). The balance of the station total is composed of 2,605 FM and 4,422 AM radio stations, most of them programming (as we all know) music. Senator Proxmire conveniently neglects the 8,200 weekly and semiweekly newspapers and the approximately 400 million newspapers purchased every week. Scarcity is in the eye of the beholder.—George Schwartz, dean, school of communications, Graham Junior College, Boston.

WNET no, PBS yes

EDITOR: While PBS understands why WNET(TV) New York elected to postpone the documentary, *Harlem: Voices and Faces* (BROADCASTING, May 19), it was and remains PBS's opinion that this is an excellent program—and one that is certainly worthy of national distribution.

It is true that the program may be considered sensitive in some quarters. The controversial nature of a program, however, does not, in PBS's view, disqualify it from broadcast. It is also true that the program does not address every possible angle of the subject matter. Very few documentaries do. Were PBS to preclude the distribution of documentaries based on a relative failure to deal with every facet of the issue at hand very few, if any, programs of this nature would

ever be seen on public television. Surely this would not be in the public interest.

PBS is prepared and would welcome the opportunity to distribute this program at any time and hopes that WNET will offer it to the system at a later date.—Jeane Ridge Young, director of public information, Public Broadcasting Service, Washington.

Those 'sneaky' exams

EDITOR: During the past few months there has been a howling cry from many who have failed to pass the FCC's element nine broadcast endorsement exam because of "sneaky questions." on the test.

Enclosed is a photograph of Jay Paul Robillard, 13 years old, from Haynesville, La., with his third class radiotelephone



license with broadcast endorsement.

I am Jay's father and owner of KLUV(AM) Haynesville. I was concerned about the charge that the FCC was "sneaky" on the test. We found out that there were substantial changes in an exam taken on Feb. 5 in Little Rock, Ark., as related to the text used in preparing for the exam.

A call to William Simpson at the FCC's New Orleans office was most helpful in explaining why there has been a change in the exam questions. I was informed that the National Association of Broadcasters and other organizations wanted to extend the areas a holder of a third phone could work, so the FCC upgraded the exam questions to correspond with the new areas sought by these organizations.

We went to work learning about these new responsibilities and after 30 hours of concentrated study, went off for another crack at the FCC's "sneaky" test.

We discovered two important things from this experience: You can never have too much information when preparing for an FCC examination. And, if you really want a license, you must know the material to be covered by the exam.

There may be "sneaky" questions, but hard work will make them seem like routine.—Jay Paul Robillard, owner, KLUV(AM) Haynesville, La.

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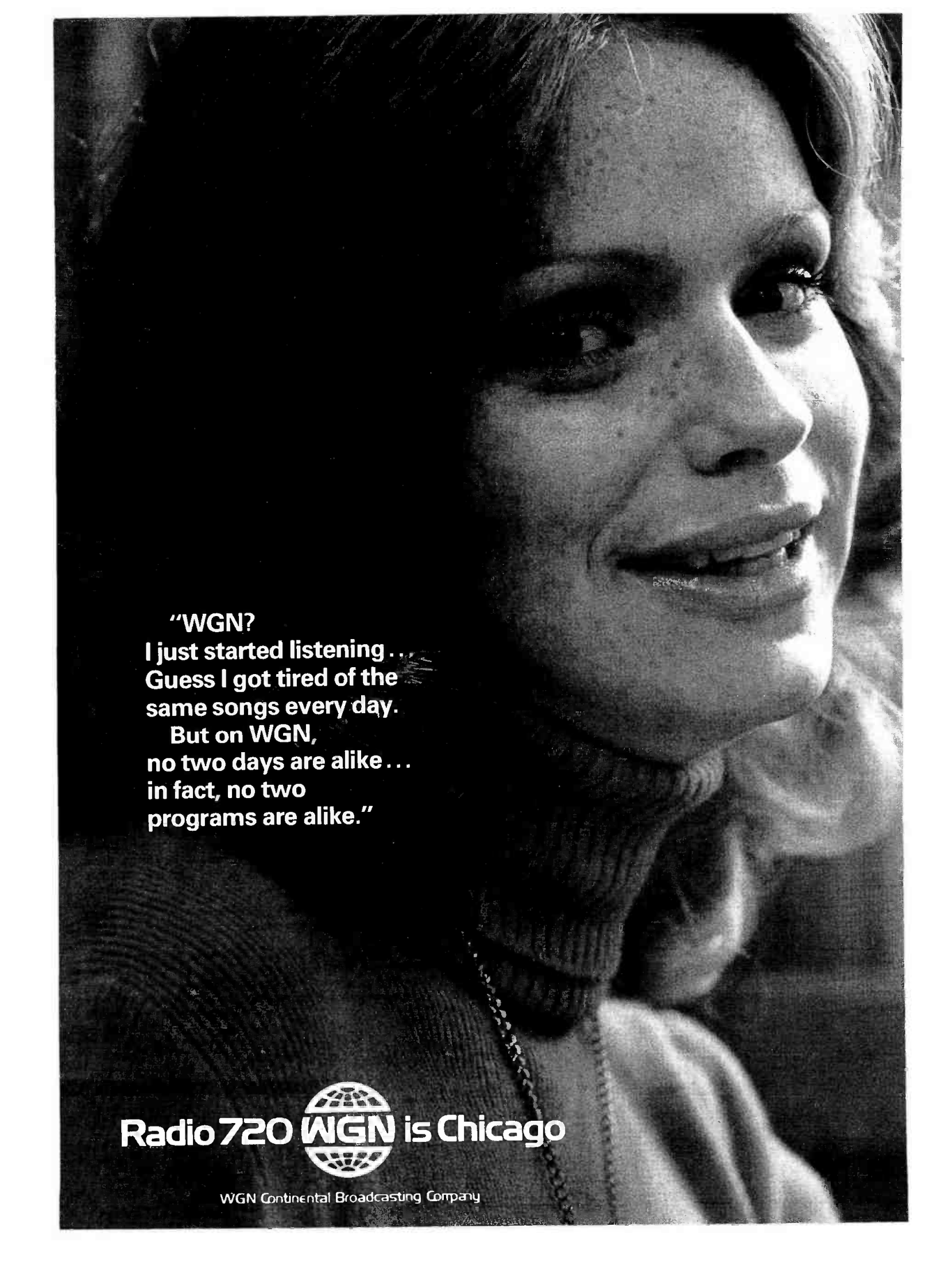
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**"WGN?
I just started listening...
Guess I got tired of the
same songs every day.**

**But on WGN,
no two days are alike...
in fact, no two
programs are alike."**

Radio 720  is Chicago

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Closed Circuit.

Insider report: behind the scene, before the fact

Test on fairness

Major fairness-doctrine case is shaping up with CBS as defendant. Institute for American Strategy will be complainant, and charge will be based on findings in study prepared for institute, "TV and National Defense; An Analysis of CBS News, 1972-1973," as well as on other, more current material. Study's conclusion was that CBS operated from antidefense-establishment bias. Washington attorney, Richard Strodel, contacted CBS several months ago with view to settling matters short of complaint; IAS suggested compensatory programing, but CBS rejected idea, maintaining it was not in violation of fairness doctrine.

Mr. Strodel expects to file complaint soon, possibly this week. But approaches he has made to CBS have already generated considerable activity on part of network's law department and news executives who are taking prospect of fairness complaint with great seriousness.

Saturday money

ABC-TV affiliates won't have their network compensation for children's programs reduced. Assurance comes from top ABC-TV officials, who say they have no intention of following CBS-TV's lead and reducing compensation in proportion to cuts that have occurred in allowable commercial time in children's periods (BROADCASTING, May 19). And NBC-TV authorities say they made their downward adjustments earlier, when commercial time cuts began.

While CBS-TV has emphasized dwindling profitability of its children's programing, both ABC and NBC sources say theirs has increased. Difference is that CBS is moving down from high profitability—some estimates once put CBS's children's program profits at \$18 million per year—while NBC and ABC are moving up from small profitability and often unprofitability. But both ABC and NBC sources say their Saturday-morning blocks definitely are in black now. CBS's obviously remains profitable, too, though at much lower level than it once was.

One alone?

Board of directors of Radio Advertising Bureau has revived almost perennial subject: ratings and rating services. Members reportedly are concerned about, as one put it, "quality and variety" of radio audience measurements, would like to improve both. Unspoken concern apparently relates to seemingly increasing dominance of single radio measurement service, Arbitron Radio, in acceptance by advertisers and agencies and, therefore,

broadcasters. RAB board is setting up special committee to consider it, probably at meeting in June.

United action

Little has been said about it, but TV station reps are working both organizationally and individually with Federal Trade Commission to put end to FTC-decreed selling of regional advertising by national TV networks. Station Representatives Association, composed of leading independent reps, has conferred with FTC officials in Washington and is compiling information. So has and is Alfred M. Masini of Tele-Rep Inc., owned by Cox Broadcasting. In addition, in uncommon example of cooperation between independent and group-owned reps, SRA and Mr. Masini have agreed to exchange information on this issue. SRA also is making similar exchange arrangements with Association of Independent TV Stations.

Easing off on AM

AM broadcasters appear to have made their point in arguing that FCC's AM allocations rules are too strict. They may even have succeeded in persuading FCC to remove barriers blocking some daytimers from expanding into nighttime service. Commission staff is preparing report and order that, in accordance with notice of rulemaking issued last year, would relax tough standards commission adopted in 1973. Those were designed to slow down flow of new AM applications, and commission has heard complaints to prove they did.

As for daytimer going nighttime, staff is expected to recommend that station get that authorization if it would provide first or second nighttime service in community, and if it could meet technical requirements. Commission is scheduled to consider these matters on June 25. And on next day, it takes up potentially controversial item of clear channels, and what if anything to do about them. Staff long ago prepared draft notice of inquiry that would solicit comments on wide variety of options, including breaking clears down.

Change in command

List of candidates for presidency of National Cable Television Association to succeed incumbent, David H. Foster, reportedly has been reduced to two: John Gwin, vice president, Cox Cable Corp., Atlanta, and Gary L. Christensen, attorney with Hogan & Hartson, Washington. Mr. Foster terminates three-year tenure June 1 and will become partner in well-known communications

law firm based in Washington. He may be retained to represent NCTA on copyright.

Mr. Gwin, former NCTA chairman (1971), is said to have no stomach for contest and reportedly wouldn't be interested if long delay is in cards.

Out of court

It is said to be likely that Senate copyright bill (S. 22) will be amended by Judiciary Committee so that broadcaster will not be able to sue cable operator under copyright law. Provision in current draft says suit can be brought against cable operator who fails to black out program that broadcaster in same market has exclusive right to show. This even though broadcaster is not owner of copyright for program.

National Cable Television Association has been arguing that this situation is covered by FCC regulation and that there is no reason to enforce FCC rules through copyright law.

Nest feathering

Supporters of project to equip House chamber for TV, perhaps along lines of United Nations fixed-camera positions (no panning of floor or galleries), have all but given up for this session. Speaker Carl Albert (D-Okla.) gave plan coup de grace by questioning "high" cost (established at between \$1 and \$2 million). Hidden opposition, however, came from members who had visions of stampedes for TV exposure, effect on decorum and perhaps pickup of vacant seats and snoozing members. Without House action, Senate must hold off, since project is under aegis of Joint Committee on Congressional Organization.

Paradox is seen in action of House which last week blandly added \$10 million annually to its \$90 million overhead in form of larger expense allowances for more frequent trips back home, news letters to constituents and additions to individual staffs up to 18.

It's a joke, daughter

FCC Commissioner Robert E. Lee, who likes to kid, wrote American Women in Radio and Television that he was considering applying for membership. After two-month delay, there came from Francine P. Proulx, executive director, five-paragraph response to one-sentence letter, profusely apologetic. She expounded on possible conflict of interest, fact that Commissioner Charlotte Reid refused honorary membership, and that bylaws "refer only to women professionally employed in radio, television and closely allied fields." Hence, said Ms. Proulx, "we must respectfully defer" action.

The Week in Brief

Keeping score. "Business Briefly," a summary of broadcast advertising developments, campaigns and trends, debuts this week with an added note about BROADCASTING's format changes. **Page 6.**

Weekly status report. "Where Things Stand," a second new department, is a quick resource for keeping tabs on the unsettled issues in broadcasting and allied arts. **Page 12.**

The focus is fall. Fred Silverman reports as president of ABC Entertainment on June 16, evidence of ABC-TV's determination to climb out of third place. Robert Howard meanwhile tells NBC-TV affiliates their network is closing in on top position, hopes to win five of seven nights next season. Herb Jacobs's forecast is a replay of the current line-up, giving CBS a 20.9 rating and four nights, NBC 19.7 and three nights, and ABC 17.5. **Page 22.**

Naming Whitehead's successor. Dr. Albert L. Horley, currently director of Department of Health, Education and Welfare's Office of Telecommunications Policy, is reportedly President's choice for OTP directorship. **Page 25.**

CTAC report in. FCC's Cable Television Technical Advisory Committee presents report, three years in the making, that urges minimum regulation, puts secondary emphasis on technical development of cable. **Page 26.**

Hart hearings on cable. Senate Antitrust Subcommittee headed by Philip Hart (D-Mich.) hears two-days-worth on charges that FCC and commercial networks have thwarted growth of pay cable. NCTA's David Foster testifies pro, NAB's Vincent Wasilewski, con. **Page 27.**

NBC's turn. At their Los Angeles meeting, NBC-TV affiliates consider loss of local news revenues to sports overtime, national news programing, regional selling and the nonduplication rule (**Page 29**); there is an upbeat report from Lin Bolen on daytime ratings (**Page 30**) and preview of 1975-76 specials, with a Bicentennial theme, from news and entertainment sectors (**Page 30**). NBC President Herb Schlosser sets mission for TV: "in touch with all the people all the time." (**Page 31**).

And the winners are..... CBS-TV takes 32 Emmys, ABC-TV 24 and NBC-TV 10 in ceremonies May 19, telecast live by CBS. **Page 32.**

Namath for pantyhose? Federal Trade Commission issues guidelines, two that are final and three proposed for comment, on endorsement advertising. Initial agency

and advertiser reaction is understandably critical. **Page 34.**

WNET's exclusive. Broadcast of paid interview with fugitive Abbie Hoffman on noncommercial WNET(TV) New York draws less than friendly response of Ford Foundation. Station assures Fred Friendly the \$3,000 was not from Ford grant. **Page 35.**

Advice for cost efficiency. Advertisers at the Association of National Advertisers' workshop in Arizona get the word on media planning, commercial expenditures, reciprocal trade and in-house buying operations, with warning on governmental regulations affecting advertising. **Page 36.**

Collections colloquy. Delegates from six advertising agencies and financial managers from 34 Peters, Griffin, Woodward-represented stations put their heads together to conclude payments are coming faster as computer technology comes of age. **Page 39.**

On a dare. President of Community Antenna Television Association, Kyle Moore, has filed a motion for declaratory ruling by the FCC, following open letter that challenged Chairman Richard E. Wiley to "come and get" his unauthorized cable system. **Page 40.**

EEO guides due. Affirmative-action requirements for broadcasters and cable operators, "utilization analyses," goals and timetables are to be set out in FCC's new Equal Employment Opportunity guidelines. **Page 41.**

Avco sales, continued. Acquisition of WLWC(TV) Columbus, Ohio, by the Outlet Co., marks latest sale by Avco Broadcasting Co. in effort to bail out parent Avco Corp. **Page 42.**

Radio pioneer. Dr. Ernst Alexanderson (1878-1975), who received 322 patents in his lifetime, made it all happen with invention of high-frequency alternator. **Page 44.**

"Exceptional" growth potential. ABC Inc.'s stockholders hear optimistic annual reports from Chairman Leonard Goldenson and President Elton Rule on ratings and fiscal gains, with broadcast predicted to climb out of recession faster than the general economy. **Page 47.**

Rick Sklar's spaceship, WABC(AM) New York. One thing the top-rated contemporary station's programing chief is noted for, besides his national influence over the success and failure of single records, artists and record companies, is his humility. **Page 65.**

Index to departments on back cover

Two Tests of a News Operation:

How it operates day by day, hour by hour.

Look at UPI Audio's 21-year record.

How it operates under pressure.

Some judgments from news directors:

"The WOR news staff pays tribute to the UPI staff covering the final agony in South Vietnam. Some of those audio reports from Bill Reilly, Alan Dawson and others with machine-gun fire, mortar shells bursting in the background, etc., were spine-tingling. We salute their courage."

Jerry Conway, WOR, New York

"Warm regards to all hands in Saigon, New York and Washington for their cool coverage of a very hot story . . . the final hours of American involvement in Vietnam. The material is what we expect from UPI Audio . . . extremely easy to use, informative, graphic and professional!"

Bill McCloskey, WASH, Washington

"What an extraordinary job your people did for us and our listeners in the final hours of the South Vietnam evacuation . . . and some are still at it. The dramatic reports from Alan Dawson, Bill Reilly, Leon Daniel and Paul Vogle were excellent examples of superb electronic journalism while under fire, sometimes quite literally."

Chet Casselman, KSFO, San Francisco

"Names from Growald and Sheehan to Vogle and Dawson zipped through my mind, and I mused we'd been through a lot of years on the same story. Your men and women came through with some fine moments, but mainly they were there for the long run . . . and did an overall excellent job. Thank you."

Brad Messer, KGB, San Diego

"All of us at KMPC News were impressed with your coverage of the Southeast Asia story during the fall of Cambodia and South Vietnam. It was beautiful! Special kudos to Alan Dawson. He was superb, not only with his voice reports, but also with his actuality material."

Tom Wayman, KMPC, Los Angeles

"There are not enough words to express our appreciation for the fine coverage by UPI personnel during the recent conflict. Both Audio and wire people did outstanding jobs. There was no fancy stuff or half-hearted coverage by your people . . . just good old-fashioned news reports letting the people know the basic who, what, when, where and why. In Bemidji we may be small market radio, but our listeners were just as well informed about the Vietnam war as anyone else in any size market, thanks to UPI."

Ned Goodwin, KBUN, Bemidji

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Top of the Week

New factor in the TV equation: Silverman jumps to ABC

All predictions about upcoming television seasons now have to take into account fact that CBS's programmer has taken on challenge of bringing up number-three network; Currin steps into Silverman slot

The time is spring, but the focus is fall. In Los Angeles NBC-TV's affiliates heard predictions that they'd win five out of seven nights next season. In New York Herb Jacobs was making his annual predictions and saying that no matter all those changes in program schedules, CBS would still be on top. And the network that has been on the bottom forever, it seems, was determined to do something about it: It hired away the number-one network's hottest programming gun.

Of all those developments, the decision of Fred Silverman to answer ABC's siren song was the most startling. Whether it portended a new kind of "talent raid" in broadcasting—a technique CBS's Bill Paley had copyrighted back in radio days—is yet to be seen. That it reflects ABC's determination to go after the front-runner was clear.

Mr. Silverman said last week that a big boost in income and the "challenge" of turning an also-ran program schedule into a number-one competitor formed the key ingredients in his decision to resign his position as CBS-TV's vice president for programs and sign on as president of ABC Entertainment.

Mr. Silverman had held down the CBS post since 1970 and is widely regarded in the industry as the master programming strategist who solidified CBS's first-place position in prime time during his tenure (a position that has remained unbroken for two decades now).

"With CBS healthy in just about every department on its schedule," Mr. Silverman said, "I felt the job had been done. ABC offers me the opportunity for challenge over the next couple of years."



Fred Silverman, at the CBS-TV affiliates meeting two weeks ago.



Lee Currin, a fast fill for Silverman's shoes.

ABC finished a poor third in the 1974-75 prime-time Nielsen sweepstakes, with a season-to-date (Sept. 9, 1974-May 18, 1975) rating of 16.4 (which is a full rating point behind last year's comparable figure), as opposed to CBS's 20.5 rating and NBC's 19.6. But Mr. Silverman says the new prime-time schedule ABC announced earlier this month "is very competitive—it's the best line-up they've had in the last three or four years." For this reason, he says he doesn't anticipate any more time-slot shifting between now and September. "I also don't contemplate any manpower changes," Mr. Silverman continued. "The current ABC staff is very good, both on the corporate and on the programming level."

However, Fred Pierce, the president of ABC Television and the man responsible for luring Mr. Silverman away from CBS, made it clear last week that Mr. Silverman would not have carte blanche on programming or personnel decisions of this nature. "If he has thoughts or ideas on these matters I'll certainly give them careful consideration," Mr. Pierce said. "But he works for me—I make the final decision."

Meanwhile, CBS wasted no time replacing Mr. Silverman. It announced on Friday that Lee Currin, 49, its vice president of sales administration, will become vice president-programs, effective immediately. A sales executive at CBS since 1968, Mr. Currin says he has worked very closely with Fred Silverman over the past few years and attended all the programming meetings. Before going over to CBS, Mr. Currin spent 14 years at Benton & Bowles, ending his tenure there as vice president for programming.

Last week, Mr. Silverman was

figuratively cleaning out his desk at his CBS office in New York. (He officially reports to ABC on Monday, June 16.) According to sources at CBS, the separation was an amicable one. Mr. Silverman's resignation "was not altogether a surprise to me," said Robert Wood, the president of CBS. "The street rumors had been making the rounds, and one week they put him at Universal, another week at Warner Bros., and a third week at ABC."

According to Mr. Wood, Mr. Silverman told him of the decision to accept ABC's offer on Friday, May 16. (ABC's Fred Pierce says the deal was consummated the next day.) Mr. Silverman "said the ABC offer was so generous, and would bring so much prosperity to his life, that he couldn't say no," Mr. Wood continued, referring to the May 16 meeting. "But his decision was firm. He didn't try to bargain with CBS for more money, to play us off against ABC—he's just not that kind of guy."

None of the principals involved in the matter would comment on the exact terms of Mr. Silverman's deal with ABC. But Leonard Goldenson, ABC's board chairman, said at Tuesday's ABC stockholders' meeting (story page 25) that Mr. Silverman signed a six-year contract. (The next day, Fred Pierce said the contract actually runs for three years, with a three-year option.) In the way he responded to one particular stockholder, Mr. Goldenson left the impression that stock options are involved in the agreement but that Mr. Silverman will not be paid "a lump sum" in addition. Other industry sources speculated that Mr. Silverman will gross \$250,000 a year under all the provisions of his new contract.

One real boon to ABC, these sources

said, may develop out of Mr. Silverman's CBS policy of getting away somewhat from exclusive reliance on the major studios for prime-time entertainment programs and nurturing independent companies, particularly Grant Tinker's MTM Productions (*The Mary Tyler Moore Show*, *The Bob Newhart Show*, *Rhoda*) and Norman Lear's Tandem Productions (*All in the Family*, *Maude*, *The Jeffersons*, *Good Times*). Although he refused to knock the companies that are producing the programs on ABC's 1975-76 schedule, "I want to broaden our base of supply to get as balanced a schedule as possible," Mr. Silverman said.

"I don't know if Freddie will aggressively pursue Grant Tinker and Norman Lear for ABC's schedule," says Bob Wood. "But Freddie's a real programing force, and he's very competitive. His philosophy boils down to 'Hit 'em where they ain't.'"

"My first order of priority at ABC will be to find out where my office is," Mr. Silverman says with a chuckle. Fred Pierce says he expects that Mr. Silverman will turn his immediate attention to "the quality of the execution of our fall shows." To this end, "I'll probably be spending at least one week out of every four on the West Coast during the first four or five months," Mr. Silverman says. "After that, I'll work my way roughly into the timetable I ended up with at CBS, which means spending most of my time in New York, with infrequent visits to the Coast."

Mr. Silverman will replace Martin Starger, who announced his resignation earlier this month (BROADCASTING, May 19). As for Mr. Silverman's replacement at CBS, "I have a list of names in my pocket that go from here to there and back again," Mr. Wood said on Wednesday (May 21). He added that with the locking up of the fall schedule CBS's management is in no immediate hurry to pick a successor. But other CBS sources were plumping for Irwin B. Segelstein, who was the number-two man in the programing department when he was named president of the CBS records division two years ago.

NBC-TV draws a bead on number-one spot in '75

Howard tells affiliates convention network nearly made it this year, thinks it can take five of seven nights in the new season

Robert T. Howard, NBC-TV president, told affiliates last week that the network is closing the 1974-75 season "almost in a flat-footed tie" with CBS-TV for first place in evening ratings and expects to win as many as five nights out of seven in 1975-76.

"Since we met here a year ago," said



Bob Howard, at his affiliates meeting last week.

Mr. Howard at the annual meeting of affiliates in Los Angeles, "we have come a long way in many areas toward our goal of being number one." NBC, he said, is the only network to show an increase in audience for its prime-time schedule this season, up 7%, and is now in stronger contention than it was at the beginning of the season.

For 1975-76, he said, program development was "more extensive than last year's." NBC-TV "examined" 600 original series ideas, ordered scripts for 93 and pilots of 34. He said that in scheduling, emphasis had been placed on the Monday-Saturday 8 p.m. periods, "for not only is it important to start an evening strongly but it also answers our commitment to deliver strong family programing." He also told the affiliates that he knew they would "value the strength of our 10 o'clock programs which will give you that valuable audience lead-in to your news programs."

Presentation of the night-by-night schedule for 1975-76 was made by Lawrence R. White, vice president, programs; John J. McMahon, vice president, program operations, and Marvin Antonowsky, vice president, program administration. Selected clips from the new programs were shown.

On Sunday, NBC-TV series *The Wonderful World of Disney* (7-8 p.m.) as a "strong, anchor" for the evening, against the new *Three for the Road* on CBS (a "soft show" in Mr. White's words) and the new *Swiss Family Robinson* on ABC. NBC-TV's new *Holvak* (8-9), a story about a country preacher (played by Glenn Ford) spun off a made-for-TV movie, makes what NBC regards as a compatible block with *Disney* to play against CBS's *Cher* and ABC's *Six Million Dollar Man* (which Mr. White said had been "losing audience"). NBC's *Sunday Mystery Movie*, with the rotating "Columbo," "McCloud" and "McMillan and Wife," gets a fourth element next season, "McCoy," starring Tony Curtis. NBC sees Sunday as a winner.

NBC opens Monday with the new *The Invisible Man* (8-9) against CBS's *Rhoda*, in a new period, and *Phyllis*, a new show, and ABC's new *Cash and Cable*, a

western that Mr. White said was of a genre now in decline. The NBC 9-11 movie is regarded as an "established franchise," but that network's officials are not minimizing the competition facing them from CBS and *All in the Family* at 9 and ABC *Monday Night Football*.

On Tuesday, ABC-TV is counting on *Movin' On* and its action at 8-9 to counterprogram the four half-hour comedies that the other networks have scheduled in that period. At 9-10 NBC-TV pits *Police Story* against ABC's *The Rookies* and CBS's new *Switch!* on the theory that, as Mr. McMahon put it, "our cops are better than their cops." NBC follows with the new *Metro Man*, starring Lloyd Bridges, a *Police Story* spin-off, at 10-11. It is thought to be a male-appeal show that NBC expects to counter the females appeal of *Marcus Welby, M.D.* on ABC and CBS's new *Beacon Hill* which Mr. McMahon characterized as a "nighttime period soap opera."

NBC is out to capture women on Wednesday with *Little House on the Prairie* at 8-9, a new *Doctors Hospital* at 9-10 and the returning *Petrocelli* at 10-11.

The NBC plan for Thursday was borrowed from its Friday schedule, which has been a hit this year: two half-hour comedies leading into two hour dramas. The new *Sunday Dinner* (8-8:30) and *Fay* (8:30-9) are expected to appeal primarily to young women in urban areas, said Mr. Antonowsky, and thus counter ABC's *Barney Miller* and *On the Rocks*, which ABC thinks will appeal to men, and CBS's *The Waltons*, which Mr. Antonowsky said "appeals to older women in rural areas." At the last remark some NBC affiliates, who have suffered terrible ratings defeats at the hands of *The Waltons*, laughed. At 9-10 NBC's new *Ellery Queen* is expected to beat the CBS movie on most weeks because of what Mr. Antonowsky characterized as the "run of the mill titles in the CBS inventory." No predictions were made on the *Queen* showing against ABC's *Streets of San Francisco*. A new drama, *Medical Story*, carries NBC's hopes of winning the 10-11 hour against the CBS movies and ABC's *Harry O*, which Mr. Antonowsky said had done no better than NBC's *Movin' On* in the same time period this season, though the latter suffered from "a very poor lead-in" (now the *Mac Davis Show*).

The NBC Friday night line-up returns intact, and the network expects to win the night again "even though the other networks are coming at NBC with more competitive programing," said Mr. Antonowsky.

On Saturday, NBC is also returning its programing, but it expects to profit from disruptions in the other networks' schedules. NBC's *Emergency* (8-9) "has the opportunity to lead the time period" with CBS's *All in the Family* moved to Monday nights. In NBC's views, CBS's *The Jeffersons* ("not as strong as *All in the Family*") will compete with ABC's new *Howard Cosell Show* for the older

Continued on page 25

Jacobs's crystal ball foresees CBS, NBC, ABC ratings rerun

Telcom Associates chief predicts CBS's first season will net a 20.9, NBC's a 19.7 and ABC's a 17.5

From Herb Jacobs's vantage point, the massive changes engineered by the three networks in their 1975-76 prime-time schedules (27 new series, time-slot shifts of 20 holdover shows) will end up as nothing more than elaborate wheel-spinning because by next December CBS, NBC and ABC (in that order) will reach just about the same ratings levels they reached last December.

Beginning his second decade as a foreteller of the networks' fall trends, Mr. Jacobs, the president of Telcom Associates, a New York-based broadcast-consultancy firm, says that CBS will have chalked up a 20.9 rating by next December, NBC a 19.7 and ABC a 17.5. These ratings, he adds, will translate into CBS's winning four nights of the week (Monday, Tuesday, Thursday and Saturday) and NBC the other three (Sunday, Wednesday and Friday).

Phyllis (CBS, Monday, 8:30-9 p.m.,

NYT), *Mary Tyler Moore Show* sitcom spinoff, is the only new show likely to break into Nielsen's top 10, according to Mr. Jacobs, because its sandwiched between two hit series in *Rhoda* and *All in the Family*. Two other new series, *Doctors' Hospital* (NBC, Wednesday, 9-10 p.m.) and *Switch* (CBS, Tuesday, 9-10 p.m.), should also be able to bank on solid numbers, he says, because they're both well made and they've been positioned well in the schedule.

In his half-hour-by-half-hour breakdowns, Mr. Jacobs predicts that 54.5% of CBS's shows will finish first in their time periods, compared to 40.9% of NBC's and 4.6% of ABC's. Conversely, 72.7% of ABC's programs will finish in third place in their timeslots, compared to 22.7% of NBC's and 4.6% of CBS's.

Mr. Jacobs's forecasts are widely circulated within the industry, and his Telcom Associates provides consultant services in all areas of broadcasting, including entertainment and news programming. Telcom's clients include WWJ-TV Detroit, WMAL-TV Washington, and WKY-TV Oklahoma City.

Sunday

	ABC		CBS		NBC
7:00					
7:30	The Swiss Family Robinson	26	Three for the Road	28	Wonderful World of Disney
		27		29	
8:00					
8:30	The Six Million Dollar Man	29	Cher	33	Holvak
		30		34	
9:00					
9:30		27	Kojak	35	
		28		35	NBC Sunday Mystery Movie
10:00	ABC Sunday Movies				
		30		32	
10:30		31	Bronk	32	
11:00					

Monday

	ABC		CBS		NBC
8:00					
8:30	Cash and Cable	29	Rhoda	40	The Invisible Man
		31	Phyllis	36	
9:00					
9:30		27	All in the Family	45	
	NFL Monday Night Football	31	Maude	39	NBC Monday Night at the Movies
10:00		34		35	
10:30		33	Medical Center	35	
11:00					

Tuesday

	ABC		CBS		NBC
8:00					
8:30	Happy Days	26	Good Times	40	Movin' On
	Welcome Back	27	Joe and Sons	31	
9:00					
9:30	The Rookies	31	Switch	33	Police Story
		31		33	
10:00					
10:30	Marcus Welby, M.D.	27	Beacon Hill	32	The Metro Man
		28		33	
11:00					

Wednesday

	ABC		CBS		NBC
8:00					
8:30	When Things Were Rotten	29	Tony Orlando and Dawn	30	Little House on the Prairie
	That's My Mama	29		30	
9:00					
9:30	Baretta	30	Cannon	32	Doctors' Hospital
		30		32	
10:00					
10:30	Starsky and Hutch	31	Kate McShane	29	Petrocelli
		32		30	
11:00					

Thursday

	ABC		CBS		NBC
8:00					
8:30	Barney Miller	23	The Waltons	40	Sunday Dinner
	On the Rocks	20		40	Fay
9:00					
9:30	Streets of San Francisco	33		32	Ellery Queen
		34	CBS Thursday Night Movies	32	
10:00					
10:30	Harry-O	32		34	Medical Story
		33		34	
11:00					

Friday

	ABC		CBS		NBC
8:00					
8:30	Mobile Two	23	Big Eddie	24	Sanford and Son
		24	M*A*S*H	34	Chico/Man
9:00					
9:30		26	Hawaii Five-O	34	The Rockford Files
	ABC Friday Night Movies	26		35	
10:00					
10:30		28	Bamaby Jones	31	Police Woman
		30		31	
11:00					

Saturday

	ABC		CBS		NBC
8:00					
8:30	The Howard Cosell Show	23	The Jeffersons	43	Emergency
		28	Doc	33	
9:00					
9:30	S.W.A.T.	28	The Mary Tyler Moore Show	38	
		28	The Bob Newhart Show	35	NBC Saturday Night at the Movies
10:00					
10:30	Matt Helm	27	The Carol Burnett Show	33	
		27		33	
11:00					

demographics, leaving *Emergency* as the choice of the young. In the 9-11 period NBC continues with movies against CBS's *Tyler Moore*, *Bob Newhart* and *Carol Burnett* shows which are regarded as "our principal competition," Mr. Antonowsky said, but NBC hopes to give CBS a run for the money with strong films.

Some of the features that Mr. Antonowsky said would be played on NBC Monday and Saturday movies next season are "Doctor Zhivago," "Dirty Harry," "April Fools," "Rio Lobo," "Slaughterhouse Five," "White Lightning" with Burt Reynolds, two Elvis Presley films, "Elvis on Tour" and "Charro," "The Stonekiller" with Charles Bronson, "Breezy" with William Holden, "The Midnight Man" with Burt Lancaster, the musical "1776," "The Last of Sheila," "The Owl and the Pussycat" with Barbra Streisand, "Born Losers," "Sugarland Express" and "The Man Who Loved Cat Dancing." NBC thinks it has a chance to be number one on Saturdays next fall.

ABC-TV affiliates scheduled to come up to bat Wednesday

As expected, spotlight will be on network's line-up for fall

This year's round of TV network affiliates conventions will be closed out this week by ABC-TV's, expected to attract a record crowd of more than 500 representatives of ABC's 185 primary affiliates and more than 50 secondary outlets.

The sessions will be held Wednesday through Friday morning (May 28-30) at the Century Plaza Hotel in Los Angeles, scene also of the NBC-TV affiliates convention last week (story page 23) and of the CBS-TV affiliates convention the week before (BROADCASTING, May 19).

The meetings will focus on the new 1975-76 program schedule with which ABC hopes to lift itself into prime-time contention with CBS and NBC, and on program plans for other periods from early morning to late night. But ABC's newest program development of the year—Fred Silverman, hired away from CBS-TV (story page 22)—is not expected to be on hand. He was said to be en route to a vacation before reporting for ABC duty on June 16.

Elton H. Rule, president of ABC Inc., will address the luncheon on Thursday. Frederick S. Pierce, president of ABC Television, will make a keynote speech tentatively scheduled for delivery Wednesday afternoon.

The business sessions will open Wednesday morning with a joint presentation by James E. Duffy, president of the ABC-TV network, and Elmer W. Lower, corporate affairs vice president of ABC

Inc., on "The American Spirit," describing corporate projects for the Bicentennial.

They will be followed by presentations on news by ABC News President Willis Seehan and Vice Presidents Av Westin and Walter J. Pfister Jr., and on sports by Rooney Arledge, president of ABC Sports.

The Wednesday afternoon sessions will include presentations on their respective specialties by Bob Shanks, vice president, late-night programs; Michael Brockman, vice president, daytime programming; Dennis E. Doty, vice president, morning programming (*AM America*), and Squire D. Rushnell, vice president, children's programs.

Specials and the new prime-time schedule will occupy the Thursday morning meeting. Edwin T. Vane, senior vice president and national program director, will make the presentation on specials. He and Michael D. Eisner, vice president, prime-time programming development/production, will present the new schedule.

In a closed session Thursday afternoon the affiliates will hear reports from James T. Shaw, vice president, sales; Seymour Amlen, vice president, audience research services; Alfred R. Schneider, ABC Inc., vice president, whose discussion is expected to include TV standards and practices and the new "family viewing" hour, and Everett H. Erlick, ABC Inc. senior vice president and general counsel, who is expected to concentrate on Washington regulatory affairs.

Screenings of new shows will be presented at some sessions. A meeting between network officials and the ABC-TV Affiliates Board, headed by Tom Goodgame of KTUL-TV Tulsa, Okla., will close the proceedings on Friday.

Network President Duffy is to be host at a reception tomorrow evening. The annual banquet will be held Thursday.

AP Broadcasters meet in San Antonio this week; Taylor keynoter

The fifth annual convention of the Associated Press Broadcasters, management and news executives of 3,400 AP member stations, begins this Thursday (May 29) at the Palacio del Rio in San Antonio, Tex. It continues through Saturday.

The list of speakers is headed by Keynoter Arthur Taylor, president of CBS Inc., and includes: Representative Barbara Jordan (D-Tex.); John B. Connally, former secretary of the treasury; William Seidman, assistant to President Ford on economic policy; Harry Bridges, president of Shell Oil Co.; C. John Hill, deputy director of the Federal Energy Office; Bob Wussler, CBS vice president for sports; Dave Smith, sports editor of the *Boston Globe*; Grant Teaff, football coach at Baylor University; Hugh Mulligan, AP roving reporter, and Jack Gennaro, general manager of WFHR(AM) Wisconsin Rapids, Wis., who will chair a panel on news credibility.



HEW's Horley in line for top OTP post

He's Ford's present choice and has some definite ideas about limits of that agency

The drawn-out process of selecting a new director of the Office of Telecommunications Policy is all but over. President Ford is said to have made his tentative choice, and to have opted for a highly trained technologist with experience in telecommunications management—Dr. Albert L. Horley, currently director of the Department of Health, Education and Welfare's own Office of Telecommunications Policy.

The selection will not be final and no announcement will be made until the Federal Bureau of Investigation completes a background check on Dr. Horley. This could take four weeks.

Until then, it is a possibility that President Ford could change his mind. Senator Robert Dole (R-Kan.) is said to be pressing for his candidate for the post, ex-FCC Commissioner Robert Wells. Mr. Wells has also been considered a likely choice to fill the number two post at the National Association of Broadcasters left vacant by the death of Grover Cobb.

But if present plans hold, Dr. Horley would succeed Clay T. Whitehead, who as a White House aide helped draw up the plan for the office and who served as its first director, from September 1970 until August 1974. John Eger, who is OTP's deputy director, has served as acting director in the long interim, and had been among the final candidates considered for the appointment. Mr. Eger's chances were said to have been hurt by antagonisms he created at the White House last winter, when he opposed, successfully, plans to eliminate OTP as a White House agency.

The tentative selection of Dr. Horley is seen by some in the White House as an indication that President Ford wants OTP to concern itself primarily with the government's telecommunications management matters to avoid day-to-day problems of broadcasting, particularly programming, and thereby avoid the controversies in which the Nixon White House engaged.

Dr. Horley, 38, and a native of Pitts-

burgh, has a PhD from Stanford University where he took a special program in communications systems planning;

And he was the driving force behind the creation of HEW's OTP. He helped set it up in 1970 while working as a special assistant to the then-HEW secretary, Robert Finch.

Dr. Horley declines to comment on reports that he expected to be nominated OTP director, but he has some views on how the office should operate. And they do not include involving itself in broadcast matters that are of the FCC's day-to-day concern. "OTP's function is to be an analytical arm of the executive office, to provide the President and his staff with advice on telecommunications matters, to offer professional analysis of technical or economic matters," he said.

Few cheers likely for expected ruling on distant sports

Commission leans toward same-day plan that will be considerably less than what sports, TV stations and some cable operators wanted

The FCC is moving toward a resolution of the distant-signal-sports issue that is sure to disappoint and anger sports and broadcast interests and probably will not satisfy cable television interests, either.

It is being called a "same-game rule." If a team is playing at home and the game is

denied the local TV station under provisions of the black-out law, an area cable system could not import the game from a distant station. But that would be the only restriction—the system would not be barred from importing from a distant station another game in that sport. And it could import another game when the home team's game is covered by local TV.

This is short of the rule proposed three years ago—it would ban a system in the grade B contour of a station in a professional sports team's city from carrying a game in the same sport from a distant station when the local team is playing at home, and the game is denied the local station. Sports teams and some broadcasters thought that was inadequate.

Commissioners and staff members alike said after a meeting last Tuesday that the only alternative to a same-game rule was "no rule." Deputy General Counsel Daniel Ohlbaum is said to have vigorously argued for no rule, contending that there is no public interest consideration to be served by a rule. If the public interest is adversely affected by the lack of a rule, he said, the FCC could then act.

The commission had originally proposed the rule as a means of carrying out the congressional intent expressed in the antitrust-law exemption that permits professional sports leagues to agree to black-out television coverage of games in order to protect the box office. However, Mr. Ohlbaum said antitrust law exemptions should be construed narrowly.

At least two commissioners—Glen O. Robinson and Benjamin L. Hooks—were said to share Mr. Ohlbaum's view. However, Chairman Richard E. Wiley and probably a majority of the commissioners were said to favor a "same-game rule."

The commissioners expect heavy lobbying before they are to meet on the issue again, on June 24. As a result, officials caution against drawing hard conclusions from Tuesday's meeting.

Headliners



Stevenson



Tornabene



Mouty



Labunski

Wayne Kearn, president of KENS-TV San Antonio, also named president of newly formed TV division of parent Harte-Hanks Newspapers Inc., according to announcement by **Robert G. Marbut**, president of H-H. Mr. Kearn is chairman of the television code review board of the National Association of Broadcasters. Harte-Hanks group recently acquired WTLV(TV) Jacksonville, Fla., now signals intention to "pursue selective acquisition of additional stations in prime markets."

Marion Stephenson named vice president and general manager, NBC Radio Network, reporting to **Jack G. Thayer**, president, NBC Radio Division. She was VP-planning for network, succeeds to post held by **Russell C. Tornabene**, now appointed VP-public affairs, NBC News. In another NBC Radio appointment, **Robert Mouty** has been named VP and general manager of NIS, network's new 24-hour news and information service debuting June 18.

Jerome Feniger, president of Horizon Communications Corp., New York, elected president of International Radio and Television Society, succeeding **Maurie Webster**, executive VP of Compu/Net Inc., New York. **Giraud Chester**, executive VP of Goodson-Todman Productions, elected first VP. Re-elected VP's were **Eleanor S. Applewhite**, general attorney, CBS Inc.; **Roy Danish**, director, Television Information Office, and **Richard A. O'Leary**, president of ABC Owned Television Stations. **Jerome S. Boros**, partner, Fly, Shuebruk, Blume & Gaguine, New York, re-elected secretary, and **John C. Moler**, president and general manager, WRFM (FM) New York, elected treasurer. New members of board of governors are **Avram Butensky**, senior VP and director of media operations, Dancer-Fitzgerald-Sample Inc.; **Ralph M. Baruch**, president, Viacom International Inc.; **Archa O. Knowlton**, director, media services, General Foods Corp., and **Stanley H. Moger**, executive VP, SFM Media Service Corp.

Stephen B. Labunski, former president of NBC Radio and recently New York VP of Chuck Blore Creative Services, Hollywood, named to new post of executive VP and general manager of Merv Griffin Radio Stations, group with four AMs, three FMs in Northeast, effective June 1. **Robert C. Cardrey**, VP of FMM Group of Griffin stations, continues in that post, reporting to Mr. Labunski. Headquarters: 430 Park Avenue, New York 10022.

Both sides unhappy about new rules for nonduplication

But NAB, NCTA stay poles apart in oppositions filed at FCC

The National Association of Broadcasters and the National Cable Television Association have petitioned the FCC to reconsider its new rules on network nonduplication—although each has a different reason.

The NAB petition looks toward returning to the present rules which are based on a grade B contour of protection by cable systems.

The substitution of "artificial fixed mileage zones"—35 miles in top 100 markets and 55 miles in smaller markets—said the NAB, is "arbitrary and ill-conceived" and takes no account of the true service area of a broadcast station.

Barring complete review of the commis-

sion's new rules (BROADCASTING, April 7), the NAB urged the FCC to at least amend various sections of those rules.

NCTA claimed there is no "factual basis" for continued nonduplication restrictions, particularly the 55-mile zone of protection the 1,000-subscriber exemption cut-off and the claim of adverse economic impact by broadcasters as the underlying reason for such protection.

Specifically, NCTA suggested there is no need to exceed 35 miles as a zone of protection for smaller market systems, and similarly the present 1,500 subscriber cut-off should not have been reduced to 1,000.

Advisory group's proposals spark new controversy

The FCC's Cable Television Technical Advisory Committee formally completed its mission last week, when its steering committee met with the commission to brief it on the two-volume, 1,100-page report that was three years in preparation (BROADCASTING, April 21).

The report, designed to aid the commission in developing its cable television technical rules, urges a generally cautious, and light, regulatory hand.

And it was evident, both in the briefing given the omission and in a subsequent news conference, the steering committee was toning down what was one of the most controversial recommendations in the report. It called for "an appropriate and penetrating analysis" of plan to require all broadcast stations to operate with non-offset synchronods carriers, to shift channels 5 and 6 upward in frequency by 2 mhz and to delete the lower 2 mhz of the public portion of the FM broadcast band to provide additional frequency space required by the shift of the two channels. The purpose of the plan would be to improve reception capability of cable systems. The proposal had figured in the dissents of two broadcast industry representatives, Howard Head, of A.D. Ring & Associates, a consulting firm that serves the Association of Maximum Service Telecasters, and George W. Bartlett, the National Association of Broadcasting's vice president for engineering. They noted that 121 million television sets now in use would not be able to receive channels 5 and 6 under the plan.

The steering committee's chairman, Hubert Schlafly, in addressing the commission, said the report "does not, as some have mistakenly viewed with alarm, recommend changes in any of the VHF broadcast channels (particularly channels 5 and 6) or a foreshortening of the FM broadcast band." He said the matter had been considered "on purely engineering grounds" but that there are strong "economic and operational" barriers to such changes.

Cable charges film strictures inhibit growth

NCTA's Foster heads long list of pro-pay witnesses testifying at two days of Hart hearings; NAB's Wasilewski offers rebuttal for broadcasters

Cable and pay-cable operators last week fired the first volley in the Senate inquiry into the competition between broadcasters and pay cable operators for movies, charging that they have been "harrassed" by commercial broadcasters attempting to "throttle" their industry.

As a result, said David Foster, president of the National Cable Television Association, "the television set is the most underused appliance in the home."

Mr. Foster was the first of a group of pro-pay cable witnesses testifying in two days of Washington hearings before the Senate Antitrust Subcommittee, headed by Philip Hart (D-Mich.), to examine charges that pay cable's development has been severely retarded by FCC regulations and commercial network practices which prevent pay cable from obtaining quality feature films.

Senator Hart said it may be that the FCC rules, coupled with exclusivity agreements between networks and film distributors, constitute unreasonable restraints on pay cable.

Senator Hart also said Congress could deregulate the pay cable industry, adding: "This is a question for another day, and perhaps one which will not be too long in being posed."

Although not scheduled to appear when the hearings were first announced several weeks ago, National Association of Broadcasters President Vincent Wasilewski testified the second day, May 22. According to Peter Chumbris, minority counsel for the Antitrust subcommittee, credit for the scheduling of Mr. Wasilewski goes to Roman Hruska (R-Neb.), ranking Republican on the subcommittee. Mr. Hruska wanted to make sure the broadcast point of view was represented in the first two days, Mr. Chumbris said. The networks will appear before the subcommittee in a second round of hearings a month from now, June 24 and 25.

Mr. Wasilewski reviewed his association's oft-stated position that if restraints are lifted, pay cable will "siphon off" programs now seen on "free TV," to the detriment particularly of the poor who cannot afford pay TV and of people in rural areas that will never receive cable.

Mr. Wasilewski said the broadcast industry welcomes "truly free and honestly open competition," but that one cannot speak in those terms when considering that pay cable is building its service with broadcast programming it picks up without charge.

He also said that projections that pay ca-

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Pay on the Hill. Senator Philip A. Hart (D—Mich.) (l) heard two days of testimony last week on an issue of alleged warehousing on part of the networks. Among the pay cable industry representatives who appeared on Wednesday were (l-r): Miles L. Rubin, chairman of the board of Optical Systems; Terry Elkes, Viacom International Inc.'s counsel; Ralph M.



Baruch, president of Viacom; Gerald M. Levin, president of Home Box Office Inc.; Theodore Pierson Jr., communications counsel for Home Box Office, and Peter Gross, counsel for Time Inc., Home Box Office's parent concern.

ble in 10 years will reach 25 million homes and will gross \$200 million indicate that pay cable is not "just an infant industry which will never achieve the capability to take away sports and entertainment programs from free TV."

Mr. Foster characterized the last argument as one of several "red herrings" broadcasters have used in their campaign against pay cable. He said there is no documentation to prove that pay cable has damaged or is capable of damaging the broadcasting industry. Pay cable would not, for example, try to siphon off the World Series or the Super Bowl because that would be "political suicide," he said.

Pay-cable witnesses, including Ralph Baruch, president and chief executive officer of Viacom International; Gerald Levin, president of Home Box Office Inc.; Monroe Rifkin, president of American Television & Communications Corp., and Miles Rubin, chairman of Optical Systems Corp., shared Mr. Foster's view that no evidence exists to indicate pay cable will harm the existing broadcast structure. "The same motion pictures we have been showing during the past two and a half years are now reaching commercial television screens with no apparent diminution of viewer interest," Mr. Levin said.

Mr. Baruch attacked the FCC for "protecting the status quo" in its pay-cable policy, but he indicated the real roadblock to pay cable access to movies is the network exclusivity arrangement with movie distributors. "For the FCC to rule that motion pictures under contract to broadcasting can be exhibited by pay cable is ludicrous," he said, "since most of the feature film contracts with broadcasters are on an exclusive basis and not available to the pay cable medium." He added, "Those films more than 10 years old can be broadcast every two years and 11 months and thus continuously denied to pay cable."

Mr. Rubin charged that the networks use their "market dominance" and "disproportionate prosperity" to arrange unreasonable exclusivity agreements with film distributors and that they "warehouse" movies—that is, store them away without airing them so that pay cable cannot obtain them even when FCC rules might permit pay cable access. Mr. Rubin

said that according to material ABC supplied to the FCC in 1973, more than half the 142 film contracts ABC reported had exclusivity provisions that in effect lengthened the commission's exclusivity period. And he said "it can only be assumed that the practices of ABC are not atypical of the other two networks."

First to speak Thursday was Robert Weisburg, president of Telemation Program Services, who charged that current network exclusivity practices in effect extend FCC restrictions and result in pay-cable operators having even less opportunity to purchase feature films than was envisioned in the rules. Mr. Weisburg cited the example of the "French Connection," where the film rights were sold to CBS in October 1972 with an exclusivity arrangement that it would not be shown

on pay cable after October 1973. However, CBS is not going to show the movie until 1975, Mr. Weisburg said, thus in effect asking for two years prior exclusive clearance to its telecast date.

Jack Valenti, president of the Motion Picture Association, echoed much of the same sentiment, and stressed that there is no limit or shortage of available feature film product. He claimed the FCC rules interfere with the process of allowing the film inventory doors to open up completely and challenged the siphoning argument as lacking any evidence at present or in the foreseeable future. "The best way to correct the situation," where broadcasters complain of unfair competition, suggested Mr. Valenti, would be to adopt a copyright bill by which cable would pay copyright and compete equally.

In Brief

National Cable Television Association board of directors — at Chicago meeting Friday — turned down proposals to exempt local as opposed to distant signals from copyright payments and reaffirmed its present support for legislation with one exception: switch from exemption based on subscriber count to monetary cutoff. Vote, described as "not close, but not unanimous," would replace exemption for systems with fewer than 1,500 subscribers for blanket exemption of first \$100,000 of annual service revenues for all systems . . . FCC has tied up loose end in Boston channel 5 case. It granted Boston Broadcasters Inc. initial license to cover construction permit for WCVB-TV Boston, which has been on air since 1972 . . . ABC-TV sources estimate that 50 million people watched Muhammad Ali defeat Ron Lyle May 16. Entire two-hour sports special scored 27.8 national Nielsen rating and 49 share, with Ali-Lyle hour getting 32.0 rating and 54 share . . . Morton H. Aronson, chairman of Massachusetts Cable Commission since its inception in 1972, has resigned effective June 30 — or earlier if governor appoints successor. Expectation is that new chairman will be chosen among: Charles Beard, Boston attorney; Hyman Goldin, Boston University professor and former economist with FCC, and Arthur G. Ottinger, Harvard professor . . . FCC has renewed license of Westinghouse Broadcasting's KYW-AM-TV Philadelphia, conditioned on outcome of pending antitrust action against parent Westinghouse Electric . . . Robert C. Eunson, 62, Associated Press vice president in charge of broadcast operations, died Thursday (May 22) in LeRoy Hospital in New York of cancer, after long illness. He had headed AP Broadcasting since 1965, earlier was AP bureau chief, director of AP coverage in Korea and Southeast Asia. AP Broadcasters established broadcast journalism award carrying his name with recipient to be chosen in 1976 (*Broadcasting*, April 7). Memorial service will be held in Manhattan's St. James Episcopal church at 4:30 p.m. Tuesday (May 27) . . . John H. Wilson, 50, senior VP and general manager of Detroit office of BBDO until he retired last January to escape pressures of business, died of apparent heart attack May 18 while playing golf in Detroit.

Programing

Sex and violence lose to football at NBC affiliates business session

Loss of local news revenues due to sports overtime is one big worry at L.A. meeting, as is over-run of Saturday movies; questions also raised on length of national news, regionalization of national networks and modification of FCC duplication rule

NBC-TV affiliates are worried over prospects of losing their Sunday-afternoon local news in the 1975-76 network schedule. The subject drew more attention than any other last Tuesday afternoon (May 20) during a business session of affiliates and network officials at the affiliates' annual meeting in Los Angeles.

The stations foresee professional football coverage on Sunday afternoons extending to or near the 7 p.m. start of *The Wonderful World of Disney*, which opens the network's prime-time Sunday block. When that happens, as is probable when double-headers are broadcast, the local news that normally follows football will be squeezed out and with it the solid revenues that news generates. Douglas Manship, WBRZ-TV Baton Rouge, raised the question. Herb Schlosser, NBC president, said the problem had been recognized but that no solution had been found.

To another affiliate's suggestion that football coverage be advanced to make sure there was time for local news between it and *Disney*, Carl Lindemann Jr., vice president, NBC Sports, replied that the American Football League would not reschedule its games to earlier starting times.

The exchanges at the closed session were described later in a press briefing conducted by M.S. (Bud) Rukeyser Jr., NBC vice president, public information; Robert Ferguson, WTRF-TV Wheeling, W. Va., retiring chairman of the NBC-TV affiliates board of delegates, and Ancil H. Payne, King Broadcasting, Seattle, the new affiliate chairman.

The affiliates and network officials ranged through other topics in their private session. Harold S. Grams, KSD-TV St. Louis, asked Richard Wald, NBC News president, whether there were any plans to lengthen the *NBC Evening News*. Mr. Wald said he had detected no immediate demand, though he thought that "before the decade is out" the period might be extended from the present half hour to an hour. He said, in response to another question, that 45 minutes would be an awkward length and is not under consideration.

David Baltimore, WBRE-TV Wilkes-Barre, Pa., asked whether affiliates would be permitted to tape the forthcoming



Traditionalist. Julian Goodman, NBC chairman, chose not to make a formal address to the NBC-TV affiliates at their convention in Los Angeles last week. He reminisced about the people who shaped the network: the late David Sarnoff, "who thought of the little music box"; his son, Robert, now chairman of RCA; Robert E. Kintner, former NBC president, "who made us all understand news," and the late William McAndrew, NBC News president, who was Mr. Goodman's mentor in the news department before Mr. Goodman became president and later chairman of NBC. He said Herb Schlosser, now NBC president, had built a team of "creative brains" in the tradition of those preceding them. Seated and facing the camera in the photograph above is David Adams, NBC vice chairman.

Saturday Night variety show, which is to be introduced Oct. 11 at 11:30 p.m. Saturdays, for delayed broadcast on Sunday nights. He was told that the network would insist on live clearance for the new program which it would be attempting to establish as a fixture in the schedule. What happens when the preceding *NBC Saturday Night at the Movies* runs beyond its scheduled 9-11 p.m.? Bob Howard, NBC-TV president, answered that at the outset movies would be deliberately chosen for running times inside the schedule so that the 11 p.m. local news could follow on time and the new *Saturday Night* at its assigned 11:30. Movie overruns will be scheduled as necessary after the *Saturday Night* show has a good start, Mr. Howard explained.

Questions were raised about the pre-release in Canada of network programs later seen on U.S. networks. David Adams, NBC vice chairman, estimated it would cost NBC \$20 million a year to buy out the Canadian pre-release from its program suppliers, even if the suppliers were willing to negotiate protection for U.S. network play. The affiliates were told that NBC-TV is continuing to press its program sources for relief on the theory that the value of a program to a U.S. network is diminished if it is seen along the border before its U.S. play.

Fred Paxton, WPSD-TV Paducah, Ky.,

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SHARE

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TOTAL ADULTS

TOTAL WOMEN

WOMEN 18-49

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Class of 1975. Ancil H. Payne, King Broadcasting, Seattle, was elected chairman of the NBC-TV affiliates board of delegates last week, succeeding Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who served in the post for four years. Three new members were elected to the board to replace retiring members: Jack Beauchamp, WBAL-TV Baltimore; William Faber, WFLA-TV Tampa, Fla., and Ralph Jackson, WAVE-TV Louisville, Ky., who succeeds Norman P. Bagwell, WKY-TV Oklahoma City, as secretary-treasurer of the board. The board as now constituted: (front row, l to r) Mr. Faber; Wilson Wearn, WFBC-TV Greenville, S.C.; Mr. Ferguson; Mr. Payne; Irving Waugh Jr., WSM-TV Nashville; (back row, l to r) Fred Paxton, WPSD-TV Paducah, Ky.; Glenn Flint, KCMT Alexandria, Minn.; Mr. Beauchamp; Willard Schroeder, WOTV Grand Rapids, Mich.; Mr. Jackson, WTVQ-TV Terre Haute, Ind.; Allan Land, WHIZ-TV Zanesville, Ohio.

asked about station compensation on the expanded National Collegiate Athletic Association basketball schedule that NBC-TV has just arranged with the TVS Television Network (BROADCASTING, May 19). He was told stations would be paid for one hour of each game.

The offering of limited network line-ups for regional advertisers, as required by a consent agreement signed by all three television networks with the Federal Trade Commission last year, disturbs affiliates, Jack Harris, of KPRC-TV Houston, told network officials. There is an implicit threat to spot advertising in the regionalization of national networks, Mr. Harris pointed out, and he urged NBC-TV to make its affiliates' concern known to the FTC. Under the agreement, the networks last June began a year's trial of regional availabilities. The results are to be appraised before the FTC comes to a final ruling on the subject.

Two weeks ago Frank Smith, CBS-TV vice president-sales, told that network's affiliates that the CBS experiment with regional selling had proved no threat to spot (BROADCASTING, May 19).

At a closed meeting of their own on Monday (May 19), the NBC-TV affiliates voted to contest the FCC's modification of its rule protecting television stations against duplication of their network programming on cable systems. They have hired Kenneth Cox, Washington lawyer and former FCC commissioner, to petition the U.S. court of appeals for a stay of reconsideration of the new nonduplication rule. A week earlier CBS-TV affiliates engaged Ernest Jennes of the Washington firm of Covington & Burling to file an appeal on the nonduplication rule (BROADCASTING, May 19). Network affiliates say

the modified rule will fragmentize their audiences.

At the same Monday meeting the NBC-TV affiliates voted to contribute \$3,000 for expenses of representatives of affiliates of all three networks to attend the world conference on satellite frequencies to be held in 1977. Similar action was taken the week before by CBS-TV stations. A. James Ebel, of KOLN-TV Lincoln, Neb., a CBS affiliate, has served for several years as chairman of a satellite committee representing affiliates of all three networks. The expectation is that Mr. Ebel will be designated as the observer at the 1977 conference. Satellite communications are of interest to affiliates not only for their possibilities as an alternative for land-based interconnection but also for long-range potentials of direct satellite-to-home broadcasting which could make network affiliation obsolete.

Messrs. Rukeyser, Ferguson and Payne pointed out that last Tuesday's business session of affiliates and network officials was the first in years at which there was no mention of news slanting, sex or violence.

NBC-TV's daytime rise

Bolen recites gains to affiliates, tells of more that is in store

NBC-TV has moved into parity with CBS-TV in recent daytime ratings, NBC-TV affiliates were told last week. The improvement in audience has come from a number of program changes in the 1974-75 season, including the lengthening of *Another World* and *Days of Our Lives* from a half hour to an hour.

Lin Bolen, NBC-TV vice president,

daytime programs, gave the upbeat account at the affiliates annual meeting in Los Angeles. In the last three rating reports, she said NBC-TV is tied with CBS-TV for first. Not only that, NBC-TV leads in young women, she said. It was last in that category last fall.

Ms. Bolen also announced that Barbara Walters would appear in a 90-minute story of European royalty, *Barbara Walters Visits the Royal Lovers*, to be presented as a daytime special next fall. Another biography of a President's wife, *First Ladies Diaries: Martha Washington*, will appear in the daytime in September.

The affiliates were also told that *Somerset*, a serial now aired at 4-4:30 p.m., New York time, would also be fed at 1-1:30 p.m. after July 7. Clearances have been poor in the 4 p.m. period, which may revert to local programming if most affiliates move to the 1 p.m. *Somerset* feed, as NBC-TV expects.

A special year of specials is in NBC's future

Programming in Bicentennial theme tops long list for 1975-76 outlined to affiliates in L.A.

The Bicentennial will permeate NBC-TV's news and entertainment specials in 1975-76, according to word given the network's affiliates at their Los Angeles annual meeting last week.

NBC News, with Robert Northshield as executive producer, will deliver three prime-time programs of 90 minutes each, *Life, Liberty and Pursuit of Happiness*, with 30-minute condensations of each to be aired for children on Saturday mornings. The biggest NBC News project is to be *The Glorious Fourth*, a 24-hour program concluding the Bicentennial celebration on July 4, 1976.

The NBC-TV *Today* show, under Stuart Schulberg, executive producer, will do weekly remotes from each of the 50 states in the Bicentennial year, starting next July 4 in the District of Columbia and ending July 2, 1976, in Philadelphia. "We'll be calling on your people for lots of help," Mr. Schulberg told the affiliates.

The entertainment specials with Bicentennial themes were outlined by William F. Storke, NBC-TV vice president, special programs. They include:

- Three 60-minute programs on Abraham Lincoln, based on Carl Sandburg's biographies, with Hal Holbrook as star. The first will be aired in September.

- A two-hour special, *The Inventing of America*, co-developed with the British Broadcasting Corp. and starring Raymond Burr and James Burke. It will trace technological developments of the past 200 years and their effects on American society.

- Two 60-minute specials for children,

Bound for Freedom, based on a book by Ruth Chessman about two teen-age English youths brought to the American colonies as indentured servants, and *200 Years of American Humor* with Jonathan Winters.

■ A two-hour feature created by James Michener about a family that settled in the Midwest in the 1820's and has lived through the agrarian and industrial change in the area.

■ Three Bicentennial specials on *Hallmark Hall of Fame*: a 90-minute adaptation of Maxwell Anderson's play, "Valley Forge"; a 90-minute production of Norman Corwin's play, "The Rivalry," about the Lincoln-Douglas debates, and "Meeting at Potsdam," to be adapted from Charles Mee's recent book, a Literary Guild selection.

■ "The Red Badge of Courage," taken from the Stephen Crane novel, will be rerun.

Mr. Storke also told the affiliates of other specials that are in production or under commitment. Among "events" specials, he listed:

■ The Miss America pageant in September, Macy's Thanksgiving Day parade, the Orange Bowl, the Tournament of Roses parade, a new edition of the Ringling Bros. circus, and, on June 30, 1976, the Stars and Stripes show from Oklahoma City. He also said NBC would carry two new events, the Miss Teen-Age America pageant from Oral Roberts University in Tulsa, Okla., next Nov. 15, and *The World of Magic*, a live hour of illusions (including Raquel Welch sawed in half) starring Doug Henning, now in the Broadway hit, "The Magic Show." Orson Welles, a magic buff, will also be on the program. Mobil Oil will sponsor the magic show.

■ Holiday specials will include reruns of Dickens's "Scrooge" with Albert Finney and *Little Drummer Boy*, three new animated half hours, *Winnie the Pooh and Tigger Too*, *The First White Christmas* and *The Tiny Tree*, and a Dean Martin Christmas show.

■ Celebrity specials will include six Dean Martin roasts plus a variety show with Mr. Martin to precede the Miss America pageant; seven Bob Hope hours, an Ann-Margret hour, a variety special starring Rich Little and another starring MacLean Stevenson who formerly played the colonel in *M*A*S*H*.

Special dramas reported by Mr. Storke were:

■ A rerun of *Count of Monte Christo*; an adaptation of George Bernard Shaw's "Anthony and Cleopatra" with Sir Alex Guinness and Genevieve Bujold, and what Mr. Storke called "an Americanization" of John Osborne's English play, "The Entertainer," to star Jack Lemmon.

Now in production in London is a two-hour musical version of *Peter Pan*, starring Mia Farrow in the title role and Danny Kaye as Captain Hook. It will play on the *Hallmark Hall of Fame* in the fall of 1976 to celebrate Hallmark's 25th an-

niversary as a television advertiser.

Other projects in work:

■ A life story of the late Josephine Baker, the American entertainer who spent her adult life in France, and projects that Mr. Storke did not otherwise identify but said were "currently in development" with Francis Ford Coppola ("Godfather" and "Godfather II"), Irwin Allen ("Poseidon Adventure" and "Towering Inferno"), Robin Moore ("French Connection") and Peter Maas ("Serpico").

Schlosser spells out TV's responsibilities

NBC president also says that news leadership is prime goal

Television must remain a national medium, "in touch with all the people all the time," if it is to perform its true mission, Herbert S. Schlosser, NBC president, told NBC-TV affiliates in Los Angeles last week.

The ability to attract and hold the largest numbers of viewers is a "dimension of leadership" in the mass medium of television, Mr. Schlosser said. "When we succeed in that goal, we fulfill our responsibility to serve the needs and interests of the public—as the public itself sees them."

Television must follow that course, he said, despite pressures "from those who want it to serve their own special interests rather than the over-all interest of the national public." But the pressures will persist. "Because it must serve so many different people and conflicting interests, television will always be a target for criticism," Mr. Schlosser said.

"We must have the courage to correct our defects when they exist," said Mr. Schlosser. Standards of taste in entertainment and of fairness and balance in news must be maintained. "But we must also maintain the ability and the will to defend ourselves from unwarranted attack; to



Schlosser

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speak out in behalf of television against any such challenge, whenever it appears and wherever it comes from."

NBC, he said, was committed to audience leadership in entertainment, which "makes possible progress and achievement in another area—news." No network or station, said Mr. Schlosser, can make any claim to leadership without leading in news. "At this point in our history," he said, "broadcasting has an immense responsibility—and a unique capability—to provide information to the public on the broadest scale . . . It is an essential instrument of democracy."

Emmy boxscore: CBS takes 32, ABC 24, NBC 10

Lion's share of honors go to 'Rhoda,' 'Mary Tyler Moore,' 'Benjamin Franklin'; best showing in daytime by NBC

CBS-TV walked off with 32 Emmy awards at the annual ceremonies last Monday night (May 19), highlighted by Valerie Harper's best-actress-in-a-comedy-series prize for *Rhoda*, *The Mary Tyler Moore Show*'s win as outstanding comedy series (it also won five other Emmys) and the five citations picked up by the *Benjamin Franklin* mini-series. The event was telecast live from the Hollywood Palladium by CBS and easily won its two-hour time period (9-11 p.m., NYT) with a cumulative 24.1 national Nielsen rating and 43 share.

ABC-TV topped 24 Emmys, including awards to Laurence Olivier and Katherine Hepburn as best actor and actress in a one-shot (the drawing-room comedy "Love Among the Ruins"), to Robert Blake as best actor in a drama series (*Baretta*) and to Tony Randall as best actor in a comedy series (*The Odd Couple*, which ABC cancelled two months ago).

NBC-TV managed to come up with only 10 of the statuettes, paced by Peter Falk's Emmy as best actor in a limited series (the *Columbo* segment of the *Sunday Mystery Movie*) and Jessica Walter's Emmy for best actress in a limited series (the cancelled *Amy Prentiss*). NBC's corporate ego was salvaged somewhat, however, by its coming out on top in the Emmys for daytime programming, where it won eight of the 19 awards given out (compared to six for ABC, three for CBS and two for the syndicated *Dinah!* show). NBC's *Hollywood Squares* game show won three daytime Emmys and its *Days of Our Lives* serial pulled down two.

The winners:

Outstanding comedy series: *The Mary Tyler Moore Show* (CBS). James L. Brooks and Allan Burns, executive producers; Ed Weinberger and Stan Daniels, producers.

Outstanding drama series: *Upstairs, Downstairs* (PBS). Rex Firklin, executive producer; John Hawkesworth, producer.

Outstanding comedy-variety or music series: *The Carol Burnett Show* (CBS). Joe Hamilton, executive

producer; Ed Simmons, producer; Carol Burnett, star. Outstanding limited series: *Benjamin Franklin* (CBS). Lewis Freedman, executive producer; George Lefferts and Glenn Jordan, producers.

Outstanding special, drama or comedy: *The Law* (NBC). William Sackheim, producer.

Outstanding special, comedy-variety or music: *An Evening with John Denver* (ABC). Jerry Weintraub, executive producer; Al Rogers and Rich Eustis, producers; John Denver, star.

Outstanding classical music program: *Profile in Music: Beverly Sills* (PBS). Patricia Foy, producer; Beverly Sills, star.

Outstanding lead actor in a comedy series: Tony Randall, *The Odd Couple* (ABC).

Outstanding lead actor in a drama series: Robert Blake, *Baretta* (ABC).

Outstanding lead actor in a limited series: Peter Falk, *Columbo* (NBC).

Outstanding lead actor in a special program, drama or comedy (for a special or a single appearance in a drama or comedy series): Laurence Olivier, *Love Among the Ruins* (ABC).

Outstanding lead actress in a comedy series: Valerie Harper, *Rhoda* (CBS).

Outstanding lead actress in a drama series: Jean Marsh, *Upstairs, Downstairs* (PBS).

Outstanding actress in a limited series: Jessica Walters, *Amy Prentiss* (NBC).

Outstanding continuing performance by a supporting actor in a comedy series (for a regular or limited series): Ed Asner, *The Mary Tyler Moore Show* (CBS).

Outstanding continuing performance by a supporting actor in a drama series (for a regular or limited series): Will Geer, *The Waltons* (CBS).

Outstanding continuing or single performance by a supporting actor in variety or music (for a continuing role in a regular or limited series or a one-time appearance in a series or a special): Jack Albertson, *Cher* (CBS).

Outstanding single performance by a supporting actor in a comedy or drama special: Anthony Quayle, *QB VII* (ABC).

Outstanding single performance by a supporting actor in a comedy or drama series (for a one-time appearance in a regular or limited series): Patrick McGeehan, "By Dawn's Early Light," *Columbo* (NBC).

Outstanding continuing performance by a supporting actress in a comedy series (for a regular or limited series): Betty White, *The Mary Tyler Moore Show* (CBS).

Outstanding continuing performance by a supporting actress in a drama series (for a regular or limited series): Ellen Corby, *The Waltons* (CBS).

Outstanding continuing or single performance by a supporting actress in variety or music (for a continuing role in a regular or limited series or a one-time appearance in a series or a special): Cloris Leachman, *Cher* (CBS).

Outstanding single performance by a supporting actress in a comedy or drama special: Juliet Mills, *QB VII* (ABC).

Outstanding single performance by a supporting actress in a comedy or drama series (for a one-time appearance in a regular or limited series): Cloris Leachman, "Phyllis Whips Inflation," *The Mary Tyler Moore Show* (CBS); Zohra Lampert, "Queen of the Gypsies," *Kojak* (CBS) (tied).

Outstanding directing in a drama series (a single episode of a regular or limited series with continuing characters and/or theme: Bill Bain, "A Sudden Storm," *Upstairs, Downstairs* (PBS).

Outstanding directing in a comedy series (a single episode of a regular or limited series with continuing characters and/or theme): Gene Reynolds, "O.R.," *M*A*S*H* (CBS).

Outstanding directing in a comedy-variety or music series (a single episode of a regular or limited series): Dave Powers, *The Carol Burnett Show* (with Alan Alda) (CBS).

Outstanding directing in a comedy-variety or music special: Bill Davis, *An Evening With John Denver* (ABC).

Outstanding directing in a special program, drama or comedy: George Cukor, *Love Among the Ruins* (ABC).

Outstanding writing in a drama series (a single episode of a regular or limited series with continuing characters and/or theme): Howard Fast, "The Ambassador," *Benjamin Franklin* (CBS).

Outstanding writing in a comedy series (a single episode of a regular or limited series with continuing characters and/or theme): Ed Weinberger and Stan Daniels, "Mary Richards Goes To Jail," *The Mary Tyler Moore Show* (CBS).

Outstanding writing in a comedy-variety or music

series (a single episode of a regular or limited series): Ed Simmons, Gary Belkin, Roger Beatty, Arnie Kogen, Bill Richmond, Gene Peirre, Rudy DeLuca, Barry Levinson, Dick Clair and Jenna McMahon, *The Carol Burnett Show* (with Alan Alda) (CBS).

Outstanding writing in a comedy-variety or music special: Bob Wells, John Bradford and Cy Coleman, *Shirley MacLaine: If They Could See Me Now* (CBS).

Outstanding writing in a special program, drama or comedy (original teleplay): James Costigan, *Love Among the Ruins* (ABC).

Outstanding writing in a special program, drama or comedy (adaptation): David W. Rintels, *IBM Presents Clarence Darrow* (NBC).

Outstanding achievement in choreography (for a single episode of a series or a special program): Marge Champion, *Queen of the Stardust Ballroom* (CBS).

Outstanding achievement in music composition for a series (dramatic underscore for a single episode of a regular or limited series): Billy Goldenberg, "The Rebel," *Benjamin Franklin* (CBS).

Outstanding achievement in music composition for a special (dramatic underscore): Jerry Goldsmith, *QB VII* (ABC).

Outstanding achievement in art direction or scenic design (for a single episode of a comedy, drama or limited series): Charles Lisanby, art director; Robert Checchi, set decorator, "The Ambassador," *Benjamin Franklin* (CBS).

Outstanding achievement in art direction or scenic design (for a single episode of a comedy-variety or music series or a comedy-variety or music special): Robert Kelly, art director; Robert Checchi, set decorator, *Cher* (with Bette Midler, Flip Wilson and Elton John) (CBS).

Outstanding achievement in art direction or scenic design (for a dramatic special or a feature-length film made for television): Carmen Dillon, art director; Tessa Davies, set decorator, *Love Among the Ruins* (ABC).

Outstanding achievement in graphic design and title sequences (for a single episode of a series or for a special program): Phill Norman, *QB VII* (ABC).

Outstanding achievement in cinematography for entertainment programming for a series (for a single episode of a regular or limited series): Richard Glouner, "Playback," *Columbo* (NBC).

Outstanding achievement in cinematography for Entertainment programming for a special (for a special or feature-length program made for television): David Walsh, *Queen of the Stardust Ballroom* (CBS).

Outstanding film editing for entertainment programming for a series (for a single episode of a comedy series): Douglas Hines, "An Affair To Forget," *Mary Tyler Moore Show* (CBS).

Outstanding film editing for entertainment programming for a series: Donald R. Rode, "Mirror, Mirror, On the Wall," *Petrocelli* (NBC).

Outstanding film editing for entertainment programming for a special: John Martinelli, *The Legend of Lizzie Borden* (ABC); Byron Brandt and Irving C. Rosenblu, *QB VII* (ABC) (tied).

Outstanding achievement in film sound editing (for a single episode of a regular or limited series or for a special program): Marvin I. Kosberg, Richard Burrow, Milton C. Burrow, Jack Milner, Ronald Ashcroft, James Ballas, Josef Von Stroheim, Jerry Rosenthal, William Andrews, Edward Sandlin, David Horton, Alvin Kajita and Tony Garber, *QB VII* (ABC).

Outstanding achievement in film or tape sound mixing (for a single episode of a regular or limited series or for a special program): Marshall King, *The American Film Institute Salute to James Cagney* (CBS).

Outstanding achievement in video-tape editing (for a single episode of a regular or limited series or for a special program): Gary Anderson and Jim McElroy, *Judgment: The Court-Martial of Lt. William Calley* (ABC).

Outstanding achievement in technical direction and electronic camerawork (for a single episode of a regular or limited series or for a special program): Ernie Buttelman, technical director; Jim Angel, Jim Balden, Ron Brooks, and Art LaCombe, cameramen, *The Missiles of October* (ABC).

Outstanding achievement in lighting direction (for a single episode of a regular or limited series or for a special program): John Freschi, *The Perry Como Christmas Show* (CBS).

Outstanding children's special (for specials that were broadcast during the evening): Yes, *Virginia, There Is a Santa Claus*. Burt Rosen, executive producer; Bill Melendez and Mort Green, producers (ABC).

Outstanding sports event (for nonedited program): *Jimmy Connors vs. Rod Laver Tennis Challenge*.



Thanks, Mom. Seventy-one prime-time Emmys were handed out in ceremonies in Los Angeles last week. Among the winners (clockwise from top left): *Odd Couple's* Tony Randall (l) and *Rhoda's* Valerie Harper with comedian Flip Wilson (in drag); Goldmark Communications'

Peter Goldmark (l), with National Academy of Television Arts and Sciences President Robert Lewine; Will Geer and Ellen Corby of *The Waltons*; CBS's five-award winner *Ben Franklin*, and *Upstairs, Downstairs'* Jean Marsh.

Frank Chirkinian, executive producer (CBS).

Outstanding sports program (for an edited program) *Wide World of Sports*. Roone Arledge, executive producer; Doug Wilson, Ned Steckerl, Dennis Lewin, John Martin and Chet Forte, producers (ABC).

Outstanding sports broadcaster: Jim McKay, *Wide World of Sports* (ABC).

Special classification of outstanding program and individual achievement (an award for unique program and individual achievements that does not fall into a specific category or is not otherwise recognized): *The American Film Institute Salute To James Cagney*. George Stevens Jr., executive producer; Paul W. Keyes, producer (CBS). And Alistair Cook, host, *Masterpiece Theatre* (PBS).

Outstanding achievement in special musical material (for a song, a theme for a series or special material for a variety program providing the first use of this material was written expressly for television): Alan and Marilyn Bergman and Billy Goldenberg, *Queen of the Stardust Ballroom* (CBS). And Cy Coleman and Bob Wells, *Shirley MacLaine: If They Could See Me Now*.

Outstanding achievement in costume design (for a single episode of a series or for a special program): Guy Verhille, *The Legend of Lizzie Borden* (ABC). And Margaret Furse, *Love Among the Ruins* (ABC).

Outstanding achievement in any area of creative technical crafts (an award for individual technical craft achievement that does not fall into a specific category and is not otherwise recognized): Edie Panda, hairstylist, "The Ambassador," *Ben Franklin* (CBS). And Doug Nelson and Norm Schwartz, *Wide World in Concert*, (ABC) for double system sound editing and synchronization for stereophonic broadcasting of television programs.

Outstanding individual achievement in sports programming (for individuals who may be directors, writers, cinematographers, technical directors and electronic cameramen, sound mixers, film editors, video-tape editors, lighting directors and graphic designers): Gene Schwarz, technical director, *1974 World Series*, NBC. And Herb Altman, film editor, *The Baseball World of Joe Garagiola* (NBC). And Corey Leible, Len Basile, Jack Bennett, Lou Gerard and Ray Figelski, electronic cameramen, *1974 Stanley Cup Playoffs* (NBC). And John Pumo, Charles D'Onofrio, Frank Florio, technical directors; George Klimcsak, Robert Kania, Harold Hoffmann, Herman Lang, George Drago, Walt Denier, Stan Gould, Al Diamond, Charles Armstrong, Al Brantley, Sig Meyers, Frank McSpedon, George Nader, James Murphy, James McCarthy, Vern Surphis, Al Lorretto, Gordon Sweeney, Jo Sidlo, William Hathaway, Gene Pescalek and Curly Fonorow, cameramen, *Masters Golf Tournament* (CBS).

Outstanding achievement in engineering development: CBS for spearheading development and realization of the electronic newsgathering system. And Nippon Electric Co. for development of digital television frame synchronizers.

Rhodes under Filmways flag

Jack E. Rhodes, veteran TV syndicator, has joined Filmways Inc., Los Angeles, as chief of that company's domestic syndication arm under name of Rhodes Productions Co. Mr. Rhodes for five years was

president of Rhodes Productions Inc., a subsidiary of Taft Broadcasting Co. He resigned two weeks ago (BROADCASTING, May 19).

A successor to Mr. Rhodes to head the Taft syndication arm, renamed Taft, H-B Program Sales, will be named shortly, according to Samuel T. Johnston, executive vice president, Hanna Barbera Productions Inc., also a Taft subsidiary. The new Taft, H-B syndication firm will be directly under Hanna Barbera, it was announced.

At Filmways, Mr. Rhodes will be in charge of all domestic syndication of that company's products, and will also handle the output of other producers. The new Rhodes syndication firm will launch operations with *Hollywood Squares* and *High Rollers*, both produced by Heatter-Quigley Inc., a subsidiary of Filmways. The thrice-weekly *Hollywood Squares* and *High Rollers*, as well as Filmways, *Green Acres* already had been syndicated by Mr. Rhodes under the Taft banner. The new Rhodes firm will also syndicate such other Filmways programs as *Mr. Ed*, *The Adams Family*, and the Signs III thestrical film library.

Forward's Dudley wants Central zone on same time as Eastern

He proposes at NBC affiliates meeting that Midwest start prime time at 7

Richard Dudley, president of the Forward station group based in Wausau, Wis., proposed to NBC-TV last week that it delay its network feeds so that stations in the Central time zone would broadcast network programs at the same clock hours of their broadcast in the East. His proposal, made during a closed session of NBC-TV affiliates at their annual meeting in Los Angeles last week, drew little support.

Mr. Dudley said he had informally advanced the same proposal to officials of ABC-TV but had received no encouragement there. Forward stations are variously affiliated with all three TV networks. He said his principal reason for suggesting the standardization of clock hours in Eastern and Central zones was to put the two hours of family viewing, now decreed by the National Association of Broadcasters television code, in the same 7-9 p.m. period in both time zones. Family viewing under present scheduling occurs at 6-8 in the Central zone.

"It's only a matter of time before the public forces us to move family viewing back to 7 to 9 in our country," said Mr. Dudley. "We ought to make the move on our own." He said he anticipated complaints about some network programming that will play after 9 in New York but as early as 8 in the Central zone, since the restrictions applying to family-oriented programs won't apply.

Mr. Dudley said there were other advantages to be had from a delay in network feeds. The local early news would gain audience and revenue if set back an hour, he pointed out. Early network news would also stand to pick up audience.

Other NBC-TV affiliates in the Central zone disagreed, however. Jack Harris, KPRC-TV Houston, took issue with Mr. Dudley during the closed meeting. He said that the habits of earlier viewing had been ingrained in that zone for 25 years, and he

predicted that some affiliates would secede from the network if the feed were delayed to New York clock hours.

Others said that although the early evening news periods might profit by later scheduling, as Mr. Dudley pointed out, the local late news, which now plays at 10 p.m., would lose value by a later scheduling at 11.

Mr. Dudley said he intended to pursue his proposals. "Sooner or later, we'll be on the same time," he said. ABC-TV officials told him that the delayed feed would cost about \$1 million a year, Mr. Dudley said, although he thought the figure excessive.

MCA and Sandy Frank: new area of dispute

PTAR III effective date is point of contention between two firms; one wants extension to sell, other can go along with FCC plan

MCA Inc. has taken exception to the "gratuitous references" to it in a letter regarding Prime Time Access Rule III that counsel for Sandy Frank Program Sales Inc. wrote to FCC Chairman Richard E. Wiley last month (BROADCASTING, April 28). MCA also wants it known that, regardless of the access-time programming it has produced, it wants the commission to adhere to the Sept. 8 effective date it has set for the rule.

Arthur Scheiner, counsel for MCA, wrote to Chairman Wiley after Sandy Frank's counsel, Kenneth A. Cox, had written the chairman to urge that the commission not act "precipitously" in deciding the question of an effective date. Mr. Cox wrote the chairman after the U.S. Court of Appeals in New York affirmed the constitutionality of PTAR III but sent it back for reconsideration of some matters, including a "new" effective date.

Mr. Cox also suggested that the September 1975 date would work hardship on MCA Inc., since it has produced an access-time program, *Don Adams Screen Test*. Sandy Frank wanted the date extended for one year; he feels he would

have difficulty selling his new *Bobby Vinton Show* this year if networks are free, as they are under PTAR III, to recapture portions of prime time, otherwise denied them, for children's programs, public affairs and documentaries. However, the commission subsequently affirmed its Sept. 8 effective date.

Mr. Scheiner made it clear that MCA, which has always opposed the prime time rule, has not changed its position. But since the commission and the court have reached a different conclusion regarding the rule, he said, MCA feels it should be implemented "on an expeditious basis."

He added that MCA does not share Mr. Cox's view that a September 1975 effective date "will make clearances difficult, if not unsurmountable, for new access shows." He said MCA believes that "ample time slots are still available for access shows and that the quality of program and its acceptance in the marketplace, rather than artificial barriers, should be determinative."

Program Briefs

'Match' in 39. Jim Victory Television Inc.'s once-a-week prime-access version of hit CBS daytime series *Match Game '75*, produced by Goodson-Todman, has been sold to 39 markets, including five ABC-owned stations and WCAU-TV Philadelphia and KMOX-TV St. Louis, both CBS-owned.

Multi-voiced. Comedian Jonathan Winters has been signed to do off-screen voice of all animated characters in Children's Classics Cinema Corp.'s *Fables of the Green Forest* TV series, based on Thornton W. Burgess stories. Children's Classics has obtained world rights (outside Japan) for 52 half-hour films from Zuiyo Films, Tokyo (BROADCASTING, May 12).

They still like Archie. CBS-TV's *All in the Family* ranked first among television households, total women, women 18-49 and total men in Arbitron Supersweep report, followed in order by NBC-TV's *Sanford and Son* and *Chico and the Man* in these four classifications. Arbitron Supersweep is based on 98,783 television households that participated in Arbitron Television's February 1975 survey of viewing in 207 markets.

Knuckles rapped. FCC has fined WANV (AM) Waynesboro, Va., \$2,000 for violating its rules with respect to broadcast time for legally qualified political candidates. Commission found station had "censored" material broadcast by Louis J. Hausrath, candidate for Waynesboro city council, in restricting his comments to topics discussed in WANV editorial. Furthermore, commission said station had discriminated against Mr. Hausrath since his opponent was given transcript of Mr. Hausrath's reply to WANV editorial prior to its broadcast. Commission decision was unanimous. WANV has 30 days to pay or contest forfeiture.



It was like the old Hollywood. Almost 2,000 would-be performers showed up at the Universal lot to try out for *Don Adams Screen Test*, new half-hour prime-time access series to be shown first-run in syndication through MCA-TV beginning this fall. Shown is the check-in line where clerks matched applicants with the applications mailed in earlier.

Paid interview of Abbie Hoffman on WNET arouses ire of Ford Foundation

Friendly is afraid institution's money went to fugitive radical

Noncommercial WNET(TV) New York last week drew strong protests from the Ford Foundation for carrying an interview program featuring Abbie Hoffman, the fugitive former Yippie, during which it was revealed that he had been paid \$3,000 for participating.

Fred W. Friendly, broadcast consultant to the Ford Foundation, said he had insisted that WNET give him written assurance that "not a nickel" of grants from the Ford Foundation had been involved in the payment. Station officials said he would get that assurance.

There was speculation, which Mr. Friendly did not discourage, that unless he was satisfied that no Ford money was used in paying Mr. Hoffman, the foundation would almost certainly reconsider its outstanding grants—totaling several million dollars—to the station. A station source indicated the grants total around \$10 million.

Mr. Friendly said he felt that the foundation—a \$2 billion, tax-free fund—had been compromised, and that complications stemming from the payment could be "horrendous." Ford, he said, certainly cannot allow its money to be spent to pay a fugitive from justice, which he called unethical if not illegal.

He said "Hoffman isn't even newsworthy," in his opinion, but that this did not figure in his anger over the payment. "I'm not saying they should not have put him on," he said, "but I have grave doubts about making payments and enormous misgivings about paying a fugitive."

A station executive said WNET had paid \$2,500 through TVTV, the video-tape unit that did the interview, but that station officials were not aware the money was going to Mr. Hoffman until they screened the program, on which the payments were described. They stood behind the commitment, the executive said, because it was part of a WNET Television Laboratory project devoted to "experimental" programming, a classification that seemed to encompass the Hoffman program.

But they emphasized that the decision to pay Mr. Hoffman had been made by Michael Shamberg of TVTV, who taped the interview, and that Mr. Shamberg had since indicated that perhaps it was a wrong decision—a conclusion with which they agreed.

On the program Mr. Shamberg said that Mr. Hoffman wanted \$5,000 and a video-cassette player but settled for the player and \$3,000, consisting of \$2,500 from

TVTV and \$500 from Ron Rosenbaum, a freelance reporter who conducted the interview. Mr. Shamberg said subsequently he hadn't wanted to pay anything but yielded on the theory that this was comparable to paying a performer.

WNET authorities emphasized that they had used money from neither the Ford Foundation nor the Rockefeller Foundation—which also was given a donor's credit on the show—in the \$2,500 paid to TVTV. Nor would they agree that "public money" had been used. The \$2,500, they said, came out of the station's "discretionary fund," which comes from "many sources" including corporate grants and public subscriptions.

Lewis loses appeal

A U.S. circuit court of appeals in San Francisco last week unanimously upheld the conviction of Will Lewis, general manager of the Pacifica Foundation station, KPFA(FM) Los Angeles. Mr. Lewis was convicted of contempt of court last year when he refused to deliver to a federal grand jury in Los Angeles the original of a communique his station received and broadcast from the New World Liberation Front assuming responsibility for the bombing of Sheraton hotels in Los Angeles and San Francisco.

Mr. Lewis claimed First Amendment and California shield law protection for what he called confidential communications with a newsman. The court, however, disallowed these claims.

Earlier this year, the U.S. Supreme Court had upheld another contempt-of-court conviction of Mr. Lewis for refusing to turn over to another federal grand jury in Los Angeles the original tape recording from members of the Symbionese Liberation Army, including the voice of missing heiress Patricia Hearst. This too was broadcast over KPFA. In that case, Mr. Lewis actually spent 16 days in jail, before being released pending that appeal.

Following the Supreme Court ruling, Mr. Lewis turned over the tape to the grand jury. He said last week that he will do the same with the New World Liberation Front message, noting that his lawyers have ruled out another appeal to the Supreme Court in light of the unanimity of the three-judge decision.

Meanwhile, another Pacifica manager won a victory of sorts in a similar First Amendment fight. U.S. District Judge Oliver J. Carter, in a ruling last month, quashed a subpoena served on Larry Bensky, manager of KPFA(FM) San Francisco, calling on him to produce a seven-minute tape of poetry readings by three fugitive Weather Underground women, broadcast March 6 and March 8.

Judge Carter ruled that the federal government failed to make a showing that there was a substantial possibility that the tape would lead to information on criminal activities. The government has informed Pacifica lawyers that it does not intend to appeal this ruling, Mr. Bensky said last week.

NUMBER ONE IN CLEVELAND MERV

FIRST IN RATINGS

HOUSEHOLDS

ADULTS

TOTAL WOMEN

TOTAL MEN

THE LOOK & SOUND OF '75

TODAY'S

BIGGEST AND

BRIGHTEST STARS

REGULARLY APPEAR ON

MERV GRIFFIN SHOW

IF MERV IS AVAILABLE IN YOUR MARKET

PLEASE

CALL, WRITE OR WIRE



METROMEDIA PRODUCERS CORPORATION

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NEW YORK, NEW YORK 10017
(212) 682-9100 • CABLE METP90EAST

*Source:

ARB Feb./March, 1975

need cable tv personnel?

meet Fred Harms

CONSULTANT
TO MANAGEMENT
ON RECRUITMENT PROBLEMS

A confidential "Head-Hunt" plus background reference checks saves you time, protects your identity, and assures you of the best qualified individual to fill an important position.

We have 10 years of experience in helping cable television operators and manufacturers locate outstanding management, engineering, marketing, sales, financial and programming personnel.

Ron Curtis & Company

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(312) 693-6171

QUALITY TALKS FOR WCFL

Chicago, Illinois



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

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Electronics

CONTINENTAL ELECTRONICS MFG. CO.
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Broadcast Advertising

FTC gets tough on endorsements

Commission issues 'guides' on
advertising featuring testimonials

If Hank Aaron doesn't really eat Wheaties for breakfast, Wheaties advertising cannot say he does, according to guidelines published May 21 by the Federal Trade Commission. Advertising that makes use of testimonials or product endorsements is the target of new FTC "guides," which are not as rigid as its trade regulation rules, but "are intended to be instructive of the commission's view of the law," according to an FTC spokesman.

The adopted standards covering endorsements are as follows:

- When the endorser is represented as being an expert, his qualifications must in fact make him an expert.

- Expert's expertise in evaluating product features or characteristics must be exercised and actual evaluation must precede comparisons or claimed superiority in the advertisement. The example offered by the commission is the endorsement of a new model car by an engineer who had not actually studied test results or personally examined the car's performance before asserting its superiority.

- Endorsements for a product by organizations must be reached "by a process that fairly reflects the collective judgment of the organization" because, the FTC maintains, these endorsements are viewed as representing objective, knowledgeable judgments of a group, whose collective experience exceeds the experience of any individual member.

Spokesmen for the American Association of Advertising Agencies, the Association of National Advertisers and various advertising agencies were reluctant to make formal comments without having read the FTC guidelines in full. Their initial reaction was an objection to further disclosures in advertising that they felt would cut into time for the selling aspect of commercials.

"It looks as if we're getting more into the disclosure business than the advertising business," one agency official commented. "We think it's right that celebrities should use the products they endorse. But we don't see how disclosure of the kind required by the FTC adds to the consumers' knowledge."

The commission additionally issued three proposed endorsement guides and set a 60-day period for filing written comments. The proposed guides are more far-reaching and drew more immediate criticism from advertising executives. Briefly, they would require that:

- Endorsements must reflect the honest views of the endorser and may not use statements that would be unsupportable if presented in the advertiser's words. The advertiser may not distort the endorser's

opinion or experience by presenting the endorsement in different words or out of context, and may only run the ad as long as there is "good reason to believe" the endorser continues to subscribe to the views presented. Claims that the endorser is a user of the product must be current and bona fide.

- When endorsements depict atypical product performance, the advertisement must disclose what would be typical for the individual consumer's experience. "Actual consumers" must be actual consumers or else the ad must disclose that the persons appearing are paid actors. Endorsements of effectiveness of drug products shall not be made by laymen.

- Unless the advertiser indicates that the endorsement was given without pay, the prepayment or promise of payment to an endorser would not be considered a material connection; however, if the endorser is not a celebrity or expert, the compensation for endorsement must be disclosed.

Some agency executives felt that the guidelines were partly unnecessary—that the general public knows professional actors are playing the part of consumers and that ordinary consumers are paid when they appear in endorsements. Other problems raised involved defining what is "typical"; restricting those appearing in commercials to "actual consumers" might be a potential union problem, and, with reference to laymen endorsing drug products, one advertising official noted he doesn't see "why you can't have an Excedrin headache if you want one."

ANA explores avenues for greater cost efficiency

Reiner's Camerik cites trends
in buying at Arizona workshop;
Tannenbaum reminds that Washington
is responsible for growing expenses

Recession-troubled advertisers heard some comforting words last week on coping with rising costs through media planning, controlling TV commercial expenditures and computerizing their media functions.

Speakers at a three-day Association of National Advertisers workshop on advertising financial management in Litchfield Park, Ariz., discussed a range of subjects calculated to reduce costs, improve efficiency and adapt to changing conditions. But there were also some warnings on worrisome issues that are here and will continue in the years ahead.

Discussing trends in media buying, Gene Camerik, president of the S.J. Reiner Co., Carle Place, L. I., pointed to the growing practices of buyers who deal directly with stations, bypassing the na-

tional representative, and of moves toward decentralized purchases by setting up regional buying offices. Mr. Camerik tended to downgrade the value of regional buying, saying it is prohibitive to most agencies, but was bullish on the direct-contact-with-stations approach.

"It provides the opportunity to selectively establish reciprocal trade financing arrangements, which is a more sophisticated form of bartering for time," he claimed. "This is an extremely effective technique for generating additional buying efficiencies." (Reiner is active in both media planning and buying and in reciprocal trade.)

He envisioned continued growth in the use of barter as stations "seek to preserve their own cash flow by utilizing their inventory to pay for various operating costs." Mr. Camerik said that the trend toward direct contact with stations will grow "as the search for greater efficiencies continues."

Mr. Camerik raised a question: Who will be doing the buying tomorrow—the agency, the client's in-house media buying group, or the independent media buying service? He predicted that the in-house operation would increase as advertisers aim for greater control over their dollars—but not in the area of spot broadcasting. He said costs for a spot operation would be prohibitive and this activity "will be farmed out to media-buying services."

He cited these other trends that he thought will continue: Stations will hold the line on the 30-second spot as the primary unit because of the clutter problem; packaging of spots by stations to sell less desirable inventory by tying it to those with high demand, and the move toward gross rating points per market will accelerate though cost-per-thousand will continue as a criterion.

K.L. (Jim) Rice, president, Hoefer Dieterich & Brown, San Francisco, recommended at the outset that every product manager and account executive read "The TV Commercial Cost Control Handbook" by Arthur Bellaire. Mr. Rice said the book breaks down costs in terms of specific cost impact (preparation, sets and props, overtime, location, music etc.) and from these calculations, an advertiser should ask the agency to justify each of these impact items.

Among other tips mentioned by Mr. Rice: Production can be simple and relatively inexpensive for a product with a unique selling proposition; make sure all legal clearances obtained and working in copy is approved before shooting begins; don't let personal fetishes or preferences prevail over good judgment, and ask questions of the agencies.

Stanley F. Federman, president of Telmar Communications Corp., New York, presented a status report on computer technology and its relationship with the media function. He explained that today there are separate services for media buying, media research development and computer processing, post-analysis and bill-pay with affidavits, usually part of the post-analysis service.

Mr. Federman said there will not be "one big universal computerized advertising system that every advertiser, agency, representative, buying service and medium will hook into that automates the media function from planning to bill paying." He said there are "just too many strong, independent factions in our industry that wish to maintain more flexibility and control than a universal system will permit."

Alun H. Jones, executive vice president-finance, J. Walter Thompson Co., New York, said the five most pressing issues facing the agency business today are method of compensation, account

conflicts, diversification, public-versus-private ownership and consumer and government attitudes toward advertising. In the area of compensation, the major advance will be made in the definition of agency service, he said. He added this does not mean agencies will provide fewer services for their clients but that agencies will define more precisely what they will do within their normal compensation arrangement.

Stanley Tannenbaum, board chairman of Kenyon & Eckhardt, New York, traced the development in recent years of social trends that underlie the rise of govern-

"Hazards of Everyday Life"

A Public Service Series for Radio

Your station's listeners face many threats to their physical and financial well-being. The State Farm Insurance Companies have produced a series of 13 public-service programs—each 3½ minutes long—on some of the more universal hazards. The subjects include:

The Drunk Driver.
Boobytraps Along our Highways.
The Arson Epidemic.
Your Car's Deadly Fuel Tank.
Protect Yourself Against Burglary.
Auto Theft.
Safe Pleasure Boating.
Escaping from a Burning House.
No-Fault Auto Insurance.
What to Do After a Fire.
Inflation and Your Homowners Insurance.
Young Drivers.
The Right to Drive.

These programs are non-commercial. They are designed to inform your listeners—not advertise State Farm.

For free tapes and scripts, return the coupon below or call us collect at 309-662-2625.

Robert Sasser
 Public Relations Department
 State Farm Insurance Companies
 One State Farm Plaza
 Bloomington, Ill. 61701



Please send me your public service series *Hazards of Everyday Life*. I understand there is no charge.

Name _____

Station _____

Address _____

(no P.O. box numbers, please)

City _____ State _____ Zip _____

mental regulations affecting advertising. He pointed to "the sharp bend upward" in the number and frequency of new laws affecting advertising, and to changing values, including mistrust of advertising.

"What does all this mean to you financial people?" he asked. "The cost of doing business is going up. We are going to need more lawyers. We'll have to keep closer track of what is happening in Washington. We are going to have to spend more on research to identify consumer needs and move on copy testing. The cost of product development will be higher. You have to be prepared to foot bigger bills."

Engman admonishes, praises radio-TV

Naming transportation and energy as more obvious industries where the "presumption of the 'open market place'

is applicable," Federal Trade Commission Chairman Lewis Engman said at a press gathering in Washington last week, the "same basic questions" on anticompetitive practices" apply to broadcasting. He listed broadcast license restrictions and cable television as fair game for his agency's concern as the FTC gears up on antitrust enforcement.

Mr. Engman would not speculate on what word he will give at the American Advertising Federation convention next week in Washington, but he had some praise for the "fair amount" of voluntary progress made in the past year on children's television advertising, citing the National Association of Broadcasters code revisions as a substantial industry effort.

"Unfinished business" at the FTC includes a response to the petition by Robert Choate's Council on Children, Media and Merchandising that claimed eight of the 10 programs most watched by children are

not included in the children's viewing definition and, therefore, are not subject to controls (BROADCASTING, March 17 et seq).

Action may be expected in the near future he said, in regard to anticompetitive state economic regulations. And an internal procedural clean-up is underway, he noted, to expedite the flow of information and relieve inventory problems at the FTC.

Mr. Engman said he still has questions on the "basic assumptions" underlying the commission's premium advertising guides, which have been challenged as discriminatory (in their focus on TV advertising), anticompetitive and unwarranted.

In response to reports of his possible departure from the commission, the chairman categorically denied the suggestion, saying: "I have a job and I have no intention of leaving that job at the moment."

Evolution of advertising

Everybody knows that advertising is under a lot of pressures. To show how some of them might affect the output of a commercial TV

copywriter, Stanley I. Tannenbaum, chairman of Kenyon & Eckhardt, offered these hypothetical ads in a speech at an Association of National Advertisers workshop at Litchfield Park, Ariz., last week (story page 36). The captions paraphrase his explanation of that evolution.

Adam and Eve loved apples. You will too.



1. Since "the objective is to sell apples," this might seem a satisfactory start.

Adam and Eve loved apples. You will too.



2. But that "lacked appeal to an important consumer segment" and a black Adam and Eve were substituted.

Adam and Eve liked apples. We think you might too. Then again, you might not.



3. That wasn't entirely satisfactory, either. And lawyers thought "love" would be "too difficult to substantiate." This compromise resulted.

A buyers guide to apples.



4. A "Consumer's Guide Approach," for those who insist that negative information should be affirmatively presented.



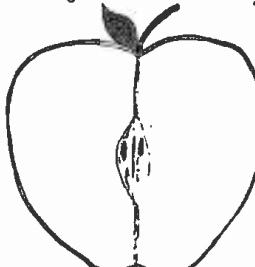
5. Another cautious approach, with cigarette label warnings in mind.

The apple growers association of America is working on ways to prevent bad apples from spoiling the barrel.



6. For those who prefer the corporate approach, still another version.

This apple contains Vitamin A, B8, B2. It is about 100 calories or 18 grams of carbohydrates.



One of these a day will not necessarily keep the doctor away.

7. An attempt to meet the Federal Trade Commission's proposed new trade regulation rule for food advertising.

If you don't buy our apples, we'll shoot this dog.



8. At the end, "taking into account the lawyers, the government and all the consumer pressure groups, this final desperate approach."

Slow pay moving a lot faster, PGW seminar concludes

**Broadcaster, agency personnel meet
and generally agree that media
are being paid faster now than
in years past; computers seen
as one factor in the improvement**

A brightening outlook in collections and the potential benefits of improved computer technology were the principal topics of discussion May 14-16 at a generally optimistic gathering of financial managers from television stations and advertising agencies. The meeting was sponsored by Peters, Griffin, Woodward Inc., TV station representative.

Delegates from 34 PGW-represented stations met with representatives of six agencies and with PGW personnel at Harrison House, Glen Cove, N.Y. The session, like its twin 1972 predecessors in Los Angeles and Tarrytown, N.Y., was organized and hosted by Lawrence P. Loiello, PGW vice president-finance and treasurer.

Robert Kennedy, vice president-controller of Dancer-Fitzgerald-Sample, pointed out that only a small percentage of client credit losses have been passed on to stations, and that most have been absorbed by agencies. D-F-S was the reluctant victim of one such bad debt, he said, in the amount of \$4 million.

John E. Mitchell Jr., vice president-secretary/treasurer of Clinton E. Frank, agreed that media deserve quick payment, but called upon stations to organize and standardize their communication with agencies, including use of the standard broadcast month and invoice, and prompt contact with the agency in the event of discrepancies.

Alan Sheldon, vice president of Young & Rubicam, said that client cooperation had played a large part in improving receivables, and that stations and reps should now "selectively attack slow pay," focusing on "specific poor payers" instead of on agencies in general.

All three asserted that the most optimistic sign in slow pay has been the overall decrease in payment time from the 90-day level that was common some years ago to the present 45-60 day norm.

The agency session, which prompted the most discussion of any among the stations gathered, drew criticism from some (with collections problems of their own) who felt that the agencies represented were exemplary in correcting slow pay, and that complaining to them, rather than to more laggardly firms, was, as one broadcaster put it, "like preaching to the choir."

The question of liability for spots not

paid for was tackled in another session by Thorton Wierum, senior vice president of J. Walter Thompson. Central to Mr. Wierum's talk were the lessons stations should learn from a court ruling in a case involving CBS, Stokely Van Camp, and a bankrupt agency, Lennen & Newell. In that case, CBS was unable to collect from the advertiser because the network had failed to notify the advertiser of nonpayment by the agency.

Mr. Wierum urged stations to avoid such problems by notifying advertisers, in a standard letter, of nonpayment 45 days after the month in which spots are aired, shifting responsibility for payment to the advertiser behind the spots after receipt of that notice.

Glen Banks, vice president-controller of KTVI-TV Phoenix, claimed that the cause of slow payment lies "not in collection, but in credit approval," and urged broadcasters to prevent problems from developing by subscribing to a revised standard contract that would better define agency liability for payment and provide for the 45-day advertiser notification Mr. Wierum advocated.

The most effective means of speeding up the billing and collection process, according to another panel of speakers, is computerization. The seminar heard high praise of two systems, BCS and BIAS, from Jack Hansen, general sales manager of WCCO-TV Minneapolis, and from Cecil Walker, vice president/controller of KBTU-TV Denver.

"BCS enables me as a sales manager to have daily reports on projected sales for the next six months," said Mr. Hansen. Mr. Walker credited his BIAS link-up with improving his logs and spot rotation, and with making invoices easier to check and to read.

Mr. Walker had some cautionary words for potential computer users as well: First, "beware of computer experts who aren't broadcast experts. It's easier to teach the computer language to a broadcaster than to teach broadcasting to a newcomer." And second, to set up careful crosschecks to avoid simple mistakes that can be quickly compounded by a high-speed computer.

At the agency end of the process, computers have also greatly speeded collections, as Joseph Campion, vice president-associate media director of Ogilvy & Mather, said. Mr. Campion called for increased standardization among all agencies and stations to make computer billings easier. Under his proposal, each TV market would be assigned a common number, with stations in each market standardizing day-parts and classifying program inventory by content—whether sports, children's programming, family or adult entertainment, for example. Collection of such information on a computer input form would then vastly speed both purchase and payment of spots, he said.

PGW's Mr. Loiello, on the basis of positive station response to this and the previous seminars, affirmed PGW's intent to hold more, and possibly more frequent, meetings in the future.

NUMBER ONE

IN BIRMINGHAM

M-F 8-9:30 AM

MERV

FIRST IN RATINGS

SHARE

(50%—Twice the
combined competition)

HOUSEHOLDS

ADULTS

TOTAL WOMEN

WOMEN 18-49

(150% greater than
combined competition)

TOTAL MEN

MEN 18-49

THE LOOK & SOUND OF '75

TODAY'S

BIGGEST AND

BRIGHTEST STARS

REGULARLY APPEAR ON

MERV GRIFFIN SHOW

IF MERV IS AVAILABLE

IN YOUR MARKET

PLEASE

CALL, WRITE OR WIRE



**METROMEDIA PRODUCERS
CORPORATION**

485 LEXINGTON AVENUE
NEW YORK, NEW YORK 10017
(212) 682-9100 • CABLE METPROEAST

*Source:

ABB Feb/March, 1975

Kyle Moore's rebellion

President of CATA tells FCC in newsletter and legal petitions to 'come and get' his unauthorized cable system; commission stays cool

What began as a chip-on-the-shoulder challenge by Kyle Moore, president of Community Antenna Television Association, to FCC Chairman Richard Wiley to "come and get me" and a system Mr. Moore is operating without a certificate of compliance, is now formalized in a legal motion for declaratory ruling by the FCC.

The initial exchange came in the April issue of the *CATA Newsletter*, which brazenly spelled out road directions to Mr. Moore's cable system in Gridley, Kan., which serves 113 subscribers. The open letter went on to say that while the Gridley system may not be an "ideal test case... it is a start," and suggested that before too long other operators will extend the challenge to the FCC as to whether it has jurisdiction in cable licensing.

FCC Cable Bureau Chief David Kinley responded to the open letter by asking for details of the system's operations and the reasons for noncompliance.

But last Monday, Mr. Moore's legal counsel, Richard Brown, filed a reply to the FCC's inquiries in the form of a motion for declaratory ruling. The legal filing

noted that Mr. Moore's Coffey County Community TV Co. has been operating the system in Gridley since early September 1974 under a grant of authority by the city of Gridley but without a certificate of compliance from the FCC. The Gridley facility, the petition says, does not employ microwave or originate programming and merely functions as a master-antenna type reception service.

According to Coffey County, the FCC's jurisdiction over cable television is "reasonably ancillary" to the commission's responsibilities for the regulation of television broadcasting, as pointed out by the Supreme Court in *U.S. vs. Southwestern Cable Co.*, where the basic FCC involvement with cable was outlined. Coffey County argued that such authority is "constrained" and does not mean unqualified jurisdiction that would include any licensing procedure. "Licensing is the touchstone of plenary jurisdiction," continued Coffey County, and "it is not plenary power to regulate CATV that the Supreme Court has recognized." Therefore, Coffey County requested that the commission declare it does not need a certificate of compliance.

Mr. Moore's allegation that there are other systems now operating and not in compliance with the FCC's rules has been under active consideration by the commission since last fall. Roger Seltzer, chief of special relief and enforcement at the Cable Bureau, said the commission has tracked down some 20 to 30 such systems. All of those systems, he said, have since complied with FCC regulations at least to the extent they have now filed applications for

certificates of compliance or have been officially recorded by the FCC.

However, Mr. Seltzer frankly admitted that there is a good probability that "other Kyle Moores" will be down the road and will offer resistance.

For the most part those systems now being located which are out of compliance are small systems—between 400 and 1,000 subscribers—and older systems in operation before the 1972 cable rules were adopted.

Rex Bradley calls for unity in cable

Poor communication within the cable industry, said Rex Bradley, National Cable Television Association chairman, is "more often than not" the reason for many of the industry's internal disagreements.

Mr. Bradley's remarks, delivered to the Denver Cable Club last week, specifically noted the current division within the industry over the copyright issue and expressed concern over arguments of some that the NCTA board no longer is responsive to the industry's needs. "Some operators have taken an adamant position against copyright because they were unaware that NCTA's November position (BROADCASTING, Nov. 25, 1974) addressed many of the issues about which they were concerned", said Mr. Bradley.

He suggested that the difference in views between board members and other operators arises because board members are forced to view issues, such as copyright, in light of their legal, political and regulatory ramifications, "not just visceral reactions."

Mr. Bradley hoped to improve industry communications by extending an invitation to all NCTA members to attend board meetings and developing closer links between NCTA and the state and regional associations by increased NCTA board member presence on local meeting agendas.

Mr. Bradley did not limit his remarks to copyright as he outlined priorities the industry faces this year. First, he noted, was the search for a new NCTA president, a matter on which he said the search committee was "proceeding diligently."

Two lean to HBO

"Very serious consideration" is being given by Erie County Cable Television, Erie, Pa., and GRC Cablevision, Clarksville, Ind., to joining the proposed by-satellite pay cable network of Home Box Office Inc. Chris Conley, GRC vice president, said his company is presently making a market survey to determine how present and potential subscribers feel about the HBO package. A GRC board meeting is scheduled for June 6, when a final decision will be made. Vince Ridikas, vice president of Erie County Cable, said his firm currently is negotiating with HBO. Both systems anticipate using an earth station at their headends to receive the satellite transmissions.

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president, said his company is presently making a market survey to determine how present and potential subscribers feel about the HBO package. A GRC board meeting is scheduled for June 6, when a final decision will be made. Vince Ridikas, vice president of Erie County Cable, said his firm currently is negotiating with HBO.

CRC heads for the country

Cable resource outfit turns attention away from urban CATV to possibilities of rural cable; task force of government and private agencies is set up

Cablecommunications Resource Center, Washington, long active in developing urban cable television on behalf of minority groups, is now turning its focus towards the development of CATV in rural communities. According to Bill Polk, CRC market analyst, the economic downturn has made smaller systems a more viable proposition since they require less capital than that needed to wire urban areas.

CRC is the "organizing focus," according to Mr. Polk, behind a national task force which has been organized to develop rural cable systems. The task force has 10 participating organizations including CRC, the Southeast Alabama Self-Help Association, the Small Business Administration, the Tennessee Valley Authority, the National Economic Development Association, the Federation of Southern Cooperatives, Interstate Research Associates, Opportunity Funding Corp., the Office of Minority Business Enterprise and Farmers Home Administration. The role of these groups in developing rural cable will be a "passive" one for the most part, said Mr. Polk, until it comes to the funding stage.

Meanwhile, CRC is going out to various communities and verifying if they are "cable ready," said Mr. Polk, which includes generating interest among citizens and local community and business groups. Data compiled by CRC indicates 105 cities in 18 states are cable-feasible.

TNT looks to the sky

Target Network Television, an advertiser-supported cable TV network and subsidiary of KBMA-TV Kansas City, Mo., is looking into a satellite distribution system that would permit expansion of its present 60-odd CATV system network serving Missouri, Kansas and Nebraska, into a nationwide set-up using between 40 and 50 earth stations for distribution. Robert Wormington, KBMA-TV president, emphasized the satellite investigation is "exploratory," although there is "serious interest" and there have been talks with hardware manufacturers such as Scientific-Atlanta, Collins Radio and General Electric. Also, discussion with unnamed multiple-systems operators throughout the country are going on and, according to Mr. Wormington, more "definitive" plans should take shape within 30 days.

Media

FCC on brink of issuing new EEO guides

Whether they will be in form of policy statement or rulemaking is not clear yet; what is clear is that they will be tougher than any previous employment decisions

The FCC staff is preparing Equal Employment Opportunity guidelines that would provide for a tougher approach than the commission has yet taken to discrimination in employment in broadcasting and cable.

They detail an extensive affirmative action program that broadcasters and cable operators would be expected to follow, and would require "utilization analyses," and at least in some cases, goals and timetables ("Closed Circuit," May 19).

Commission officials say that quotas are not involved; the imposition of quotas would be illegal, they say. They also deny that any specific percentage of minorities or women would be required under the guidelines. They also say the performance of broadcasters and cable systems would be judged on the basis of facts in each case.

The commission is expected to consider the guidelines on June 4. But it was not certain last week whether it will issue them for comment in the form of a notice of proposed rulemaking or inquiry, or adopt them as a policy statement. The commission's EEO unit is pressing for the policy statement approach, while General Counsel Ashton Hardy is said to favor obtaining comments in a rulemaking.

The affirmative action program as drafted, would, among other things, require stations or systems to appoint an official to supervise an affirmative action plan and its implementation, set up a procedure for making sure minority and women's groups are informed when jobs open up, and, if they advertise for employees, to place their ads in media known to circulate among minority groups and women.

They will also be required to maintain a roster of minorities and women interviewed for jobs, along with a notation as to whether the person was hired—and if not, why not. As new jobs open up, the station or system would be expected to refer to the special roster for applicants.

The guidelines also call for utilization analyses. These would be to determine how the station or system is employing women and minorities in terms of numbers and in terms of whether they are working in jobs that match their qualifications. An upward mobility plan, one designed to assure that minorities and women can advance, is also said to be part of the guidelines.

The question of goals and timetables—

Big Markets

Colorado Springs, Fort Myers, Sarasota, Tallahassee, Columbus, Elgin, Springfield, Belleville, Elkhart, Peru, Owensboro, Golden Meadow, Shreveport, Lewiston, Beacon, Jamestown, Utica, Asheville, Greensboro, Bismarck, Medford, Salem, Lebanon, Scranton, Wilkes-Barre, Austin, Everett, Fond du Lac . . .

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of setting up a target for hiring a prescribed number of women and minorities and then of setting the timetables for meeting them is the subject of debate within the staff. The industry EEO unit feels that, in the interest of efficiency, only those broadcasters and systems that could demonstrate they are employing women and minorities at optimum levels should be excused from the goals-and-timetables requirement; others, that only stations and systems whose utilization analyses and employment records indicate their affirmative action programs are not working properly should set them. In any event, the goals and timetables would be subject to commission review—and presumably a kind of negotiation between the regulated and the commission. But those who fail to meet their goals and timetables could face a commission hearing on nonrenewal or revocation.

One reason the commission postponed consideration of the matter last week was the absence of Commissioner Abbott Washburn. But another reason is that the staff decided to cut back on the estimate of the number of additional personnel that would be required to implement the program. The Broadcast Bureau at one point felt it would require 20 staffers to administer a program in which only the worst cases among stations and systems would be required to file goals and timetables; 12, if most stations and systems automatically filed them. Cable Bureau sug-

gested it would need six. However, the staff felt the commission would not approve that much manpower. So those aspects of the document were rewritten.

Avco sells off another TV

Financially strapped conglomerate will deal WLWC Columbus for \$16 million to Outlet; it's third television station sold by firm in recent months

The Outlet Co., Rhode Island-based retail and broadcasting company, has agreed to purchase WLWC(TV) Columbus, Ohio, from Avco Broadcasting Co. for an estimated \$16 million in cash. The sale has been approved by Outlet's board of directors and formal approval from Avco's board is expected tomorrow (May 27).

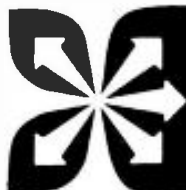
The acquisition would be Outlet's fifth VHF television station, the maximum permitted by law. Outlet currently owns WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WJAR-AM-TV Providence, R.I., and 80% of WNYS-TV Syracuse, N.Y. In addition, Outlet owns 38 department stores and women's specialty stores and has announced plans to acquire the outstanding stock of Philipsborn, Inc., a Washington-based chain of 44 women's specialty stores.

Joseph S. (Dody) Sinclair, board chairman, owns about 25% of Outlet stock. Outlet's 1974 revenues were \$100,360,327 and its earnings were \$4,077,827, or \$2.70 a share, the highest in the company's history and 21.0% above the previous year.

The WLWC transaction marks the latest in a series of stations sold by Avco. The company has sold KMOL-TV formerly WOAI-TV San Antonio to 20th Century-Fox Film Corp. for \$9.3 million (BROADCASTING, Dec. 2, 1974 et seq.); WWDC-AM-FM Washington to Capitol Broadcasting Co.—a new firm headed by local construction firm owner Morton Bender—for \$3.6 million (BROADCASTING, Oct. 14, 1974), and WLWI(TV) Indianapolis to Edgar T. Wolfe family's Dispatch Printing Co. for \$17,650,000 (BROADCASTING, March 31). All sales are pending FCC approval. Last month the FCC approved Avco's sale of WOAI(AM) San Antonio to Clear Channel Communications, owned by L. Lowry Mays and B.J. McCombs, for \$1.5 million (BROADCASTING, May 5).

Avco's remaining broadcast properties are WLW(AM)-WLWT(TV) Cincinnati and WLWD(TV) Dayton, both Ohio, and KYA-AM-FM San Francisco and WRTH(AM) Wood River, Ill. One broker suggested last March that Avco is expected to sell as many stations as are needed to aid the financial status of its parent. Avco Corp. suffered a \$20,687,000 consolidated loss last year. Avco also manufactures electronic equipment and heavy machinery, is engaged in electronic and chemical research and insurance and financial firms. It owns Carte Blanche, Avco Embassy Pictures and is involved in film distribution and production through Avco Film Productions Co.

WLWC is an NBC affiliate operating on channel 4 with 100 kw visual and 20 kw aural and antenna 440 feet above average terrain. Howard E. Stark of New York is the broker negotiating the transaction.



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Changing Hands

Announced

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

■ WLWC(TV) Columbus, Ohio: Sold by Avco Broadcasting Co. to The Outlet Co. for approximately \$16 million in cash (story this page).

■ KLFM(FM) Ames, Iowa: Sold by Lunde Corp. to Bunce Broadcasting Corp. for \$310,000. Paul D. Lunde (60%) and wife, Barbara K. Lunde, (40%) own seller and have no other broadcast interests. Robert D. Bunce owns 70% of buyer and has 50% interest in KCBC(AM) Des Moines, Iowa, which is being sold to Minnesota Iowa Broadcasting Co. for \$650,000, subject to FCC approval (BROADCASTING, March 31). KLFM operates on 104.1 mhz with 100 kw and antenna 450 feet above average terrain. Lunde also holds construction permit to change to 100 kw horizontal and 100 kw vertical and antenna 460 feet.

■ **WMOB(AM)** Mobile, Ala.: Sold by Bellaire Inc. to Bay Broadcasting Corp. for \$288,000. John L. Vath Sr. owns seller and is vice president, and general and commercial manager of **wsmb(AM)** New Orleans. Principals in buyer are Walter J. Starr, Roger W. Cavaness, Alton E. Broussard II (26.8% each) and James Murrell III (19.6%). Messrs. Starr and Broussard are account executives at **WNOE-AM-FM** New Orleans and Mr. Cavaness is general sales manager there. Mr. Starr is brother of Michael and Peter Starr, directors and stockholders of Starr Broadcast Group but has no interest in Starr stations. Mr. Murrell is partner in New Orleans law firm and is on board of real estate firm there. **WMOB** is daytimer on 840 khz with 1 kw.

Approved

Sales approved by the FCC last week include:

■ **WIIN(AM)** Atlanta: sold by WIIN Inc. (I.T. Cohen, Atlanta attorney, principal) to Georgia Network Inc. for \$600,000, subject to the resignation of Donald C. Kennedy as president and board chairman of Georgia Network. Action involves commission's one-to-market multiple ownership rules which require FCC to make public-interest determination when owner of TV station seeks to acquire AM station in same community. Mr. Kennedy, 19.5% stockholder in Georgia Network, also owns 30.5% of Briarcliff Communications Group Inc., permittee of ch. 36 **WATL-TV** Atlanta. Commission said Mr. Kennedy can retain his minority interest in Georgia Network but only associate with corporation as consultant. Lawrence Melear is vice-president and owns 13.7% of Georgia Network. **WIIN** operates days on 970 khz with 5kw.

■ Other sales approved by the FCC last week included **KWSO(AM)** Wasco, Calif.; **WCBR-AM-FM** Richmond, Ky.; **WNEB(AM)** Worcester, Mass.; **KBYM(AM)** Billings, Mont.; **KGRT(AM)** and **KGRD-FM** Las Cruces, N.M., and **WENT(AM)** Gloversville, N.Y. See pages 53 and 54 for details.

Mandatory code stance theme of NAB session

Session June 18 offers chance for more opinions on ruling

The television board of the National Association of Broadcasters will hold a hearing on its ruling that all NAB TV members must belong to the TV code on June 18, the day before its annual June meeting in Washington.

The mandatory code subscription rule, voted by the TV board in January 1974 and to go into effect April 1, 1976, has caused considerable consternation among some NAB TV members, particularly those in the Rocky Mountain states. Western Broadcasting Co., Missoula, Mont., pulled all six of its radio and TV stations out of the NAB after the TV board last January reaffirmed its stance for

mandatory code subscription. And after four of its state association members formally dissented to the rule, the Rocky Mountain Broadcasters Association announced its opposition. Others on record as opposing the rule include Metromedia Inc. and Westinghouse Broadcasting.

NAB is urging any broadcaster, member or nonmember, that wishes to present a viewpoint at the hearing in June to write Dr. Harold Niven, NAB vice president for planning and development, by June 12.

The hearing will begin at 9 a.m. at NAB headquarters. It will be closed to the public. The information gathered will then be discussed at the TV board meeting June 19.

FCC attaches string to KPLR-TV renewal

Commission wants more details on hiring practices and plans

KPLR-TV St. Louis, Mo., has been put on notice by the FCC that its equal employment opportunity program does not appear to be working satisfactorily. The station was directed to submit details of its efforts to recruit and hire minority employees and a statement setting forth the steps it plans to take to recruit them in the future.

The commission last week overrode the informal objection of the St. Louis Broad-

cast Coalition, and renewed the station's license. But it said that its own review of the station's employment reports had raised questions about **KPLR-TV**'s adherence to commission rules barring discrimination in employment and requiring the maintenance of an affirmative action employment program.

Accordingly, the commission conditioned renewal of the station's license on its receipt within 30 days of information on **KPLR-TV**'s effort to recruit minority-group members and women. The commission requested a list of local minority organizations, agencies, community leaders, schools and colleges with which the station will maintain systematic communication each time it seeks to fill a job opening.

In addition, the commission directed the station to file by Oct. 1, 1976, as part of its next renewal application, a statement detailing the affirmative action it has taken to encourage minority applicants for each job opening that developed since the coalition filed its objection to the station's renewal. The station was also asked to indicate the success of those efforts in attracting minority-group members.

The coalition originally had objected to the renewal on the ground that the station had submitted inaccurate information in its renewal application in describing a public affairs program. It was not until it responded to the station's reply that the coalition raised a question about discrimination in employment.

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In the beginning. Dr. Ernst F.W. Alexanderson, communications pioneer, watches an early television broadcast in 1928. A year earlier, Dr. Alexanderson staged the first home television demonstration in his Schenectady, N.Y., home. The television screen is in the small square at his eye level.

The many-faceted legacy of radio's Ernst Alexanderson

GE and RCA inventor, who died earlier this month, was creator of crucial high-frequency alternator

On Christmas Eve, 1906, wireless operators on ships within a several hundred mile radius of Brant Rock, Mass., heard the first radio broadcast in history. "They caught the call 'CQ, CQ' in Morse code ... heard a human voice ... a woman's voice rose in song ... someone was heard reading a poem ... there was a violin solo; then a man made a speech ... Finally everyone ... was asked to write to R.A. Fessenden at Brant Rock. ..." So one early broadcast historian described the first radio program.

It was the invention of the high-frequency alternator by Ernst F. W. Alexanderson that made this program possible. But this was only one invention of the radio and TV pioneer who in his 97 years, received 322 patents. Dr. Alexanderson died May 14 in Schenectady, N.Y.

The Swedish-born inventor began a 46-year career with General Electric Co. in 1902 when he was hired as a draftsman by Charles P. Steinmetz, GE's famed inventor and engineer. Two years later he was chosen to work with radio pioneer Reginald A. Fessenden, who wanted a high-frequency, high-speed machine capable of producing continuous and dependable wave transmissions. Dr. Alexanderson created the alternator which enabled the Brant Rock broadcast. During World War I, he perfected his alternator to 200 kw. President Wilson gave it the first practical test by using the alternator to deliver the ultimatum to Germany which ended the war.

In 1923 Guglielmo Marconi, the

"father" of radio, attempted to buy the exclusive rights to the alternator. However, President Wilson encouraged GE and some of its competitors to keep the invention and use it to develop radio. The Radio Corp. of America was formed, with Dr. Alexanderson becoming its first chief engineer in 1919. He worked for both GE and RCA until 1933 when RCA became a separate entity.

Dr. Alexanderson attracted world headlines when his son Werner was kidnapped in 1923. Using equipment designed by Dr. Alexanderson, radio stations broadcast descriptions of the 6-year-old boy and he was rescued.

Among Dr. Alexanderson's other inventions during those years were the multiple-tuned antenna, the antistatic receiving antenna, the directional transmitting antenna and radio altimeters.

Dr. Alexanderson made his invention of the magnetic amplifier obsolete with the invention of the electronic amplifier. He did this after GE engineers developed vacuum tubes which still remain the basis of present-day broadcasting.

In 1927 Dr. Alexanderson, using a perforated scanning disk and high-frequency neon lamps, gave the first home television demonstration in his Schenectady home. He had previously developed facsimile radio broadcasting and sent the first transatlantic facsimile, a handwritten greeting to his father in Sweden.

He retired from GE in 1948. Four years later he again joined RCA and served as a consultant in the development of color television.

Technical briefs

Sold. Harris Corp., broadcast products division, Quincy, Ill., has sold two MW-50, 50 kw medium wave transmitters—one to Capitol Broadcasting Co. (WCAW(AM) Charleston, W. Va.) and one to Security Agency of Iran. Iranian order is follow-up to \$10-million purchase last summer when country's government bought numerous antenna and transmitter configurations as part of national communications project.

Inconspicuous. Shure Brothers Inc., Evanston, Ill., has introduced broadcast microphone that is less than five inches long. Designated model SM62, mike is unidirectional, features uniform cardioid pickup pattern and minimized feedback. Unit also has pop filter to suppress extraneous noise.

EBS set-up. Time & Frequency Technology Inc., Santa Clara, Calif., has developed EBS broadcast system to comply with new FCC regulations. Model 760 system consists of independent modules: two-tone generator, two-tone decoder and receiver that can be either AM frequency synthesized or FM fixed-tune. Generator produces required 853 and 960 hz tones simultaneously with plus or minus .25 hz accuracy. 3000 Olcott Street, Santa Clara, Calif. 95051.

Tracking the 'Playlists'

Television exposure and good production are two major factors behind the success of Tony Orlando & Dawn's *He Don't Love You (Like I Love You)*, which moves to the first position on this week's pop "Playlist" and establishes itself as the group's biggest hit since *Tie A Yellow Ribbon Round the Old Oak Tree* two years ago. Highlighting chart action within the top 10 is the jump made by Earth, Wind & Fire's *Shining Star*, at six: This group is now top-charted on national singles and album sales lists. America's *Sister Golden Hair* makes a similarly large gain, to seven, and is the fastest climber among that group's most recent string of hits, surpassing even last year's *Tim Man*. Grand Funk's *Bad Time*, now added at most major market top-40 outlets, looks like group's most potent effort since *Locomotion*, and despite its untypically restrained, melodic nature, is charted at 15. The latest wave of progressive country artists makes its appearance in the top 20 in the form of Michael Murphey's *Wildfire*, at 20. Linda Ronstadt's energetic *When Will I Be Loved* continues her recent pop success (reflected on the country list as well), and moves to 21. A Broadway musical ("The Wiz") and a dance craze continue to boost two New York-based hits, Consumer Rapport's cover of "Wiz's" *Ease on Down the Road* and Van McCoy's dance tune, *Hustle*, at 24 and 27 respectively. Warner Brothers is billing the Doobie Brothers' Motown-tinged *Take Me In Your Arms (Rock Me)* as the fastest-breaking single in the label's history—it is now at 27 in its fourth week. The chart's strongest debut in weeks is made by the Captain & Tennille with *Love Will Keep Us Together*, at 28, the first single in some time to break out of Los Angeles, where it is now a number-one item on several playlists. Major Harris's *Love Won't Let Me Wait* is now making strong gains at 31 after a relatively slow start. Two disco-powered singles, Joe Simon's *Get Down Get Down* and edited version of Frankie Valli's *Swearing to God*, make their first top-40 appearances, at 35 and 36. And Jessi Colter's crossover *I'm Not Lisa* moves to 39.

John Denver's hoe-down hit *Thank God I'm a Country Boy* remains at number one for a second week on the country "Playlist" after failing to match some of his recent efforts in the pop ranks. Gary Stewart's *She's Acting Single (I'm Drinking Doubles)*, a recent top seller, continues to add stations at four. Linda Ronstadt's *When Will I Be Loved* is gaining even more quickly at country stations than at pop outlets, and is bolted at eight. After a more or less lengthy absence and a label change, Tanya Tucker seems headed for one of her larger hits with *Lizzie & the Rainman*, breaking into the chart at nine. Jessi Colter's *I'm Not Lisa* continues to parallel its pop progress in country ranks,

and is at 12. Three other newer releases make strong top 25 debuts: Brenda Lee's *He's My Rock*, at 13; Connie Cato's *Hurt*, at 14, bringing this much-heralded newcomer her greatest chart success; and Sonny James's *Little Band of Gold*, at 15. Margo Smith's *There I Said It* (19), Billy Walker's *Word Games* (22), and Mickey Gilley's *Window Up Above* (25) also make first chart appearances.

Extras

The following new releases, listed alphabetically by title are making a mark in BROADCASTING's contemporary "Playlist" reporting below the first 40:

- ANYTIME I'LL BE THERE, Frank Sinatra (Reprise).
- ATTITUDE DANCING, Carly Simon (Elektra).
- BLACK FRIDAY, Steely Dan (ABC).
- BLOODY WELL RIGHT, Supertramp (A&M).
- CUT THE CAKE, AWB (Atlantic).
- DYNAMITE, Tony Camillo's Bazuka (A&M).
- HEY YOU, Bachman-Turner Overdrive (Mercury).
- (JUST LIKE) ROMEO & JULIET, Sha-Na-Na (Kama Sutra).
- I DREAMED LAST NIGHT, Justin Hayward & John Lodge (London).
- I'LL PLAY FOR YOU, Seals & Crofts (Warner Bros.).
- I'M ON FIRE, Dwight Twilley Band (Shelter).
- IT HURTS A LITTLE NOW, John Reid (Arista).
- JUDY MAE, Boomer Castleman (Mums).
- LIZZIE AND THE RAINMAN, Tanya Tucker (MCA).
- MISTY, Ray Stevens (Barnaby).
- PLEASE MR. PLEASE, Olivia Newton-John (MCA).
- RHINESTONE COWBOY, Glen Campbell (Capitol).
- ROCKFORD FILES, Mike Post (MGM).
- T-R-O-U-B-L-E, Elvis Presley (RCA).
- TRAMPLED UNDERFOOT, Led Zeppelin (Swan Song).

The following new releases, listed alphabetically by title are making a mark in BROADCASTING's country "Playlist" reporting below the first 25:

- BARROOMS TO BEDROOMS, David Wills (Epic).
- BARROOM PALS, GOODTIME GALS, Jim Ed Brown (RCA).
- CLASSIFIED, C. W. McCall (MGM).
- COLINDA, Frenchie Burke (20th Century).
- DEVIL IN MRS. JONES, Billy Larkin (Bryan).
- FIREBALL ROLLED A SEVEN, Dave Dudley (United Artists).
- FORGIVE & FORGET, Eddie Rabbitt (Elektra).
- FRED COMES FRED GOES, Bobby G. Rice (GRT).
- GODS GONNA GET 'CHA, George Jones & Tammy Wynette (Epic).



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McCurdy Radio Industries Ltd., Toronto

The Broadcasting PlaylistTM May 26

These are the top songs in air-play popularity in two categories of U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. 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 station day in which it appears. (■) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Over-all rank		Title (length) Artist—label	Rank by day parts				
Last week	This week		6-10a	10a-3p	3-7p	7-12p	
Contemporary							
2	1	He Don't Love You (Like I Love You) (3:26) Tony Orlando & Dawn—Elektra	1	2	1	3	
1	2	Philadelphia Freedom (5:38) Elton John Band—MCA	2	3	2	1	
4	3	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	3	1	3	2	
5	4	How Long (3:09) Ace—Anchor	4	4	5	4	
3	5	Jackie Blue (3:16) Ozark Mtn. Daredevils—A&M	5	5	4	5	
15	6	Shining Star 2:50) Earth, Wind & Fire—Columbia	14	7	6	6	
14	7	Sister Golden Hair (3:16) America—Warner Bros.	6	6	8	12	
8	8	Only Yesterday (3:45) Carpenters—A&M	7	8	10	7	
9	9	Killer Queen (3:00) Queen—Elektra	9	11	7	11	
11	10	Pinball Wizard (3:48) Elton John—Polydor	15	9	9	8	
10	11	I Don't Like to Sleep Alone (3:14) Paul Anka—United Artists	8	13	14	14	
7	12	It's a Miracle (3:16) Barry Manilow—Arista	11	12	11	13	
13	13	Walking in Rhythm (2:54) Blackbyrds—Fantasy	12	17	13	9	
6	14	Long Tall Glasses (3:05) Leo Sayer—Warner Bros.	16	10	17	10	
20	15	Bad Time (2:55) Grand Funk—Capitol	10	18	16	17	
18	16	Before the Next Teardrop Falls (2:32) Freddy Fender—ABC	13	15	18	19	
19	17	Old Days (3:30) Chicago—Columbia	18	16	15	15	
12	18	Thank God I'm a Country Boy (2:47) John Denver—RCA	19	14	12	16	
21	19	Bad Luck (3:10) Harold Melvin & the Bluenotes—Philadelphia Int.	17	21	19	18	
25	20	Wildfire (4:47) Michael Murphy—Epic	20	19	20	23	
26	21	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	22	20	23	24	
16	22	The No-No Song (2:30) Ringo Starr—Apple	21	24	22	20	
23	23	Hijack (5:32) Herbie Mann—Atlantic	23	23	24	21	
28	24	Ease on Down the Road (3:02) Consumer Rapport—Wing and a Prayer	26	31	21	22	
17	25	Chevy Van (2:54) Sammy Johns—GRC	25	30	25	29	
31	26	Hustle (3:27) Van McCoy—Avco	24	34	26	25	
35	27	Take Me in Your Arms (Rock Me) (3:39) Doobie Brothers—Warner Bros.	28	25	28	28	
—	28	Love Will Keep Us Together (3:15) Captain & Tennille—A&M	27	29	27	30	
29	29	Only Women (3:29) Alice Cooper—Atlantic	30	32	29	26	
27	30	Last Farewell (3:43) Roger Whittaker—RCA	29	27	30	32	
38	31	Love Won't Let Me Wait (3:18) Major Harris—Atlantic	32	28	31	34	
22	32	Have You Never Been Mellow (3:28) Olivia Newton-John—MCA	35	26	35	27	
34	33	Magic (3:20) Pilot—EMI	31	33	36	36	
24	34	Lovin' You (3:20) Minnie Riperton—Epic	34	35	33	31	
—	35	Get Down Get Down (Get Down on the Floor) (3:47) Joe Simon—Spring	37	40	32	33	
—	36	Swearing to God (3:58) Frankie Valli—Private Stock	33	39	37	37	
32	37	Rainy Day People (2:43) Gordon Lightfoot—Reprise	36	32	*	39	

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
30	38	Lady Marmalade (3:57) Labelle—Epic	40	37	38	35
—	39	I'm Not Lisa (3:19) Jesse Colter—Capitol	38	36	40	41
37	40	Emma (3:30) Hot Chocolate—Big Tree	39	*	39	*

Alphabetical list (with this week's over-all rank): Bad Luck (19), Bad Time (15), Before the Next Teardrop Falls (16), Chevy Van (25), Ease on Down the Road (24), Emma (40), Get Down Get Down (Get Down on the Floor) (35), Have You Never Been Mellow (32), He Don't Love You (Like I Love You) (1), Hey Won't You Play Another Somebody Done Somebody Wrong Song (3), Hijack (23), How Long (4), Hustle (26), I Don't Like to Sleep Alone (11), I'm Not Lisa (39), It's a Miracle (12), Jackie Blue (5), Killer Queen (9), Lady Marmalade (38), Last Farewell (30), Long Tall Glasses (14), Love Will Keep Us Together (28), Love Won't Let Me Wait (31), Lovin' You (34), Magic (33), Old Days (17), Only Women (29), Only Yesterday (8), Philadelphia Freedom (2), Pinball Wizard (10), Rainy Day People (37), Shining Star (6), Sister Golden Hair (7), Swearing to God (36), Take Me in Your Arms (Rock Me) (27), Thank God I'm a Country Boy (18), The No-No Song (22), Walking in Rhythm (13), When Will I Be Loved (21), Wildfire (20).

Country						
1	1	Thank God I'm a Country Boy (2:47) John Denver—RCA	1	1	1	1
4	2	Hey Won't You Play Another Somebody Done Somebody Wrong Song (3:23) B. J. Thomas—ABC	2	2	4	2
2	3	Misty (2:53) Ray Stevens—Barnaby	3	4	2	3
6	4	She's Acting Single (I'm Drinking Doubles) (2:46) Gary Stewart—RCA	4	3	3	5
5	5	Too Late to Worry Too Blue to Cry (3:05) Ronnie Milsap—RCA	6	5	5	4
3	6	Roll on Big Mama (2:33) Joe Stampley—Epic	7	6	6	7
12	7	You're My Best Friend (2:43) Don Williams—ABC/Dot	8	8	8	6
19	8	When Will I Be Loved (2:52) Linda Ronstadt—Capitol	5	10	7	10
—	9	Lizzie & the Rainman (3:05) Tanya Tucker—MCA	11	9	10	11
7	10	Blanket on the Ground (3:31) Billie Jo Spears—United Artists	9	12	9	9
10	11	I'd Like to Sleep 'til I Get Over You (2:33) Freddie Hart—Capitol	15	7	13	8
17	12	I'm Not Lisa (3:19) Jesse Colter—Capitol	13	11	11	12
—	13	He's My Rock (2:20) Brenda Lee—MCA	10	15	12	15
—	14	Hurt (2:32) Connie Cato—Capitol	14	17	15	14
—	15	Little Band of Gold (2:30) Sonny James—Columbia	12	14	17	16
11	16	Still Thinking About You Billy "Crash" Craddock—ABC	17	16	14	17
9	17	Before the Next Teardrop Falls (2:32) Freddie Fender—ABC	19	13	16	19
21	18	I Ain't All Bad (2:53) Charley Pride—RCA	18	18	17	18
—	19	There I Said It (2:03) Margo Smith—20th Century	16	23	19	31
20	20	Reconsider Me (3:27) Narvel Felts—ABC/Dot	22	19	22	13
8	21	Always Wanting You (3:05) Merle Haggard—Capitol	20	24	20	24
—	22	Word Games (2:37) Billy Walker—RCA	23	25	21	23
14	23	Trying to Beat the Morning Home (2:41) T. G. Shephard—Melodyland	*	20	24	*
—	24	Personality (2:25) Price Mitchell—GRT	21	*	23	*
—	25	Window Up Above (2:36) Mickey Gilley—Playboy	*	21	25	21

Alphabetical list (with this week's over-all rank): Always Wanting You (21), Before the Next Teardrop Falls (17), Blanket on the Ground (10), He's My Rock (13), Hey Won't You Play Another Somebody Done Somebody Wrong Song (2), Hurt (14), I Ain't All Bad (18), I'd Like to Sleep 'til I Get Over You (11), I'm Not Lisa (12), Little Band of Gold (15), Lizzie & the Rainman (9), Misty (3), Personality (24), Reconsider Me (20), Roll on Big Mama (6), She's Acting Single (I'm Drinking Doubles) (4), Still Thinking About You (16), Thank God I'm a Country Boy (1), There I Said It (19), Too Late to Worry Too Blue to Cry (5), Trying to Beat the Morning Home (23), When Will I Be Loved (8), Window Up Above (25), Word Games (22), You're My Best Friend (7).

Got to Get You Into My Life—Blood, Sweat & Tears (Columbia). ■ The magic of the Beatles probably will have a lot to do with the expected success of this single, which marks the reunification of Blood, Sweat & Tears with its best-known lead singer, David Clayton-Thomas. The Lennon-McCartney composition, from *Revolver*, seems ideally suited to BS&T's brassy sound; so much so that little has been changed here from the song's original arrangement. Mr. Clayton-Thomas, like so many group artists, also found success difficult to achieve; while the parent group, built in the late sixties from its Al Kooper foundation into a sales and popularity leader, had failed to generate sales or excitement with a host of new faces. A new album is already selling well, and this single has been added by KQWB(AM) Fargo, N.D., and WTOB(AM) Winston-Salem, N.C.

Every Time You Touch Me (I Get High)—Charlie Rich (Epic). ■ Few country artists have matched the crossover successes of Charlie Rich in 1973-74, and this single seems similarly geared to pick up air play in country, pop, and MOR formats. A slow, orchestrated love song with cocktail piano effects, *Every Time You Touch Me* veers away from country and toward Tony Bennett, but should add uptown country along with pop and adult contemporary stations. The song is the first writing collaboration between Mr. Rich and CBS's Nashville star-maker, Billy Sherrill. WHAS(AM) Louisville, Ky., and WVLK(AM) Lexington, Ky., have added it.



Blood, Sweat & Tears



Rich

ABC chiefs are confident it will ride high in the recession

Goldenson and Rule are optimistic about company's fiscal outlook at stockholders meeting, hopeful of ratings gains in new TV season

Broadcasting's strength in bad times was underscored by ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule at the annual meeting of the company's stockholders last Tuesday (May 20) in New York.

Looking ahead, they saw 1975, in Mr. Goldenson's words, "primarily as a year of building for the many strong years to follow" both for broadcasting and for other predominantly leisure-time activities in which ABC is engaged.

"The broadcasting industry will grow in 1975, but its growth will be considerably greater in 1976," Mr. Goldenson said. He noted that in addition to an expected economic recovery, the 1976 election, Olympics coverage and Bicentennial events will reduce ABC's inventory of advertising time and "should lend further firmness to an already healthy marketplace."

Mr. Goldenson also forecast faster growth for broadcasting than for the general economy, and renewed ABC's prediction that "measured in current dollars, we expect total advertiser spending for prime-time television to increase almost 50% by 1980," with even larger gains in other day-parts (BROADCASTING, May 5).

"If the growth potential for broadcasting is strong," Mr. Goldenson continued, "the opportunity for ABC is exceptional. As the newest of the television networks, we have the potential to expand our coverage, both throughout the nation and throughout the day. Because our costs are relatively fixed, every time we attract added viewers and advertiser dollars to our existing program schedule, we feel the impact of the addition on the bottom line."

"The possibilities are even more attractive as we expand our schedule. Our recent entry into late-night original programming is already a significant profit contributor, and we see promise elsewhere in our network schedule, such as early morning, where *AM America* made its debut this year."

President Rule said "ABC's basic businesses, specially broadcasting, have been less affected by the recession than most of the economy." He added: "Some advertisers have traded down to less expensive forms of broadcast advertising, and some have made their purchases with very short lead times, but almost none has deserted us. I think the reason is clear: Broadcasting has become so valuable to national advertisers that they cannot afford to cut

back too far even when business is slow. They need to maintain their visibility and their market positions, through the exposure television uniquely provides."

Mr. Rule said ABC-TV was already snapping back from the ratings slump last fall that contributed to a 29% drop in first-quarter profits and voiced confidence in further ratings gains next fall. Aside from the values of ABC-TV's own new schedule, he said, "our competitors have made so many changes of their own, there will be very few established audience time-period franchises."

The new "family viewing" concept will also play a part, he said: "The industry's commitment to show programs suitable for the whole family [at 8-9 p.m. NYT] means that the programs beginning at 9 o'clock Eastern time will be a critical bridge between the early and late portions of the evening; our roster of established shows at that hour should be very attractive. We will bring a strong line-up into a wide-open ball game. We think we can make substantial gains in this kind of environment."

Mr. Rule said ABC-TV's daytime audience leadership has slipped, making daytime "a three-way horse race" again, but that "we have been working on some changes we believe can push us back in front," to be announced "very soon."

Mr. Rule said ABC's five owned-and-operated TV stations "are still, as a group, the strongest and most successful in the industry," and that "at ABC Radio all the signs point upward." Of radio he added: "The economy has prompted quite a few major advertisers to learn that radio is a unique and effective sales medium; many of them, we think, will stay in radio even when times get better."

Chairman Goldenson emphasized in his report that "we have definite standards as to the kind of operating performance and return on investment we demand" of each ABC operating unit, and under questioning later he disclosed what those standards are: No less than a 20% return on investment. If an operating unit doesn't return at least 20% on investment after being given a fair chance to reach that rate, he said, "we won't stay with it." In his formal report he said "we are reviewing all our operating units to ensure their short-term and long-term ability to meet our standards, and we have made it clear to our operating managers that those standards must be met if their units are to be part of the ABC family."

Mr. Goldenson said upgrading broadcast facilities and equipment "will account for more than half our capital spending in 1975." Thus far, he said, ABC has used \$30 million of the \$75 million available under a revolving credit agreement entered in January. For the long haul, he added, "our objective is to finance our future growth from internally generated sources."

Developments in the question-and-answer session included:

■ Mr. Goldenson said ABC does not regard NBC Radio's new all-news service as competition for ABC Radio. "We think

it will help the industry," he asserted.

■ He indicated that less than 1% of ABC's accounts receivable are more than 90 days old. When they reach that age, he said, ABC goes after them "hammer and tongs."

■ He said ABC's advertising budget this year would be "about the same as last year," but wouldn't say how much that was. ABC's promotion of the Olympics, he said in reply to another question, will be done "principally on the air."

■ He said "We have not paid for any [news] interviews," and "to my knowledge" ABC has not been the subject of any complaints brought under the fairness doctrine.

■ He promised a thorough investigation of charges by a young black woman, an ABC employee, who told the meeting that the company's policies toward minorities were generally good but were being thwarted by "middle management," who she said sometimes resorted to "barbaric treatment" in efforts to get rid of these employees, especially at the clerical and secretarial levels. She said she had filed two complaints with the New York State Human Rights Commission and also had taken her case to members of top management. She felt they treated her

Wall Street reacts. ABC's stock climbed sharply with the news last Monday (May 19) that Fred Silverman had been hired away from CBS-TV to head ABC Entertainment (page 22). From a Friday (May 16) closing at 21-3/8 on the New York Stock Exchange it climbed to a high of 24 1/2 before closing Monday at 23-1/8, a gain of 1-3/4 for the day. Tuesday it advanced seven-eighths, closing at 24, and on Wednesday it closed at 23-3/4. CBS shares meanwhile held steady at 48 on Monday, dropped half a point to a 47 1/2 closing on Tuesday and 46 7/8 on Wednesday.

fairly but said some minority group members were "too afraid of losing [their jobs] in these hard times" to speak out when mistreated.

Financial Briefs

Preferential treatment. Capital Cities Communications Inc., New York, will call all 203,327 outstanding shares of its convertible preferred stock for redemption on June 20 at about \$60 per share. Holders of preferred stock may, through June 16, convert those shares into Capcities com-

mon stock at rate of two common shares (which were trading at about \$41.75 per share on New York Stock Exchange last week) for one preferred. Capcities said if all preferred shares were surrendered for redemption it would have to pay maximum of \$12,221,986 and that if all were converted, it would issue additional 406,654 shares of common. Surrendered shares will be retired, not retained by company as treasury stock.

Taft dividend increase. Taft Broadcasting board has raised quarterly dividend from 15 cents to 20 cents.

Good '75 start. Maclean-Hunter Cable TV Ltd., Toronto, which announced its first U.S. cable acquisition (BROADCASTING, May 5), reports gains for first three months of 1975. Revenues were \$3,847,000, an 18.2% increase from \$3,254,000 year earlier. Net income was \$475,000, up 28.4% from \$370,000 year earlier, or 25 cents per common share, up from 20 cents in 1974.

Big contributor. Rust Craft annual report shows that broadcasting (six TV and 11 radio stations) contributed 21% of revenues and 81% of pre-tax profits in 1974-75 fiscal year. Total sales: \$81,590,000; net income: \$2,329,000.

Broadcasting's index of 133 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. May 21	Closing Wed. May 14	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ABC	ABC	N	23 3/4	19 7/8	+ 3 7/8	+ 19.49	28 3/8	12 3/8	8	17,171	407,811
CAPITAL CITIES	CCB	N	39	41 3/4	- 2 3/4	- 6.58	41 3/4	19 1/2	14	7,164	279,396
CBS	CBS	N	46 7/8	49 1/8	- 2 1/4	- 4.58	49 5/8	20 1/8	12	28,092	1,316,812
CONCERT NETWORK*	O		1 1/8	1 1/8		.00	7/8	1/8		2,200	275
COX	COX	N	24 1/2	25 1/4	- 3/4	- 2.97	25 1/4	9 3/8	13	5,831	142,859
GROSS TELECASTING	GGG	A	10 1/4	10 1/2	- 1/4	- 2.38	13 5/8	6 3/8	7	800	8,200
LIN	LINB	O	5 7/8	6 1/8	- 1/4	- 4.08	7	2	6	2,348	13,794
MOONEY	MOON	O	2 3/8	2 3/8		.00	3 5/8	1	6	385	914
RAHALL	RAHL	O	5 1/4	5 1/4		.00	6	1 3/4	11	1,297	6,809
SCRIPPS-HOWARD	SCRP	O	18 3/4	19 3/4	- 1	- 5.06	19 3/4	13 1/2	7	2,589	48,543
STARR	SBG	M	5 1/2	5 1/4	+ 1/4	+ 4.76	9	3 1/4	5	1,091	6,000
STORER	SBK	N	19 1/2	19 7/8	- 3/8	- 1.88	19 7/8	10 7/8	10	4,717	91,981
TAFT	TFB	N	24 1/2	25 1/8	- 5/8	- 2.48	25 1/8	10 3/4	8	4,011	98,269
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										77,988	2,421,809

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/2	3/4	10	1,265	2,213
AVCO	AV	N	4 1/2	4 3/4	- 1/4	- 5.26	8 7/8	2 1/8	13	11,481	51,664
BARTLETT MEDIA	BMC	A	1 1/4	1 1/4		.00	2 3/8	5/8	2	2,257	2,821
JOHN BLAIR	BJ	N	4 5/8	4 5/8		.00	7 1/2	3 1/2	15	2,403	11,113
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 1/8	5	+ 1/8	+ 2.50	5 1/4	1 1/2	10	4,162	21,330
COMBINED COMM.	CCA	N	14 1/4	15	- 3/4	- 5.00	16 1/8	5 1/8	9	4,604	65,607
COWLES	CWL	N	7 1/2	7 3/8	+ 1/8	+ 1.69	7 1/2	3 7/8	7	3,969	29,767
DUN & BRADSTREET	DNB	N	28 1/8	27 3/4	+ 3/8	+ 1.35	36	14 5/8	19	26,509	745,565
FAIRCHILD IND.	FEN	N	7 7/8	7 1/2	+ 3/8	+ 5.00	7 7/8	3 3/4	6	4,550	35,831
FUQUA	FQA	N	5 3/4	6	- 1/4	- 4.16	10 3/4	3 1/8	5	7,273	41,819
GANNETT CO.	GCI	N	34 1/2	35 5/8	- 1 1/8	- 3.15	38 1/4	20 1/2	23	21,080	727,260
GENERAL TIRE	GY	N	13 1/2	13 1/2		.00	18 1/4	10 1/4	4	21,953	296,365
GLOBETROTTER	GLBTA	O	2	2		.00	4 3/4	7/8	4	2,731	5,462
GRAY COMMUN.	O		6 1/4	6 1/4		.00	8 1/2	5	5	475	2,968
HARTE-HANKS	HHN	N	16 5/8	17 1/4	- 5/8	- 3.62	17 1/4	6	11	4,340	72,152
JEFFERSON-PILOT	JP	N	34 1/4	32 7/8	+ 1 3/8	+ 4.18	38 1/4	20 1/2	14	24,188	828,439
KAISER INDUSTRIES	KI	A	9 1/2	10 3/8	- 7/8	- 8.43	10 3/8	4 1/4	9	27,486	261,117
KANSAS STATE NET.	KSN	O	3 1/2	3 3/8	+ 1/8	+ 3.70	3 7/8	2 3/4	6	1,741	6,093
KINGSTIP	KTP	A	4 1/4	4 3/8	- 1/8	- 2.85	6 3/4	1 1/2	10	1,154	4,904
KNIGHT-RIDDER	KRN	N	30 1/8	30	+ 1/8	+ .41	30 1/8	9 1/4	20	8,305	250,188
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	19	19 1/4	- 1/4	- 1.29	19 1/4	10 3/4	11	3,352	63,688
LIBERTY	LC	N	11	11 1/4	- 1/4	- 2.22	15 5/8	7 1/8	5	6,598	72,578
MCGRAW-HILL	MHP	N	12 3/4	13 1/2	- 3/4	- 5.55	13 1/2	5 1/2	10	23,291	296,960

	Stock symbol	Exch.	Closing Wed. May 21	Closing Wed. May 14	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
MEDIA GENERAL	MEG	A	30	30 3/8	-	3/8	-	1.23	30 3/8	15 1/2	12	3,552	106,560
MEREDITH	MOP	N	10 7/8	11 1/4	-	3/8	-	3.33	11 1/2	8	4	2,984	32,451
METROMEDIA	MET	N	12 1/4	12 3/8	-	1/8	-	1.01	12 3/8	4 1/2	12	6,539	80,102
MULTIMEDIA	MMED	O	13 1/2	13 1/2				.00	14 1/4	8 3/4	9	4,390	59,265
NEW YORK TIMES CO.	NMKA	A	10 7/8	11 3/8	-	1/2	-	4.39	13 3/4	6 7/8	7	10,231	111,262
OUTLET CO.	OTU	N	14	13 7/8	+	1/8	+	.90	14	7	5	1,379	19,306
POST CORP.	POST	O	6 1/2	6 1/2				.00	16 1/2	4 3/4	5	882	5,733
PSA	PSA	N	4 3/4	1 1/2	+	3 1/4	+	216.66	10	1 1/2	10	3,181	15,109
REEVES TELECOM	RBT	A	1 1/2	1 1/2				.00	1 3/4	5/8	25	2,387	3,580
ROLLINS	ROL	N	19	18 3/4	+	1/4	+	1.33	19 3/4	6 1/2	14	13,341	253,479
RUST CRAFT	RUS	A	9 5/8	9	+	5/8	+	6.94	10 1/4	5 1/8	8	2,341	22,532
SAN JUAN RACING	SJR	N	8	7 1/2	+	1/2	+	6.66	13 3/8	5 1/2	6	2,509	20,072
SCHERING-PLOUGH	SGP	N	59 3/4	65 7/8	-	6 1/8	-	9.29	74 3/8	44 3/4	26	53,823	3,215,924
SONDERLING	SDB	A	7	7 1/8	-	1/8	-	1.75	10	3 1/2	5	731	5,117
TECHNICAL OPERATIONS	TO	A	4 5/8	5 3/8	-	3/4	-	13.95	6 3/4	2 3/8	4	1,344	6,216
TIMES MIRROR CO.	TMC	N	18 1/2	19 1/2	-	1	-	5.12	19 1/2	9 1/4	11	31,385	580,622
WASHINGTON POST CO.	WPO	A	27 5/8	28 1/8	-	1/2	-	1.77	28 1/2	14 3/4	9	4,751	131,246
WONETCO	WOM	N	13 3/4	13 3/8	+	3/8	+	2.80	13 3/4	6 1/4	9	5,947	81,771
TOTAL										368,477		8,646,986	

Cablecasting

AMECO** *	ACO	O	1/4	1/4	-			.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AEL8A	O	1 1/2	1 5/8	-	1/8	-	7.69	2 1/8	1/2	5	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	16 1/4	14 1/2	+	1 3/4	+	12.06	19 1/4	5 1/2	31	3,299	53,608
ATHENA COMM.**		O	1/4	1/4	-			.00	1 1/4	1/8		2,374	593
BURNUP & SIMS	BSIM	O	5 5/8	5 1/2	+	1/8	+	2.27	24 1/8	2 1/2	11	7,933	44,623
CABLECOM-GENERAL	CGG	A	4	4 5/8	-	5/8	-	13.51	4 3/4	1 1/2	10	2,560	10,240
CABLE FUNDING	CFUN	O	5 3/4	5 1/2	+	1/4	+	4.54	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.		O	1/4	1/4	-			.00	1 1/4	1/8	1	663	165
COMCAST		O	2 3/4	2 1/2	+	1/4	+	10.00	3	3/4	11	1,705	4,688
COMMUNICATIONS PROP.	COMU	O	2 3/8	2 3/4	-	3/8	-	13.63	3 3/8	1	30	4,761	11,307
COX CABLE	CXC	A	14 1/8	15	-	7/8	-	5.83	15 1/4	3 3/4	24	3,560	50,285
ENTRON	ENT	O	5/8	5/8	-			.00	1	3/8	4	1,358	848
GENERAL INSTRUMENT	GRL	N	10	10 1/4	-	1/4	-	2.43	17 1/8	5/8	5	7,060	70,600
GENERAL TV		O	5/8	5/8	-			.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	14 3/8	12 3/4	+	1 5/8	+	12.74	14 3/8	4	14	964	13,857
TELE-COMMUNICATION	TCOM	O	3 1/2	3 1/2	-			.00	5 3/4	7/8	2	5,181	18,133
TELEPROMPTER	TP	N	6 1/4	6 1/2	-	1/4	-	3.84	8 1/4	1 3/8	3	16,604	103,775
TIME INC.	TL	N	49	51	-	2	-	3.92	51	24 7/8	10	9,960	488,040
TOCOM	TOCM	O	2	2	-			.00	4 7/8	1 3/4	5	634	1,268
UA-COLUMBIA CABLE	UACC	O	9 5/8	11 1/4	-	1 5/8	-	14.44	11 1/4	3 3/4	14	1,787	17,199
UNITED CABLE TV*	UCTV	O	2 1/8	2 1/8	-			.00	4 5/8	1/4	6	1,879	3,992
VIACOM	VIA	N	7 1/8	7 7/8	-	3/4	-	9.52	8	2 5/8	10	3,688	26,277
VIKOA**	VIK	A	2 3/4	2 3/4	-			.00	4	1/2	3	2,534	6,968
TOTAL												83,497	936,344

Programming

COLUMBIA PICTURES	CPS	N	7 3/4	7 3/4				.00	8 1/4	1 5/8	30	6,748	52,297
DISNEY	DIS	N	51 3/4	54 3/4	- 3	-	5.47	54 3/4	18 3/4	31	29,755	1,539,821	
FILMWAYS	FWY	A	5	5			.00	6	2 1/8	6	1,812	9,060	
FOUR STAR			1/4	3/8	- 1/8	-	33.33	1 3/8	1/8		666	166	
GULF + WESTERN	GW	N	34 7/8	35 1/2	- 5/8	-	1.76	35 3/4	18 3/8	5	14,470	504,641	
MCA	MCA	N	56 1/4	59 3/4	- 3 1/2	-	5.85	59 7/8	19 1/4	10	8,477	476,831	
MGM	MGM	N	13 5/8	15 3/8	- 1 3/4	-	11.38	32 1/2	9 1/4	2	4,870	66,353	
TELE-TAPE** *		O	1/4	1/4			.00	3/4	1/8		2,190	547	
TELETRONICS INTL.		O	4 3/8	4 1/2	- 1/8	-	2.77	5	1 1/4	9	943	4,125	
TRANSAMERICA*	TA	N	8 3/4	8 3/4			.00	10 3/8	5 1/2	14	65,006	568,802	
20TH CENTURY-FOX	TF	N	10 1/2	10 7/8	- 3/8	-	3.44	11	4 1/2	11	7,532	79,086	
WALTER READE**	WALT	O	1/4	1/4			.00	1/2	1/8		4,467	1,116	
WARNER	WCI	N	16 1/8	16 1/2	- 3/8	-	2.27	18 1/2	6 7/8	6	16,317	263,111	
WRATHER	WCO	A	3 3/4	3 7/8	- 1/8	-	3.22	8 1/8	1 1/4	47	2,229	8,358	
TOTAL											165,482	3,574,314	

Service

BBDO INC.		O	15 1/2	1/8	+	15 3/8	+2300.00	15 1/2	1/8	7	2,513	38,951
COMSAT	CQ	N	38	39	-	1	- 2.56	40 3/8	23 3/4	8	10,000	380,000
DOYLE DANE BERNBACH	DOYL	O	9 1/8	8 3/4	+	3/8	+ 4.28	11 1/2	5 5/8	5	1,815	16,561
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8	-		.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	8 5/8	8 1/4	+	3/8	+ 4.54	11 1/4	5 3/8	6	2,042	17,612
GREY ADVERTISING	GREY	O	6 7/8	6 3/4	+	1/8	+ 1.85	8 3/8	5 5/8	4	1,255	8,628
INTERPUBLIC GROUP	IPG	N	15 1/8	15 1/8	-		.00	15 7/8	8 1/8	5	2,319	35,074
MARVIN JOSEPHSON	MARVN	O	4 3/8	4 3/8	-		.00	8 1/2	3 1/4	3	1,800	7,875
MCI COMMUNICATIONS	MCIC	O	3	3 3/8	-	3/8	- 11.11	6 1/2	1		13,339	40,017
MOVIELAB	MOV	A	1 3/8	1 1/2	-	1/8	- 8.33	1 5/8	1/2	9	1,407	1,934
MPO VIDEOTRONICS	MPO	A	2 1/4	2 3/8	-	1/8	- 5.26	2 3/4	1	3	539	1,212
NEEDHAM, HARPER	NOHMA	O	5	5 1/8	-	1/8	- 2.43	7 1/2	3 5/8	3	918	4,590
A. C. NIELSEN	NIEL8	O	19	20 1/4	-	1 1/4	- 6.17	28	7 3/8	19	10,598	201,362
OGILVY & MATHER	OGIL	O	19 1/4	20 1/2	-	1 1/4	- 6.09	23 1/2	10	7	1,807	34,784
J. WALTER THOMPSON	JWT	N	7 5/8	7 5/8	-		.00	12	4 1/4	22	2,624	20,008
UNIVERSAL COMM.*		O	1/4	1/4	-		.00	3/4	1/8		715	178
TOTAL											55,588	809,023

	Stock symbol	Exch.	Closing Wed. May 21	Closing Wed. May 14	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
Electronics/Manufacturing													
AMPEX	APX	N	5 7/8	5 1/2	+	3/8	+	6.81	5 7/8	2 1/4	6	10,885	63,949
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 1/8	1	7	2,324	3,776
COHU, INC.	COH	A	2 1/4	2 1/4				.00	3 7/8	1 1/4	9	1,617	3,638
CONRAC	CAX	N	17 3/8	19 1/4	-	1 7/8	-	9.74	21	10	7	1,261	21,909
EASTMAN KODAK	EASKO	N	103 1/8	108 3/4	-	5 5/8	-	5.17	108 3/4	63	26	161,331	16,637,259
GENERAL ELECTRIC	GE	N	44 7/8	47 3/8	-	2 1/2	-	5.27	65	30	13	182,120	8,172,635
HARRIS CORP.	HRS	N	20 5/8	20 1/8	+	1/2	+	2.48	33 1/2	13 1/8		6,176	127,380
INTERNATIONAL VIDEO	IVCP	O	2 1/2	2 1/2				.00	7 1/2	1 1/4	31	2,730	6,825
MAGNAVOX	MAG	N	8 1/2	8 5/8	-	1/8	-	1.44	9 7/8	3 3/4	10	17,799	151,291
3M	MMM	N	65	66 1/4	-	1 1/4	-	1.88	80 1/2	44 1/8	24	113,831	7,399,015
MOTOROLA	MOT	N	50 1/2	53 1/4	-	2 3/4	-	5.16	61 7/8	34 1/8	20	28,053	1,416,676
OAK INDUSTRIES	OEN	N	7 1/4	7	+	1/4	+	3.57	12 7/8	5 1/4	3	1,638	11,875
RCA	RCA	N	18 1/2	17 1/2	+	1	+	5.71	21 1/2	9 7/8	13	74,463	1,377,565
ROCKWELL INTL.	ROK	N	23	22 7/8	+	1/8	+	.54	28 3/8	18 3/8	6	30,802	708,446
RSC INDUSTRIES	RSC	A	2	2 1/8	-	1/8	-	5.88	2 1/8	1/2	7	3,458	6,916
SONY CORP.	SNE	N	10 3/4	11 1/4	-	1/2	-	4.44	29 7/8	4 3/4	22	172,500	1,854,375
TEKTRONIX	TEK	N	35 1/2	36 1/8	-	5/8	-	1.73	47 3/4	18 1/2	14	8,651	307,110
TELEMATION	TIMT	O	1	1				.00	2 3/4	1	6	1,050	1,050
TELEPRO IND.*		O	9	9				.00	9	2 1/2	56	480	4,320
VARIAN ASSOCIATES	VAR	N	11 1/2	11 1/4	+	1/4	+	2.22	13 1/4	6	11	6,838	78,637
WESTINGHOUSE	WX	N	16 3/8	17	-	5/8	-	3.67	26	8 1/2	53	87,770	1,437,233
ZENITH	ZE	N	24 1/4	23 3/8	+	7/8	+	3.74	31 5/8	10	19	18,797	455,827
TOTAL										935,455	40,247,817		
GRAND TOTAL										1,686,487	56,636,293		

Standard & poor's Industrial Average

100.6 103.8 -3.2

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Coast Stock Exchange

Over-the counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-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-
ings figures are exclusive of extraordinary
gains or losses.

*Stock did not trade on Wednesday; closing
price shown is last traded price.
**No P/E ratio is computed; company
registered net loss.
***Stock split.

Fates & Fortunes®



Innes



Brennan



Fendley



Antelo

Robert A. Innes, station manager, KWGN-TV Denver, elected VP-general manager, WGN of Colorado Inc., licensee. **John J. Brennan**, director of operations, KWGN-TV, elected VP and director. **John P. Fendley**, national sales manager, WGN-TV Chicago, and **Joseph G. Antelo**, eastern division sales manager—televi-

sion, New York, elected VP's of WGN Continental Sales Co. Mr. Innes is also elected to board, WGN Continental Sales. Both WGN of Colorado Inc. and WGN Continental Sales are subsidiaries of WGN Continental Broadcasting Co., Chicago.

John W. Kiermaier, CBS Inc. VP-corporate responsibility, named VP-human resources, retaining supervision of former area and adding over-all responsibility for CBS's manpower management. In other promotions to CBS top management: **John J. Manion Jr.**, VP and treasurer, named VP and controller; **Haskell P. MacCawatt**, VP, investor relations, named VP and treasurer, and **J. Garrett Blowers**, director of investor relations, named VP, investor relations department.

Ken Elkins, general sales manager, KETV(TV) Omaha, elected VP-general manager and director of licensee Channel Seven Corp.

Ernest D. Madden, general sales manager, WEHT(TV) Evansville, Ind., named general manager.

Kenneth Becker, assistant business manager, WNEU-TV New York, named VP-business manager, WTTG(TV) Washington. Both are Metromedia stations.

Al Crouch, news director and anchorman, WRBT(TV) Baton Rouge, La., named station manager.



Kiermaier



Manion



MacCawatt



Blowers

John P. Hayes, local sales manager, WGRQ(FM) Buffalo, N.Y., named station manager.

Raymond W. Edwards, Jr., senior auditor, CBS Inc., New York, named director of administration and finance of CBS-owned WEEI-AM-FM Boston.



Swearing in. Patrick Muldowney, editorial director, WABC-TV New York, was sworn in May 15 as president of the New York Press Club by New York Governor Hugh Carey. Mr. Muldowney is the first broadcaster to serve as president of the club.

Charles S. Williams, director of information services, WEEL-AM-FM Boston, named director of promotion, WHDH(AM) Boston.

Lois T. Dempster, director-producer, WNNY-TV Watertown, N.Y., named director of community services and promotion.

Frank X. Tuoti, VP-marketing and planning, WPIX Inc., New York, takes on additional responsibilities for all advertising, promotion and graphics, assuming duties previously handled by **Richard N. Hughes**, who will concentrate on community relations, editorial and public affairs activities for WPIX-FM-TV.

Judith Chayes Nelman, director of audio-visual communications, Rouse Company, community planning/development firm, Columbia, Md., named director of development, National Public Radio, Washington.

Paul M. Norton, director of administration and operations, Wisconsin Educational Communications Board, Madison, named assistant director of board.

Robert G. Leffler, station manager and director of television, Alpena, Mich., public school system, named educative services director, noncommercial WMFE-TV Orlando, Fla.

William S. Paley, CBS Inc. chairman, given honorary doctor of laws degree by Columbia University, New York, as "industrial pioneer, concerned citizen, philanthropist, patron of education and the arts" who was "among the first Americans to perceive the promise of radio and television as wholly new media of mass communications . . ."

Arthur R. Taylor, president of CBS Inc., received doctor of humane letters degree from Simmons College in Boston with citation pointing to Mr. Taylor's "visible commitment" to include women and minorities at all levels of responsibilities at CBS and in broadcast industry.

Broadcast Advertising

Arthur Tauder, senior VP of Marschalk Co., New York, named executive VP and general manager of agency's New York office, assuming position vacant for six months since **Robert James** became president and chief executive officer of Marschalk.

Nicholas J. Verbitsky, VP-East Coast sales manager, The Christal Co., New York, named general sales manager, WHN(AM) New York.

Gary L. Portmess, general manager, WHAG(AM)-WQCM(FM) Hagerstown, Md., named sales manager, WJEI-AM-FM Hagerstown.

Eric Stenberg, account executive in Detroit office of Radio Advertising Representatives Inc., New York, named manager of office.

Godfrey W. Herweg, VP and director of radio, Avery-Knodel, New York, named manager of midwest division of GCI Sales Inc. in Chicago.

William T. Byram, assistant VP-local and regional sales manager, WLAC-AM-FM Nashville, named VP-sales.

Dave L. Cline, with KRUX(AM) Glendale, Ariz., named commercial manager.

Susan B. Ziller, regional sales manager, WFAA-TV Dallas, named manager of Dallas office of TeleRep Inc., New York.

James T. Rice Jr., media buyer, Lewis & Gilman, Philadelphia, named media supervisor, Richardson, Myers & Donofrio, Baltimore ad agency.

Frank Williams, with WTVM(TV) Columbus, Ga., named local commercial production coordinator, liaison between station and client.

A.J. Fletcher, chief executive officer of Capitol Broadcasting Co., Raleigh, N.C., received Silver Medal Award from Triangle Advertising Federation of Raleigh, Durham, Chapel Hill, N.C., "for his contributions to advertising and community service."

Programing

W. S. Morgan, with PAMS Productions, radio program producers, Dallas, named sales manager.

Raul Galvan, news director, WHBF-TV Rock Island, Ill., named producer-director, noncommercial WMVS(TV) Milwaukee.

Jay Douglas, program director, KXEL-FM Waterloo, Iowa, named operations manager/music director, WJL(AM) Tupelo, Miss. Warren Garling, news director, WGNA(FM) Albany, N.Y., named production director, WJL.

Milt Kahn, sportscaster, KPIX(TV) San Francisco, named to same post, WWL-TV New Orleans.

David W. Rintels, stage, screen and TV writer, was elected president of the Writers Guild of



New York honors. Marlene Sanders, ABC News producer, is congratulated by William Sheehan, ABC News president, New York, following ceremonies May 12 at which she was named Broadcast Woman of the Year by the New York chapter of American Women in Radio and Television.

America, West, succeeding **John J. Furla Jr.** Mr. Rintels takes office June 1. He wrote "Clarence Darrow" stage play starring Henry Fonda that was adapted as a TV special, and the upcoming "Fear on Trial" with George Scott, two-hour movie for CBS next season.

Others elected at WGAW membership meeting May 15: Alan Manings, VP; William Ludwig, secretary-treasurer (re-elected). New members of board: Edward Anhalt, Margaret Armen, Norman Corwin, Larry Gelbart, Howard Rodman, Melville Shavelson, Stirling Silliphant, Richard Alan Simmons and Phyllis White. Messrs. Corwin, and Shavelson and Ms. White were re-elected. Board members remaining: Douglas Arnold, Oliver Crawford, Sam Denoff, David Harmon, Joseph Landon, and Leonard Spigelgass.

Judy Fremont, sports commentator, WVOX-AM-FM New Rochelle, N.Y., named VP-creative director.

Broadcast Journalism

Jerry L. Blocker, anchorman, WWJ-TV Detroit, named news director, WGPR-TV Detroit, which is to go on air in July.

Ted Feurey, director of editorials and community action programs, WCBS(AM) New York, named assistant director of news operations and programs for WCBS.

James Russell Lowell, news director, WPHB(AM) Philipsburg, Pa., named to same position WHPA(AM) Williamsport, Pa.

Ken Trimble, news director, WQXE(FM) Elizabethtown, Ky., named to same position, WWTG(AM) Minneapolis.

Terry Best, on staff, WJL(AM) Tupelo, Miss., named news director.

Robert R. Houck, announcer, WDVR(FM) Philadelphia, named anchor/reporter, WCAU(AM) Philadelphia.

Ron Gollobin, reporter, *Trenton (N.J.) Times*, named investigative reporter, WCVB-TV Boston.

Paul Sands, with news staff, KIRO-TV Seattle, named news coverage coordinator. **Kim Mariner**, KIRO-TV, co-anchorman, named to additional post as news producer. **Jan Chorlton**, KIRO-TV, news writer named associate producer.

Jan Legnitto, intern on CBS News broadcast research desk, appointed assistant producer of CBS News' *Spectrum* series, replacing **Bruce Levine**, who has resigned to go into nonbroadcast field.

Cable

Newly elected officers of Michigan Cable Television Association: **Kenneth E. Lahey**, Muskegon Cable TV, Muskegon, president; **Jim Anderson**, GE Cablevision Corp., Wyoming, vice president; **Ted Pregitzer**, National Cable Co., East Lansing, secretary treasurer.

Equipment & Engineering

James E. Bloyd, chief engineer, WEWS(TV) Cleveland, elected VP-engineering of parent Scripps-Howard Broadcasting Co. Mr. Bloyd succeeds **Joseph B. Epperson** who retires after 40 years with company.

Thomas M. Disinger, chief technician, Community Antenna Inc., Gouverneur, N.Y., named chief engineer, WKBK-TV Alpena, Mich.

Clarence Beverage, with marketing group, CCA Electronics, Gloucester, N.J., named district sales manager, Collins Radio, based in Cockeysville, Md.

Robert J. Trivison, VP-director of business development, ITT Cannon Electric, based in Santa Ana, Calif., named VP-director of operations. **L. Wayne Oliver**, general manager, ITT Cannon Electric, Phoenix, named director-business development, Santa Ana.

Lynn E. Distler, with Comrex Corp., Sudbury, Mass., named sales manager.

Reynold Johnson, regional sales manager, Sony Corp. of America, New York, has established A-Vid Electronics Co., Long Beach, Calif., video equipment sales, service rentals, design and installation of closed-circuit and broadcast TV systems. 1655 East 28th Street, Long Beach 90806.

Allied Fields

James Day, former chairman of Public Broadcasting Service Station Independence Project sponsored by Ford Foundation, has formed

James Day Associates as service to corporations seeking to underwrite programs for commercial or public TV. 1 Lincoln Plaza, New York 10023. (212) 595-2585.

William G. Geddes, head of International Satellite Communications division of External Telecommunications Executive, British Post Office, elected chairman of International Telecommunications Satellite Organization (Intelsat), Washington. **Richard R. Collno**, assistant VP for international relations and corporate planning, Communications Satellite Corp., Washington, elected vice chairman, Intelsat.

Emily Galloway, congressional liaison in office of FCC Chairman Richard E. Wiley, named administrative assistant/congressional affairs, Copper and Brass Fabricators Council Inc., Washington.

Gilbert O. Herman, production control manager, CBS Television Network, New York, and mobilization assistant to director, secretary of Air Force Office of Information, promoted to major general in AF reserve.

Deaths

Francis Whiting Hatch, 78, retired VP and director of BBDO, died May 14 at Massachusetts General hospital in Boston. Mr. Hatch spent

his entire working career in Boston office of BBDO, joining it in 1921. He was elected VP in 1933 and retired in 1959 as manager of Boston office.

James Hayes, 60, television director and producer, died of cancer in Norwalk (Conn.) hospital on May 17. In early 1940's he directed radio series for NBC including *City Hospital* and *Big Story*. After World War II, he was television and radio commercials producer for Grey Advertising and Benton & Bowles and president of P.D.I. Films, all New York. Survivors include his wife, Nelle, and four children.

Al Helfer, 63, baseball announcer for Brooklyn Dodgers, New York Giants and Oakland Athletics and onetime sports voice of Mutual Broadcasting System, died May 17 of cancer in Sacramento, Calif. In 1970, he joined KRAK(AM) Sacramento as VP and chief of news department. His wife, Margaret, survives.

Leroy Anderson, 66, composer of popular songs "Sleigh Ride," "Blue Tango," and "Syncopated Clock"—which became the theme song for CBS TV's "The Late Show"—died May 18 in Woodbury, Conn. Survivors include his wife, Eleanor, one daughter and three sons.

For the Record®

As compiled by BROADCASTING, May 12 through May 16 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 actions

- Alabama—FCC has extended from April 1 to

August 1 deadline for filing applications for new non-commercial educational stations mutually exclusive with applications of Alabama Educational Television Commission for nine facilities previously licensed to it. Action was in response to request by Alabama Citizens for Responsive Public Television, nonprofit association organized to establish and operate non-commercial television stations in state, for additional time to file for some or all of nine channels involved. Action May 14.

■ Akron, Ohio—Northeastern Educational Television of Ohio. Broadcast Bureau granted ch.49 (680-686 mhz); ERP 210 kw vis., 21 kw aur., HAAT 378 ft.; ant. height above ground 492 ft. P.O. address: 1640 Franklin Ave., Kent, Ohio 44240. Equipment and site provided by University of Akron; five-year operating cost \$58,950. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Carle E. Smith. Principals: John J. Coffelt, chairman of nonprofit corporation operated by state owned educational institutions (BPET-506). Action May 9.

AM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: WZAM Norfolk, Va.—To September 1, 1975 (BMP-13965).

■ Alaska—FCC set aside grant of temporary authorization for AM radio transmitters at 18 camps along Alaskan pipeline because it had approved stations originally without giving public notice of proposal. At same time, commission gave Northern Television, licensee of KBYR(AM) Anchorage, emergency temporary authorization for 90 days to construct and operate stations. It said delaying operations would seriously prejudice public interest due to extraordinary circumstances requiring emergency operations. Action May 16.

■ Agana, Guam—Trans World Radio Pacific (non-stock). Broadcast Bureau granted 770 khz, 10 kw-U. P.O. address: c/o Dr. Paul E. Freed; 560 Main Street, Chatham, N.J. 07926. Estimated construction cost \$268,842; first-year operating cost \$69,456; revenue not given. Principals: Dr. Paul E. Freed, president; Rev. Milton G. Frazier vice chairman, et al, operate several international stations (BP-19636). Action May 9.

AM application

■ Beulah, N.D.—Mercer Broadcasting seeks 1410 khz, 1 kw-D. P.O. address: 219 8th St., N.W., Minot, N.D. 58701. Estimated construction cost \$47,125; first-year operating cost \$38,690; revenue \$60,000. Format: C&W. Principals: William (76%) and Alice Bolinske (24%) are investors in drugstores, liquor store and restaurant in North Dakota. Ann. May 13.

FM applications

■ El Cerrito, Calif.—El Cerrito High School seeks 88.1 mhz, 10 w. P.O. address: 540 Ashbury Ave., El Cerrito, Calif. 94530. Estimated construction cost \$14,117; first-year operating cost \$1,800. Principal: Dr. Frank E. Granucci, Principal. Ann. May 14.

■ Monte Rio, Calif.—Communications Associates

NOTE
NEW
ADDRESS

**EDWIN TORNERG
& COMPANY, INC.**

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

Washington—5530 Wisconsin Ave., Washington, D.C. 20015
301-652-3766
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924
408-375-3164

seeks 97.7 mhz, 225 w., HAAT 907 ft. P.O. address: Box 507, Monte Rio, Calif. 95462. Estimated construction cost \$6,340; first-year operating cost \$7,000; revenue \$25,000. Format: talk, variety. Principals: Michael K. Erickson (50%) and Robert J. Booth (50%) operate Audio Video Reports, commercial spot producers. Ann. May 14.

■ Sullivan, Ind.—Radio Sullivan seeks 95.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 150, Paoli, Ind. 47454. Estimated construction cost \$21,750; first-year operating cost \$14,124; revenue \$20,000. Format: C&W, gospel. Principals: Virginia (50%) and Z. Denzel King (50%) own WVAK-AM-FM Paoli. Ann. May 16.

■ Kinston, N.C.—Smiles of Lenoir seeks 97.7 mhz, 3 kw., HAAT 300 ft. P.O. address: Box 622, Fayetteville, N.C. 28302. Estimated construction cost \$58,600; first-year operating cost \$48,000; revenue 70,000. Format: gospel, religious. Principals: Norman J. Sultes (32%), et al. Some stockholders of Smiles of Lenoir also have interest in WFSB(AM) Spring Lake, WSP(AM) Kinston, WSML(AM) Graham and WRNC(AM) Raleigh, all North Carolina. Ann. May 14.

■ Palestine, Tex.—Trinity Broadcasting Co. seeks 98.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Southeast Loop No.256, Palestine, Tex. 75801. Estimated construction cost \$47,947; first-year operating cost \$50,305; revenue \$50,000. Format: contemporary, gospel. Principals: Benny Burlison, A.D. Evans and J.E. Dickey comprise non-profit corporation. Mr. Burlison is teacher and pastor, Mr. Evans is supervisor for oil company and Mr. Dickey is railroad employee. Ann. May 14.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WSME(FM) Sanford, Me.—to Dec. 31, 1975 (BMPH-14467); WCVT Towson, Md.—to Nov. 1, 1975 (BMPD-1245); KAEZ Oklahoma City—to Nov. 1, 1975 (BMPH-14463).

■ Modesto, Calif.—Kilbrow Broadcasting Corp. Broadcast Bureau granted 102.3 mhz, 3 kw. HAAT 300 ft. P.O. Address 2437 East Orangeburg Avenue, Modesto 95350. Estimated construction cost \$24,500; first-year operating cost \$30,000; revenue \$60,000. Kilbrow Broadcasting Corp. owns KFIV(AM) Modesto. Principals: F. Robert Fenton, president, et al. Mr. Fenton is general manager of KFIV. Action May 6.

FM starts

■ *WBQM Decatur, Ala.—Authorized program operation on 91.7 mhz, ERP 3 kw, HAAT 300 ft. Action May 6.

■ KFRM-FM Franklin, La.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 155 ft. Action April 30.

■ *WHSS Hamilton, Ohio—Authorized program operation on 89.5 mhz, TPO 10 w. Action May 6.

■ *KSAU Nacogdoches, Tex.—Authorized program operation on 90.1 mhz, ERP 1kw, HAAT 115 ft. Action May 2.

■ *WMTF Stowe, Vt.—Authorized program operation on 91.5 mhz, TPO 10w. Action April 29.

Ownership changes

Applications

■ WMOB(AM) Mobile, Ala. (840 khz, 1kw-D)—Seeks assignment of license from Bellaire Inc. to Bay Broadcasting Corp. for \$288,000. Seller: John C. Vath Sr., president. Buyers: Walter Starr (27%), Roger Cavaness (27%), Alton Broussard II (27%) and James Murrell III (19%). Mr. Starr, Mr. Cavaness and Mr. Broussard are in sales department at WNOE-AM-FM New Orleans. Mr. Murrell is attorney. Ann. May 13.

■ KLAZ(FM) Little Rock, Ark. (98.5 mhz, 100 kw)—Seeks assignment of license from Tower Communications Co. to Ronald E. Curtis for \$387,500. Seller: Dan A. Garner is commercial developer. Buyer: Mr. Curtis owns Ron Curtis & Co., communications executive search firm. Ann. April 7.

■ WKKX(AM) Deland, Fla. (1310 khz, 5kw-D)—Seeks transfer of control of Deland Broadcasting Inc. from Gussie E. Lehrman and Gordon H. Monroe (each 50% before; none after) to David R. Hill (none

before; 67% after) and Gene N. Stuart (none before; 33% after). Consideration: \$92,799. Principals: Mr. Lehrman and Mr. Monroe wish to withdraw from broadcasting. Mr. Hill is owner of real estate syndication and management firm in La Grange Park, Ill. and Mr. Stuart is general manager of firm. Ann. May 15.

■ WHHL(AM) Pine Castle-Sky Lake, Fla. (1190 khz, 250w-D)—Seeks assignment of CP from Hymen Lake to Borgen & Murphy for \$27,500. Seller: Mr. Lake owns real estate in area. Buyers: Obed S. Borgen (50%) owns KFIL-AM-FM Preston, WMIN(AM) Maplewood, both Minnesota and is applicant for FM in Hampton, Iowa and AM in Wabash, Minn. Kingsley H. Murphy Jr. (50%) owns WISS-AM-FM Berlin, Wis. and has stock in Minneapolis Star and Tribune Co., licensee of several stations and cable system. Ann. May 15.

■ KIOE(AM) Honolulu (1080 khz, 5kw-D)—Seeks assignment of license from Fox Broadcasting Corp. to Da Kine Hawaiian Radio for \$160,000. Seller: Clarence O. Furuya, president. Buyers: Everett and Hilary James (16-2/3% each), Ronald and Mary Macko (16-2/3% each) and Preston and Eileen James (16-2/3% each). Everett James is former general manager of KORI(AM) Honolulu. Mr. Macko is salesman for WNYE-TV Syracuse, N.Y. Preston James is retired geographer and Eileen James is cartographer. Mary Macko and Hilary James are teachers. Ann. May 13.

■ WTWO(TV) Terre Haute, Ind. (ch.2)—Seeks transfer of control of Illiana Telecasting Corp. from James E. Sauter, Gordon Craig, James A. Beresford, George Hadden, John L. Booth, Richard L. Lindland, William D. Vogel and James F. Winter, trustees (100% before; none after) to Fabri Development Corp. Consideration: \$4,650,000. Principals: Illiana must be transferred because of common ownership rules. Malcolm I. Glazer (100%) owns mobile home parks and rental property in Rochester, N.Y. Ann. May 16.

■ KLFM(FM) Ames, Iowa (104.1 mhz, 100kw)—Seeks assignment of license from Lunde Corp. to Bunge Broadcasting Corp. for \$310,000. Sellers: Paul (60%) and Barbara Lunde (40%) are liquidating corporation. Buyers: Robert D. Bunce (70%), et al. Mr. Bunce owns half of KCBC(AM) Des Moines, which is in the process of being sold to Minnesota-Iowa Television Co. Ann. May 15.

■ WLAM(AM) Lewiston, Me. (1470 khz, 5kw)—Seeks assignment of license from Lewiston-Auburn Broadcasting Corp. to Great Down East Wireless Talking Machine Co. for \$305,000. Seller: F. Parker Hoy, president, also owns WIDE-AM-FM Biddeford and is applicant for FM in Auburn, both Maine. Buyers: Ronald R. Frizzell (43%), Arnold S. Lerner (43%) and Myer Feldman (14%). Mr. Feldman and Mr. Lerner own WADK(AM) Newport, R.I. and WLLH(AM)-WSSH(FM) Lowell, Mass. Mr. Feldman also has interest in several Florida stations. Mr. Frizzell is announcer for WLLH(AM)-WSSH(FM). Ann. May 15.

■ WRAL-TV Raleigh, N.C. (ch.5)—Seeks relinquishment of positive control of Capitol Broadcasting Co. by A.J. Fletcher (87% before; 24% after) to son, Frank V. Fletcher Sr. (none before; 6.6% after) and grandsons, James Goodmon (35.8% after) and Ray H. Goodmon III (22.7% after). No consideration. Frank Fletcher is legal counsel to licensee and James Goodmon is vice president in charge of operations. Ann. April 13.

■ WLYC(AM)-WILQ(FM) Williamsport, Pa. (AM: 1050khz, 1kw-D FM: 105.1 mhz, 3.8kw)—Seeks assignment of license from Alpha Broadcasting Co. to Pennsylvania Radio for \$617,500. Seller: George Vajda, president, has no other broadcast interests. Buyers: Kerby E. Confer (50%) and Paul H. Rothfuss (50%) are employees of WYRE(AM) Annapolis, Md. Mr. Confer is stockholder, vice-president and general manager. Mr. Rothfuss is national sales manager. Ann. May 13.

■ KANN(AM) Ogden, Utah (1090 khz, 1kw-D)—Seeks assignment of license from Golden Spike Broadcasting Corp. to Southern Nevada Communications Corp. for \$151,450. Seller: Michael R. Mickelson, vice president. Buyer: Jack G. French is president of non-stock corporation and general manager of *KILA(FM) Henderson, Nev. Ann. May 13.

■ WTID(AM) Newport News and WQRK(FM) Norfolk, Va. (AM: 1270 khz, 1kw-D FM: 104.5 mhz, 50 kw)—Seeks assignment of license from Musicradio Broadcasting Corp. to Bay Cities Communications Corp. for \$700,000. Sellers: Norman Berger is general practitioner and Hymen Tash is CPA and tax attorney. They have no other broadcast interests. Buyers: Aubrey Eugene Loving Jr. (50%) has interest in

theater and concert production company and advertising and promotion firm. Martha J. Davis (50%) owns investment company and has interest in land development. Ann. May 13.

■ KTVW(TV) Tacoma, Wash. (ch.13)—Seeks assignment of license from KTVW Inc. to Clover Park School District No. 400. \$378,000. Seller: Robert A. Banks, trustee in bankruptcy. Buyer: Harold J. Mulholland, president of school district. Ann. May 5.

Actions

■ KWSO(AM) Wasco, Calif. (AM: 1050 khz, 1 kw-D) Broadcast Bureau granted assignment of license from Maple Leaf Broadcasting Co. to KWSO Inc. for \$200,000. Seller: Edward G. Peters. Buyer: Don Bevilacqua has interest in KARI(AM) Blaine, Wash. and Radio Monumental, South American company which operates stations in San Jose and Costa Rica (BAL-8369). Action May 9.

■ WCBR-AM-FM Richmond, Ky. (AM: 1110 khz, 250 w-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from J.T. Parker Broadcasting to W.C.B.R. Radio for \$100,000. Seller: J.T. Parker owns WCOG(AM) Kingsport, Tenn. and has majority interest in WLRV(AM) Lebanon, Va. Buyers: George W. Robbins is Madison county attorney; Al Weaver is local insurance agent and Philip Herald is present station manager (BAL-8355, BALH-2104). Action May 13.

■ WNEB(AM) Worcester, Mass. (1230 khz, 1 kw-D, 250 W-N)—Broadcast Bureau granted transfer of control of WNEB Inc. from Joan Clifford, executrix of estate of George Steffy (75% before; none after) to Harold D. Glidden (25% before; 100% after). Consideration: \$71,700 (BTC-7667). Action May 8.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from KBMY Broadcasting Co. to Radio Billings for \$425,000. Seller: Howard L. Enstrom and Stanley G. Enstrom hold KRMV in partnership. Howard Enstrom wishes to sell station due to health reasons. Buyer:



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in Philadelphia is put
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50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



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Radio Billings is owned by The Peoria Journal Star Inc.; Henry P. Slane, pres., et al. (BAL-8359). Action May 9.

■ **KGRT-AM-KGRD-FM** Las Cruces, N.M. (AM: 570 khz, 6 kw-D; FM: 103.9 mhz, 2.7 kw) — Broadcast Bureau granted transfer of control of Chaparral Broadcasting Services from Martin Broadcasting Enterprises (100% before; none after) to KGRD Inc. (none before; 100% after). Consideration: \$307,500. Principals: William Martin wishes to retire, John B. and Fredna B. Mahaffey (KGRD Inc.) have interest in KCIJ(AM) Shreveport, La., KICA(AM) Clovis, N.M. and are applicants for new FM in Shreveport (BTC-7727). Action May 9.

■ **WENT(AM)** Gloversville, N.Y. (1340 khz, 1 kw-D, 250 w-N) — Broadcast Bureau granted assignment of license from WENT Broadcasting Corp. to Dean Broadcasting Co. for \$230,000. Seller: Joseph H. Tobin, president and treasurer, wishes to sell because of health reasons. Buyer: Richard Ruby (100%) is general manager of retail furniture and appliance store (BAL-8358). Action May 9.

■ **WNDR(AM)** Syracuse, N.Y. (1260 khz, 5 kw, DA-N) — Broadcast Bureau granted transfer of control of Wechsler Coffee Corp. (90% stockholder of Tower Broadcasting Corp., licensee) from Abraham F. Wechsler (50.01% before; none after) to Lester R. Bachner, Harry F. Wechsler and Jack Burris, as voting trustees (none before; 51.95% after). No consideration. (BTC-7671) Action May 9.

■ **KQIV(FM)** Lake Oswego, Ore. — Application for assignment of license from Willamette Broadcasting Co. to KQIV Broadcasting Corp. dismissed by mutual consent (BALH-2007). Ann. May 14.

Facilities changes

TV actions

■ **KCRATV** Sacramento, Calif. — Broadcast Bureau granted authority to operate trans. by remote control from 310 10th St., Sacramento (BRCTV-248). Action May 8.

■ **WSB-TV** Atlanta — Broadcast Bureau granted authority to operate trans. by remote control from 1601 West Peachtree, N.E., Atlanta (BRCTV-241). Action May 8.

■ **KAAL** Austin, Minn. — Broadcast Bureau granted authority to operate trans. by remote control from 1701 N.E. Tenth Place, Austin (BRCTV-250). Action May 8.

■ **KMSP-TV** Minneapolis — Broadcast Bureau granted authority to operate trans. by remote control from 6975 York Ave. S. Minneapolis (BRCTV-240). Action May 8.

■ **WNYSTV** Syracuse, N.Y. — Broadcast Bureau granted authority to operate aux. trans. by remote control from 3601-93 Erie Boulevard East, Dewitt, New York, N.Y. (BRCTV-246). Action May 8.

■ **KYVE-TV** Yakima, Wash. — Broadcast Bureau granted authority to operate trans. by remote control from 1105 South 15th Ave., Yakima (BRCTV-76). Action May 8.

AM applications

■ **KPRT** Kansas City, Mo. — Seeks CP to change trans. location to Linwood Blvd. between Norton and Myrtle, Kansas City, Mo. Ann. May 14.

■ **WRXO** Roxboro, N.C. — Seeks mod. of CP to make changes in ant. system. Ann. May 14.

AM actions

■ **KCLA** Pine Bluff, Ark. — Broadcast Bureau granted CP to change ant.-trans. and studio location to south of 34th ave. and east of Apple St., Pine Bluff; condition (BP-19900). Action May 13.

■ **KTRW** Agaña, Guam — Broadcast Bureau granted mod. of CP for international station to change type trans., power and ant. system; and extend completion date to Nov. 9 (BMPIB-114-5). Action May 9.

■ **WCCR** Urbana, Ill. — Broadcast Bureau granted CP to change ant.-trans. location to 2410 Skyline Drive, Champaign, Ill., make changes in ant. system; conditions (BP-19918). Action May 13.

■ **WUNA** Aguadilla, P.R. — Broadcast Bureau dismissed application for CP to increase daytime power without prejudice to future application for power increase where prohibited overlap would not be involved

(BP-18878). Action May 16.

FM applications

■ ***WNAS** New Albany, Ind. — Seeks CP to install new trans.; install new ant.; change TPO; ERP: 2.84 kw and HAAT: 3 ft. Ann. May 14.

■ ***WRSF** Miamisburg, Ohio — Seeks CP to change frequency to 89.1 mhz. Ann. May 14.

■ **WSTN** Florence, S.C. — Data filed in accordance with commission's first report and order to change frequency to 106.3 mhz; change ant.; change ERP: 1.5 kw and HAAT: 289 ft. (Doc. 19,771). Ann. May 14.

FM actions

■ ***KUAT(FM)** Tucson, Ariz. — Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 12.5 kw (H&V); ant. height 3,580 ft. (H&V); remote control permitted (BMPED-1250). Action May 9.

■ ***KBPK** Buena Park, Calif. — Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 19 kw (H&V); ant. height 9 ft. (H&V); remote control permitted (BPED-1947). Action May 13.

■ **KIKS-FM** Lake Charles, La. — Broadcast Bureau granted mod. of CP to change trans. location to High Hope Rd., 6 miles ne of Sulphur, La.; specify studio location as 320 Parish Rd., Sulphur; operate by remote control from proposed studio site; change trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 430 ft. (H&V) (BMPH-14363). Action May 9.

■ **WZOW** Utica, N.Y. — Granted CP to change trans. and ant. location to 257 Grace Rd., Deerfield, N.Y.; change studio and remote control location to WTLB(AM) studio-trans. site at Kellogg Rd., New Hartford, N.Y.; make change in ant. system; ERP 3.5 kw (BPH-9232). Action May 9.

■ **KOYE(FM)** Laredo, Tex. — FCC denied request by Border Broadcasters, licensee KOYE, for refund of \$200 filing fee and waiver of \$1,800 grant fee for major change in facilities. Action May 8.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **WBBY** Westville, Ohio (BPH-9160), April 30; **WBQR** Aguas Buenas, P.R. (BPH-8827), May 2; **WCIL(FM)** Carbondale, Ill. (BPH-9190), May 6; ***KGTS** College Place, Wash. (BPED-1873), May 2 and ***KWGS** Tulsa, Okla. (BPED-1871), April 30.

In contest

Designated for hearing

■ **East Moline, Ill., FM proceeding:** Upper Rock Island County Holding Co. and KSTT Inc., competing for 101.3 mhz (Doc. 20471-2) — Broadcast Bureau designated for hearing mutually exclusive applications of Upper Rock Island County Holding Co. and KSTT Inc. for new FM. Hearing issues include which proposal will best serve public interest. Action May 13.

Procedural rulings

■ **Arkadelphia, Ark., FM proceeding:** Arkadelphia Broadcasting Co. and Great Southwest Media Corp., competing for 100.9 mhz (Docs. 19892, 4) — ALJ John H. Conlin rescheduled hearing now scheduled for June 4 to July 9. Action May 8.

■ **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) — ALJ Chester F. Naumowicz Jr. continued to June 4, hearing now scheduled for May 28. Action May 12.

■ **Stamford, Conn., AM proceeding:** Western Connecticut Broadcasting Co. (WSTC[AM] Stamford) and Radio Stamford Inc., competing for 1400 khs (Docs. 19872-3) — ALJ Lenore G. Ehrig scheduled hearing for July 14. Action May 9.

■ **Avon Park, Fla., FM proceeding:** Tri-County Stereo and Morison Enterprises of Polk County, competing for 106.3 mhz (Docs. 20179-80) — ALJ Jay A. Kyle rescheduled hearing now scheduled for May 12 to May 27. Action May 8.

■ **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 16. Action May 7.

■ **WTIX(AM)** New Orleans, **renewal proceeding:**

Storz Broadcasting Co. (Doc. 20200) — Chief ALJ Arthur A. Gladstone scheduled further hearing session for May 21 in New Orleans. Action May 7.

■ **Southport, N.C., FM proceeding:** Thoms Broadcasting Cos., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3) — ALJ Walter C. Miller scheduled hearing for August 26. Ann. May 14.

■ **Dallas, TV proceeding:** WADECO Inc. and Belo Broadcasting Corp. (WFAA-TV), competing for ch.8 (Docs. 19744-5) — ALJ John H. Conlin ordered that hearing will resume on August 5. Action May 8.

■ **Bennington, Vt. FM proceeding:** Catamount Broadcasters, Equinex Wireless Co. and Bennington Radio, competing for 94.3 mhz. (Doc. 20391-3) — ALJ Rueben Lozner cancelled hearing now scheduled for June 18, subject to be rescheduled at later date. Action May 7.

Joint agreement

■ **Tallahassee, Fla., FM proceeding:** Capital City FM, Phillips Radio and Amrad Corp., competing for 103.1 mhz (Docs. 20237-9) — ALJ Thomas B. Fitzpatrick granted joint request for approval of agreement filed by Amrad and Capital City, authorized payment by Amrad to Capital City in an amount not to exceed \$5,000, dismissed with prejudice application of Capital City, granted Amrad's application and terminated proceeding. Action May 8.

Review board decision

■ **Chattanooga, AM proceeding:** Rock City Broadcasting (WGCA[AM]) Chattanooga (Doc. 20353) — Review board denied request of Rock City Broadcasting for extension of time in which to construct WGCA and cancelled permittee's CP and call letters. Board said it did not believe public interest would be served by grant of extension application. Action May 6.

Fines

■ **KIMN(AM)** Denver — Broadcast Bureau notified Jefferson-Pilot Broadcasting Co. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by permitting person whose first class radiotelephone license had expired to make entries in maintenance logs. Action May 13.

■ **WAYE(AM)** Baltimore — Broadcast Bureau notified Adler Broadcasting Corp. that it incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to have operators holding at least third class radiotelephone operator permit endorsed for broadcast station operation on duty and in actual charge of transmitting equipment. Action May 13.

■ **WLOR(AM)** Thomasville, Ga. — Broadcast Bureau notified Mills-Bellamy Enterprises that it incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of rules by failing to have record of equipment performance measurements made within past 14 months; by determining operating power using uncalibrated remote ant. ammeter or by operating with power outside normal operating range; by allowing holder of radiotelephone third class operator permit without required broadcast endorsement to be in charge of transmitting apparatus and/or by failing to have properly licensed operator make entries in operating log. Action May 13.

■ **WCHB(AM)** Detroit, Mich. — Broadcast Bureau notified Bell Broadcasting Co. that it had incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by failing to maintain maintenance log. Action May 13.

■ **WDIX(AM)** Orangeburg, S.C. — FCC denied request of WDIX Inc., licensee of WDIX, for remission or mitigation of \$2,000 forfeiture. WDIX had been assessed fine for its repeated failure to comply with logging requirements of rules. Action May 13.

Other actions

■ FCC instituted inquiry to reevaluate need for UHF TV "taboos" and to determine whether receiver performance can be improved to make them unnecessary. Taboos are restrictions on assignment of UHF channels with certain frequency relationships and within certain required geographical separations. FCC said in view of steadily increasing demand for spectrum

usage, it was concerned that all services apply best feasible techniques for efficient spectrum utilization. Comments due Aug. 29; reply comments Sept. 17. Action May 14.

■ ***WWEB-FM** Wallingford, Conn.—License forfeited and call letters deleted. Ann. May 14.

■ **KTVI-TV** St. Louis—FCC renewed license for period ending February 1, 1974, rejecting petition to deny application. Commission emphasized that action resolved 1971 renewal only and said 1974 renewal application of licensee, Newhouse Broadcasting Co. and petitions to deny that application were still pending. Nine St. Louis area community groups filed petition challenging Newhouse's ascertainment efforts, station's past and proposed programming and its employment practices. FCC said groups had raised no questions of fact to establish that granting application would be inconsistent with public interest. Action May 13.

■ **WNCN(FM)** New York—FCC denied application by WNCN Listener's Guild for review of Broadcast Bureau ruling denying guild's fairness doctrine complaint against WNCN(FM) New York. Guild is group of citizens who oppose format change from classical to progressive rock music. FCC said guild failed to submit information to show how WNCN presented viewpoint on issue of format change or that WNCN was unreasonable in determining announcements simply took note of format change. Action May 8.

Allocations

Petitions

■ FCC received petitions to amend **FM** table of assignments (Ann. May 13).

■ **Larry W. Craig, Pana, Ill.**—Seeks to assign ch 265A to Pana (RM-2548).

■ **Midwest Industries, Ida Grove, Iowa**—Seeks to assign ch 224A to Ida Grove and delete ch 224A from Carroll, Iowa (RM-2544).

■ **R-B Co., Rainelle, W. Va.**—Seeks to assign ch 244A to Rainelle (RM-2546).

Actions

■ FCC took following actions on **FM allocations**:

■ Broadcast Bureau proposed assigning FM channels to five communities as first FM assignments and exchanging two channels now assigned to St. Helena and Santa Rosa, Calif. Action was in response to petitions by Young Radio, permittee of KVVN(FM) ch 269A, St. Helena, Calif. (RM-2515), Roy E. Henderson (RM-2519), Leon B. Van Dam (RM-2513), Ashdown Broadcasters (RM-2516), Theodore J. Gray Jr. (RM-2525) and Trenton Inc., licensee of WTNE(AM) Trenton, Tenn. (RM-2526). Proposed assignments are: St. Helena from ch. 269A to 257A; Santa Rosa from ch. 257A and 261A to 261A and 269A; Kalkaska, Mich., ch. 249A; Newberry, Mich., ch. 237A; Tarkio, Mo., ch. 228A; Surfside Beach, S.C., ch. 276A and Trenton, Tenn., ch. 249A. Action May 9.

■ **Paso Robles, Calif.**—Broadcast Bureau proposed substituting ch. 223 for ch. 232A at Paso Robles so that KPRA(FM) (ch. 232A) can render better service to its service area. Action was in response to petition by F. Ray and Nancy L. Bryant, licensees of KPRL(FM) KPRA(FM) (RM-2442). Action May 6.

■ **Waynesburg, Pa.**—Broadcast Bureau proposed assigning ch. 276A to Waynesburg as first FM assignment. Action was in response to petition by Kenneth R. Strawberry (RM-2440). Action May 9.

■ **Princeton, W. Va.**—Broadcast Bureau proposed assigning either ch. 224A or 265A to Princeton as its second FM assignment. Action was in response to petition by Hillbilly Broadcasters (RM-2447). Action May 9.

Rulemaking

Petition

■ **Joseph F. Hennessey, Washington**—Requests amendment of procedures concurring extension of time in which to file exceptions (RM-2547). Ann. May 13.

Action

■ FCC proposed simplified procedure by which com-

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	0	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

mercial broadcast license renewal applicants can carry out required ascertainment on continuous basis. FCC action proposes to revise ascertainment guidelines for commercial TV and radio renewal applicants, establish new methods of ascertainment documentation and reporting and amend rule which involves maintenance by applicants of file open for inspection by general public. Action May 6.

(BPTT-2699). Action April 22.

■ **W56AK Chambers, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 56, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2766). Action April 22.

■ **W56AJ East Corning, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 56, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2804). Action April 22.

■ **W62AI Harpursville, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 62, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2745). Action April 22.

■ **W66AE Hawleyton, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 66, rebroadcasting WSKG Binghamton (BPTT-2746). Action April 22.

Translators

Applications

■ **North Tongass Television, Clover Passage coastal area, Alaska**—Seeks ch. 7, rebroadcasting CFTK-1, Prince Rupert, B.C., Canada (BPTTV-5300). Ann. May 15.

■ **Lone Pine Television, Lone Pine, Calif.**—Seeks ch. 56, rebroadcasting KTLA, Los Angeles (BPT-2844). Ann. May 14.

■ **Hinsdale T.V. Club, Hinsdale and north rural area, Montana**—Seeks ch. 10, rebroadcasting KRTV, Great Falls, Mont. (BPTTV-5303). Ann. May 15.

■ **K70BD Fillmore, K74AO Meadow and K80AN Kanosh, Utah**—Seek CP's to change frequencies from ch. 70 to ch. 61, ch. 74 to ch. 58 and ch. 80 to ch. 55, respectively (BPTT-2840-2). Ann. May 14.

■ **Jeffrey City Community TV Association, Saratoga and rural county, Jeffrey City and rural area, and Rawlins and rural Carbon county, Wyo.**—Seeks ch. 7, ch. 3 and ch. 58, respectively, rebroadcasting KOA-TV Denver (BPTTV-5301-2, BPTT-2845). Ann. May 15.

Actions

■ **K66AO Steamboat Canyon and Jeddito, Ariz.**—Broadcast Bureau granted CP for new translator on ch. 66, rebroadcasting KNME-TV Albuquerque, N.M. (BPTT-2802). Action April 22.

■ **K13NJ Topaz Lake, Calif.**—Broadcast Bureau granted CP for new translator on ch. 13, rebroadcasting KVIE, Sacramento, Calif. (BPTTV-5034). Action April 22.

■ **County of Koochiching, Minn.**—Seeks to change frequency of following translators: K70BN Virginia, from ch. 70 to ch. 68; K70BV Kabetogama, from ch. 70 to ch. 69; K73CA Kabetogama, from ch. 73 to ch. 65; K74AS Virginia, from ch. 74 to ch. 66; K75AQ Kabetogama, from ch. 75 to ch. 67; K77CE International Falls, from ch. 77 to ch. 55; K79AH International Falls, from ch. 79 to ch. 59; K79AL Orr, from ch. 79 to ch. 61; K82AI Orr, from ch. 82 to ch. 63; K82AJ International Falls, from ch. 82 to ch. 57 (BPTT-2807-16). Ann. May 16.

■ **K08IK Terry, Mont.**—Broadcast Bureau granted CP for new translator on ch. 8, rebroadcasting KTVQ Billings, Mont. (BPTTV-5077). Action April 18.

■ **K08IJ Gallup, N.M.**—Broadcast Bureau granted CP for new translator on ch. 8, rebroadcasting KOAT-TV Albuquerque, N.M. (BPTTV-5013). Action April 22.

■ **W69AG Berkshire and Newark Valley, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 69, rebroadcasting WSKG Binghamton, N.Y. (BPTT-2755). Action April 22.

■ **W57AF Binghamton and Johnson City, N.Y.**—Broadcast Bureau granted CP for new translator on ch. 57, rebroadcasting WSKG Binghamton: condition

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ **American Video Corp., 6115 N. University Drive, Fort Lauderdale, Fla. 33313**, for Broward County, Fla. (CAC-05013): WTVJ, WCIX-TV, WCKT, WPLG-TV, WLTV, WPBT, WTHS-TV, WLRL-TV, WFCB-TV Miami; WKID Ft. Lauderdale; WPTV, WPEC West Palm Beach; WTOG St. Petersburg, all Florida; WTCC Atlanta.

■ **Oldsmar Cable T.V., Box 863, Oldsmar, Fla. 33557**, for Oldsmar, Fla. (CAC-05027): WEDU, WFLA-TV, WTVT, WUSF-TV Tampa; WLCY-TV Largo; WTOG St. Petersburg, all Florida.

■ **Hamilton County CATV, 1253 Diamond Ave., Evansville, Ind. 47727**, for Carmel, (CAC-05034) and Hamilton county, (CAC-05035), both Indiana: Delete WXIX-TV Newport, Ky. contingent upon authority to add WSNS-TV Chicago.

■ **Central All-Channel Cablevision, 1253 Diamond Ave., Evansville, Ind. 47727**, for Elwood (CAC-05036), and Alexandria (CAC-05037), both Indiana: Add WSNS-TV Chicago.

■ **Johnson All Channels, 1253 Diamond Ave., Evansville, Ind. 47727**, for Franklin, Ind. (CAC-05017): Delete WXIX-TV Newport, Ky. contingent upon authority to add WSNS-TV Chicago.

■ **Metropolitan Cablevision Corp., 1253 Diamond Ave., Evansville, Ind. 47727**, for Lawrence, Ind. (CAC-04061): Delete WXIX-TV Newport, Ky. and WSNS-TV Chicago; WTIU-TV Bloomington, Ind.

■ **Lebanon CATV, 210 East Main St., Lebanon, Ind. 46052**, for Lebanon, Ind. (CAC-05011): Delete WXIX-TV Newport, Ky. contingent upon authority to add WSNS-TV Chicago.

■ **Morgan County Tele-Cable, 1253 Diamond Ave., Evansville, Ind. 47727**, for Martinsville, Ind. (CAC-05018): Delete WXIX-TV Newport, Ky. contingent upon authority to add WSNS-TV Chicago.

■ **Maine Cable Television, 61 Coffee St., Bangor, Me. 04401**, for Hampden, Me. (CAC-05033): WLBB-TV, WABI-TV, WENT Bangor; WMEB-TV Orono; WMTW-TV Poland Spring; WCSH-TV, WGAN-TV Portland; WCBW Augusta, all Maine. CHSJ-TV St. John, New Brunswick, Canada; WSBK-TV Boston:

CHLT-TV Sherbrooke, Quebec, Canada: CKCW Moncton, New Brunswick, Canada.

■ Eastern Shore CATV, 8 Pitts St., Berlin, Md. 21811, for Berlin (CAC-05038) and Ocean City (CAC-05039), both Maryland: Requests certification of existing operations.

■ American Television and Communications Corp., 360 S. Monroe St., Denver 80209, for Senath (CAC-05014) and Kennett (CAC-05015), both Missouri: Add KPOB-TV Popular Bluff, Mo.; WDXR-TV Paducah, Ky.

■ Brookhaven Cable TV, 360 S. Monroe St., Denver 80209, for Bellport, N.Y. (CAC-05012): WCBSTV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX-TV New York; WFSB-TV Hartford, Conn. WNET Newark, N.J. WLIW Garden City, N.Y. WHNB-TV New Britain, Conn.; WNJU-TV Linden, N.J.; WSNL-TV Patchogue, N.Y.

■ Dickinson Broadcasting Corp., 119 2nd Ave. W., Dickinson, N.D. 58601, for Dickinson, N.D. (CAC-05016): Requests certification of existing operations.

■ Centre Video Corp., Box 10727, University Park Station, Denver 80210, for Towanda borough (CAC-05020), Monroe borough (CAC-05021), Monroe township (CAC-05022), North Towanda (CAC-05023), Towanda township (CAC-05024), and Wysox township (CAC-05025), all Pennsylvania: Add WOR-TV, WPIX-TV New York.

■ Texas Telecable, 3027 S.E. Loop 323, Tyler, Tex. 75701, for Panorama village, Tex. (CAC-05040): KPRC-TV, KTRK-TV, KHOU-TV, KUHT, KVRL Houston: KBTX-TV Bryan, Tex.

■ Blankenship, Jessie J. db/a Glasgow T.V. Cable Co., Box 187, Glasgow, Va. 24555, for Glasgow, Va. (CAC-05019): WDBJ-TV, WSLS-TV, WRLU-TV Roanoke: WLVA-TV Lynchburg: WVPT Staunton, all Virginia.

■ Nation Wide Cablevision, Box 10727, University Park Station, Denver 80210, for Bremerton, Wash. (CAC-05026): Requests certification of existing operations.

■ Logan Cablevision, 230 Park Ave., New York 10017, for Logan (CAC-05028), West Logan (CAC-05029), Mitchell Heights (CAC-05030), Logan county (CAC-05031) and Man (CAC-05032), all West Virginia: Add WKPT-TV Kingsport, Tenn.; WSWP-TV Grandview, W. Va.; WXIX-TV Newport Ky.; WJHL-TV Johnson City, Tenn.

■ Community Tele-Communications, Box 10727, University Park Station, Denver 80210, for Lander, Wyo. (CAC-04141): Add KWGN-TV Denver.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Michigan CATV Co., Sturgis, Mich. (CAC-3499): Capitol Cablevision Systems, Colonie (CAC-4124), Albany (CAC-4126) and Menands (CAC-4127), all New York; Vidi-Com of Saugerties, Fayette, N.Y. (CAC-4420); Teleprompter of Holly Hill, Holly Hill (CAC-4738) and Volusia county (CAC-4739), both Florida; Camp Inc., Pahala (CAC-4811) and Naalehu (CAC-4812), both Hawaii; Twin Valley CATV, Jonesville, Mich. (CAC-4830); Tennessee Cablevi-

sion, Oak Ridge, Tenn. (CAC-4835); Athens/Stowah TV Cable Co., Athens, Tenn. (CAC-4850); Claremore Cable Television Co., Claremore, Okla. (CAC-4870); Southern Illinois Cable TV, Energy (CAC-4878) and Crainville (CAC-4879), both Illinois.

■ Birmingham, Ala.—FCC withheld certification from Birmingham Cable Communications for new system at Birmingham, 40th largest TV market. FCC said unless company submitted amended application within 90 days containing franchise consistent with rules, certification would be denied (CAC-3516). Action May 6.

■ Pocahontas, Ark.—Cable Bureau granted application by Pocahontas Cable TV for certificate of compliance and request for special relief to extent of continuing carriage of *WKNO-TV and WREC-TV Memphis, as consistent with public interest, and denied with respect to station WPSD-TV Paducah, Ky., since its carriage is not consistent with rules, without prejudice to reexamination. Certification will be withheld pending Pocahontas' compliance with instruction that it cease carriage of WPSD-TV (CAC-3873). Action May 6.

■ Rogers, Ark.—Cable Bureau granted application by Rogers TV Cable for certificate of compliance to extent that it may add KYTV Springfield, Mo., a must carry signal, and denied carriage of KOLR Springfield. In addition, carriage of *KOED-TV Tulsa, Okla., was authorized for reasons stated in FCC's letter as signal whose carriage is consistent with rules. Denied opposition by Midland Television Corp., licensee of KMTC Springfield, Mo., and dismissed objection by KGTO-TV (CAC-3904). Action May 6.

■ Voluntown and North Stonington, Conn.—FCC granted Coastal Cable TV Co. certificates of compliance for systems at Voluntown and North Stonington, located in Providence, R.I.-New Bedford, Mass., major TV market. Coastal was authorized to carry *WGBH-TV, WCVB-TV, WSBK-TV Boston and WLVI-TV Cambridge, both Mass., WFSB-TV, WHCT-TV Hartford, WTNH-TV New Haven and *WEDN Norwich, all Connecticut, WTEV New Bedford-Providence, WJAR-TV and WPRI-TV Providence. FCC denied Coastal's request that communities be considered outside all TV markets (CAC-2270-1). Action May 6.

■ Fredrica, Del.—FCC decided that Fredrica be considered outside all TV markets and granted Telecable Communications Corp. authority to add signals to existing system. It proposed to add WJZ-TV, WBFF Baltimore, WTTG Washington, WTAJ-TV Philadelphia, WKBS-TV Burlington and *WNJS Camden, both N.J. FCC said since cable community has very small population and no broadcast station objected, waiver would be in public interest (CAC-4604). Action May 6.

■ Davenport, Iowa—Application by Mississippi Valley Cablevision for certificate of compliance dismissed (CAC-3563). Action May 13.

■ St. Landry parish, La.—Cable Bureau granted St. Landry Cable TV waiver of signal carriage rules for cable systems located in smaller TV markets and granted certificate of compliance to add WRBT Baton Rouge (CAC-4828). Action May 14.

■ Durham, N.C.—FCC has given Cablevision of Durham 90 days to amend application for certificate of compliance for a new system. Cablevision's franchise

included requirement that operator provide 30-channel capacity with seven channels reserved for educational access. FCC rules require no more than 20-channel capacity with four channels reserved to access. Without justification by operator city for excess requirements, FCC said it would withhold certification. If information is not provided or inconsistent provisions deleted within 90 days, FCC said it would deny Cablevision's application (CAC-2815). Action May 8.

■ Williamston, N.C.—Cable Bureau granted application by Windsor Cablevision for certificate of compliance to carry WITN-TV Washington, WNCT-TV Greenville, WCTI-TV New Bern, WRAL-TV Raleigh, WRDU-TV Durham, *WUND-TV Columbia, all North Carolina, and WYAH-TV Portsmouth, Va. Oppositions by North Carolina Television, WITN-TV Washington, and Continental Television, WCTI-TV New Bern, were denied (CAC-4178). Action May 9.

■ Euclid, Beachwood and Maple Heights, Ohio—Application by Telerama Inc. for certificates of compliance dismissed at request of applicant (CAC-2438-40). Action May 13.

■ Bonneville, Pa.—Cable Bureau granted application by Bonneville Transvision Corp. for certificate of compliance to carry WGAL-TV, WLYH-TV Lancaster, Pa., WHP-TV, WTPA Harrisburg, Pa., *WITF-TV Hershey, Pa., WBSA-TV York, Pa., WHAG-TV Hagerstown, Md., WMAR-TV, WJZ-TV Baltimore, WTTG, WDCA-TV Washington, WBFF, *WMPB Baltimore, and *WWPB-TV Hagerstown, Md. System is located in Harrisburg-Lancaster-York, Pa., major market and Hagerstown, Md. smaller market (CAC-4740). Action May 6.

■ Dunmore borough, Pa.—FCC granted Northeastern Pennsylvania TV Cable Co. certificate of compliance for new system at Dunmore borough, located in Wilkes Barre-Scranton, Pa., major TV market. Northeastern will provide its subscribers with WNEP-TV, WDAU-TV, *WVIA-TV Scranton, WBRE-TV Wilkes Barre, WPHL-TV Philadelphia, and WOR-TV and WPIX New York. WDAU-TV opposed application contending that franchise was not awarded as part of public proceeding affording due process. FCC said allegations were hearsay statements and insufficient to deny certification application or set matter for hearing (CAC-1830). Action May 14.

■ Hampton, Pa.—Application by Hampton Cable TV Co. for certificate of compliance dismissed at request of applicant (CAC-2743). Action May 9.

■ Stamford, Tex.—Application by Centex Cable Co. for certificate of compliance dismissed at request of applicant (CAC-4757). Action May 14.

Other actions

■ Maine—FCC denied request by State Cable Television Corp. for waiver of rules that require it to provide separate public and educational access channels for each of its system in Augusta, Farmingdale, Gardiner, Hollowell and Randolph, all Maine. State sought temporary partial waiver of rules to provide single educational access channel and one combined public access-origination channel for shared use by five systems. FCC directed State Cable to submit specific financial and other relevant data explaining how conditions warrant waiver. FCC said it then would reconsider request. Action May 6.

■ Norway, Me.—Cable Bureau directed Diversified Communications to file access proposal for cable system within 30 days and notified it that failure to comply with this directive might result in institution of show cause proceedings (CACR-1). Action May 14.

Rulemaking

■ FCC proposed exempting cable systems and system conglomerates serving fewer than 1000 cable subscribers from syndicated program exclusivity rules. FCC said it believed exemption for smaller systems would not create any substantial adverse effect on broadcasters, local broadcast service or on value of syndicated program material. Comments may be filed by July 3 and replies by July 23. Action May 13.

■ FCC initiated rulemaking proceeding to seek comments on possible changes in current "leapfrogging" policies. Rules require systems to select stations they carry in order of distance of each station from system if such signals are selected from top-25 major markets. Systems are required to carry nearer stations in preference to more distant ones to avoid "leapfrogging." FCC said problems from requests for waiver of rules had raised questions as to their application. Action May 15.

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Group owned Chicago radio station has immediate opening for ambitious, account executive ready to move to a larger market. Income range 30 to 35K depending on performance. Send resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

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Florida Multi-Station Group wants seasoned pro first ticket to help produce beautiful MOR sound for discriminating adults, and/or sales leading to management. Medium market fulltime resort facility. Box E-210, BROADCASTING.

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Wanted Staff Announcer. MOR music and news. AM-FM station. Good community extras. Mr. Burns, KRSN, Los Alamos, NM.

Top Northwest Station needs experienced announcer for a lively MOR-CW format. Strong production. Mature voice, first phone. Aggressive 5KW. Salary open. Extra benefits. Send tape and resume to Kent Welborn, KSEN Radio, Shelby, MT 59474.

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Top Georgia M-O-R station looking for experienced, versatile staff announcer. Good pay and benefits. Contact WGGG, Box 1318, Gainesville, GA 30501.

Warm, pleasant morning air personality wanted for North Jersey Shore beautiful music station. 3rd endorsed. No beginners. Rush tape, resume to WHTG, Eatontown.

Personality and/or Format jocks, first phones premium, for number one station in market. Tapes and resumes to J.C. Smith, WJPS, Box 3636, Evansville, IN 47735. E.O.E.

Help Wanted Announcers Continued

Florida Coastal station has opening for experienced MOR announcer. Prefer person who will also act as Traffic Director and make up program logs, however not essential. Send tape, resume and salary requirements Bob Haa, WIRA, Fort Pierce, Equal Opportunity Employer.

100,000 WATT Midwestern Soul FM, rebuilding, looking for a cooker. No "Rhymin Simons". Handle drive time, have experience, 3rd phone, right attitude. Send resume and tape to Operations Manager, Richard Baker, KOWH-FM, 3910 Harney, Omaha, NE 68131.

No. 1 Pulse-ARB well-established, fulltime station in Trenton metro area needs experienced morning person who can communicate on adult level. EOE. Rush tape and resume to Bob Locke, Nassau Broadcasting Company, Box 1350, Princeton, NJ 08540.

Central Florida full-timer needs a contemporary MOR jock who can move an afternoon show and do production. Must have experience. 904-629-8008 with tape and resume.

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News Director, 50,000 watt station, top 10 market. Must be capable of building solid news dept. and/or air. An Equal Opportunity Employer. M/F. Send resume and letter to Box E-134, BROADCASTING.

New Jersey, newperson/announcer \$150 WHTG 1129 Hope Road, Asbury Park, NJ 07712.

Expanding News Department in medium market is looking for PM newperson, with experience and in itiative. Send resume and tape to: WDFI, 135 South Prospect Street, Marion, OH 43302.

Help Wanted Programing, Production, Others

Midwest consultant seeks creative programmers for present and future openings. Must be heavily production oriented. Full particulars first letter to Box E-99, BROADCASTING.

50,000 Watt Stereo FM has an opening for an experienced Traffic/Continuity Director. Position includes full responsibility for preparing copy and logs, also production scheduling. Send full resume and samples of work first letter, also expected salary. Box E-144, BROADCASTING.

5 KW small mkt. AM needs PD No. 1 Contemporary format, airshift, production, personality. Box E-202, BROADCASTING.

Commercial copy writer and production asst. Sales background helpful. Send resume to KTOK, Box 1000, Okla. City, OK 73102.

Midwest Public Radio station needs person with expertise in fundraising, publication, promotion and volunteer activities. Should hold degree in related field and have experience in broadcasting, Public Relations and/or fundraising. 12 mo. to 11 K. Send resume: General Manager, WKSU-FM, Kent State University, Kent, OH 44242. Equal Opportunity/Affirmative Action Employer.

Programing and Operations Coordinator for public radio station. Background needed in news, interviewing and fine arts programing. MA preferred plus experience. Contact: Chairman, Radio-TV-Film, Oklahoma State University, Stillwater, OK 74074. OSU is an Equal Opportunity Employer.

Faculty advisor to university FM. Teach broadcast courses. Available one year. MA required. Doctorate preferred. Write: Dennis Harp, Director of Telecommunications, Box 4080, Texas Tech University, Lubbock, TX 79409. Equal Opportunity/Affirmative Action Employer.

Producer-Announcer, third phone, endorsed. Produce/host magazine format morning show at one of the best non-commercial stations in the country: WILL-AM/FM. We want conversational, creative, mature person w/light classical and news/features/ideas orient. Affirmative Action/Equal Opportunity Employer at major midwestern university. Resumes to: Don Swift, Personnel Services, U of I, 52 E. Gregory Drive, Champaign, IL 61820.

Situations Wanted Management

San Diego County FM station executive looking for change. Long-standing personal billing, excess of annual \$100,000 K. Replies in strictest confidence. Box E-112, BROADCASTING.

Presently employed General Manager mid-thirties'. Heavy sales. Family, excellent credit and references. Fifteen years mostly small to medium markets. Size no problem, potential a must. Only professional broadcasters considered. Available 30 days. Box E-183, BROADCASTING.

Sales, Announcing, News & first with maintenance experience. Degree. 28. Looking for good opportunity. Box E-197, BROADCASTING.

Miracle Worker for sale? No, not really, but if you think that your small or medium market station could benefit from my ten years experience as a small-market GM: TV-SM and top-10 AE, call me. 703-491-3018.

I manage, sell, promote, collect, create, PR, and I'm worth calling! 503-292-9715.

Situations Wanted Sales

Experienced Salesman/Announcer. Desires position in Southwest or Western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Situations Wanted Sales Continued

Young, progressive veteran record retailer, moving to Miami area. Over a 4 year period, increased retail (gross) in midwestern market by 40%. Seeks either full or part-time position. Send all replies to: David Justin, P.O. Box 011723, Miami, FL 33101.

Innovative programmer/salesman seeking GM deal. Mid-Atlantic. Losing money?? Call Mike, 717-264-8812.

Situations Wanted Announcers

First Phone Announcer seeks contemporary MOR format. Prefer Southeast. Tape & resume at Box E-79, BROADCASTING.

If you're a contemporary or progressive format station needing a good personality who can relate to the audience and the music, I could be your man. Currently employed, one years experience. Box E-192, BROADCASTING.

Personality, P.D., Manager. 15 years top 10 markets. Country/MOR/Religious. \$18,000 minimum. Box E-198, BROADCASTING.

College Grad, ready to serve you with 3rd, tight board and exciting sound. Major market experience in news at CBS affiliate and tops in sales. Will relocate. Lets communicate. Box E-200, BROADCASTING.

ATT: All FM & AM full time stations that go off at midnight. If you have an audience for Jazz. I have the Jazz, (over 355 albums in mint con.) for your audience. 5 years in radio ann., 3 in Jazz. Jazz oriented formats in med market. Hardworking, 1st phone no maintenance. Open up midnight for Jazz. Write: Dedicated Jazz jock, Box E-209, BROADCASTING.

Announcer, first ticket. 28 years experience. Desires Florida, West Palm to Miami. Reside there presently. available now. Box E-214, BROADCASTING.

AM Drive: crazy communicator moving up to medium, large-medium market contemporary. 3rd, employed. Box E-217, BROADCASTING.

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

Experienced Announcer/Salesman. MOR or Country. Desires position in Southwest or western third of country. Small or medium market preferred. Dick Holiday, 442 Melanie Lane, Ripon, WI 54971. 414-748-7261.

Announcer, newscaster, disc jockey, control board operator, sportscaster, college graduate. Graduate of New York School of Announcing and Speech. Please contact: Frank David, 3560 Rochambeau Avenue, Bronx, NY 10467, Telephone Number: 212-881-8455.

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

First Phone. Two years experience. Married. Looking to settle, west coast or east of Mississippi only. Dedicated, enthusiastic, bright, efficient, neat, currently working, and can write. PBP, News, DJ wants Contemporary sound. Top small or medium market. Call before 8 am PST. Bob Brill, 213-361-7052. Available June. \$600.00 month minimum.

D.J, first phone, seeks career in broadcasting. Excellent voice, good personality. Needs break in South Florida area. Glenn Larsen, 1336 N.E. 14th Avenue, Fort Lauderdale, FL 33304. 305-763-2295.

Interviewer: Welfare recipients to penthouse pet. DJ, actor. Will relocate. Herb Otter, 301-823-7848 after 4. 1009 Hart Road, Towson, MD 21204.

Ambitious radio man with 3 years experience looking for a station to grow with. Will do some sales. Bill Smith, 516-731-6168.

Female DJ, 3rd phone endorsed willing to learn news. Maryland or surrounding states. Traffic experience. MOR/Contemporary/CW. Tape/Resume, Jackie, 301-342-0373.

Situations Wanted Announcers Continued

Attention! Air Personality desires to join top 40 or Contemporary station. Experience, humor, 3rd. Contact, S.H. Green, 720 S. Normandie, L.A., CA 90005. No. 319 or 213-386-0286.

No Broadcast School experience. Have 3rd, will relocate. Can do 'Q', lay-back, or in-between. I like people and can communicate. Ron Fineman, 1024 So. Highland Ave., Los Angeles, CA 90019. 213-935-4257.

Dependable four year rocker seeks position in East. Excellent production and news. Contact James Jones, 521 Lower Lane, Berlin, CT 06037. 203-828-9442.

Prefer Progressive Rock, 23, 1st phone, BS in Broadcast Journalism with minors in Speech and Psychology, and 2 years experience with American Forces Radio where surveys rated my show as number one for this heavy rocker-also worked in promotions and news. Recently discharged from service. Not a screamer or know-it-all. Want to work with and learn from a professional team. Write Norm Crawford, Prescott, KS 66767, or call 913-471-3423 for resume. Have a productive day.

Versatile, creative, not to mention terribly dedicated announcer. Good production, news, Top 40/MOR/Contemporary jock. Third endorsed, B.A., ready to relocate. Michael Nowak, 27481 Cosgrove Dr., Warren, MI 48092. 313-751-5434.

3 years MD, all formats. Potential PD with college. Relocate right offer. Box 174, East Lansing, MI 48823.

Sportscaster, all sports play-by-play, radio experience, creative, articulate, Notre Dame grad, 22. Frank Marasco, 112 Reynolds Pl. So. Orange, NJ 07079. 201-762-9460.

First Phone Top 40, R&B jock with major market experience. Your key to good ratings. Mr. T. 713-777-8832.

For Sale?: Pro production announcer w/6 yrs. exp. with station & production co. You will get what you pay for if you hire someone else, but only what you pay for. Get a bigger return on your investment by writing R.N. Turner, 1566 E. 8th St., Loveland, CO 80537. 303-667-6355. Serious inquiries only. (23, married, stable.)

Young jock with first phone seeks progressive station. Imports a specialty. Also extensive knowledge of all domestic rock groups coupled with creative production. Willing to relocate anywhere, salary open. Tapes, resume, and references available upon request. Call or write Dave Smiley, 3456 Birchwood Dr., Topeka, KS 66614. 913-272-7386.

Situations Wanted Technical

Chief Engineer, 20 years experience including management. Excellent references. Seeking challenge, opportunity, reward, and security. Prefer warm climate but will consider all. Box E-180, BROADCASTING.

Young, Sound-oriented engineer needs a change. 5 years experience in Automation, Directionals, Stereo, construction, maintenance. Call 501-362-2685 and let's talk. Box E-184, BROADCASTING.

High power directionals are my specialty. I know how to make them sizzling hot, so they jump out at you and still keep them legal. Also experienced with FM Stereo and I know Ampliphase inside out. If you are ready for a strong, creative chief who works well with programming, loaded with major market experience, write to Box E-194, BROADCASTING.

20 years First 'Phone, mature, reliable, married, youngster in college. Wide experience all phases, RF, audio, remote control, maintenance, repair, etc. 6½ years present job in Missouri. Quality worker, seeking good permanent job. Box E-206, BROADCASTING.

Chief Engineer experience production, maintenance, AM, FM, TV. Will relocate for position with future. 305-527-1252 or Box E-213, BROADCASTING.

CE, Institute grad. 2 yrs TV Xmrtr, 6 yrs AM-FM, DA, single 57, good health. Available at once. Phone 203-838-5531.

Situations Wanted News

Anchorwoman, reporter, skilled newsgatherer and feature writer. Major market experience. Box E-86, BROADCASTING.

Strong Anchor Reporter. Going crazy in Detroit because of limited airwork. 4 years solid experience. Available now. Box E-104, BROADCASTING.

Sports Director. Currently employed in medium market. Play-By-Play all sports. Looking for opportunity to move up. News and jock too. Box E-150, BROADCASTING.

Skilled Newswoman desires to be news director of medium market station. Am presently college instructor in Radio-TV. Desire return to commercial broadcasting. Excellent voice, community minded. B.A. Box E-165, BROADCASTING.

Experienced reporter; now medium market ND, wants all-news, or operation where dedication is appreciated. Box E-172, BROADCASTING.

Radio News. Desire strong medium or major market. Excellent reporting and interviews. 36, with 17 years experience. Degree and family. Box E-185, BROADCASTING.

Great Teams deserve great coverage. Veteran sports director with college basketball, pro football PBP, second to none, plus commentary, seeks medium-major market with heavy sports. I produce listeners + sales. Radio + TV. Box E-186, BROADCASTING.

Newscaster, Sportscaster, play-by-play, major college football, basketball, baseball!! Interviews, talk show, color man too!! Box E-196, BROADCASTING.

Take Charge News Director/Operations Manager. Highly experienced professional, seeking major-medium market challenge. First Phone. Can produce results. Box E-199, BROADCASTING.

Experienced Newswoman, first-phone, desires major market news position. Box E-205, BROADCASTING.

Suburban New York radio newswoman seeks career opportunity. 34 years old. 13 years experience. Strong administrative and public affairs skills. All areas considered. Box E-219, BROADCASTING.

Experienced newswoman wants news reporting position. Great delivery, writing skills. Degreed. Married. Call 207-532-6782.

Experienced, Dedicated, Independent, Hard-hitting. Journalism B.A. 15½ West 15th, Hutchinson, KS 316-663-7997.

Dedicated female ND. 3 years experience, 3rd phone, BA, seeks stable position. Carol. 219-838-1825.

Atlanta area news-sports director looking for change. Strong play-by-play. Steve Turner, 10694 Ladue Road, Creve Coeur, MO. 314-432-2742.

Sportscaster: Positive attitude, persevering, enthusiastic, dedicated, hard worker desires career start. 3 years college PBP: football, basketball, hockey, baseball. Also talk shows, news, DJ, sales. 3rd endorsed. College grad, B.S. Sociology, 24 yrs. old, single. Presently teaching and coaching. Will relocate. Available now. Peter Cooney, Tanager Road, Attleboro, MA, 617-222-4796.

Situations Wanted Programing, Production, Others

Mature family man, 27, with six years experience, including MOR PD, seeks employment at MOR station on West coast. Possess talk show experience, network quality news delivery with specialties in commercial and documentary production and automated programming. Box E-60, BROADCASTING.

Stable programmer seeks new challenge. 11 years jock/PD/MD. 1st, super references, track record. Box E-138, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Program Director-Announcer-South-Southeast. 4 years experience, 2 as P.D. with current station. Sound programmer, creative, hard working. Leads by example. Station number one, air shift number one. Married and stable. Box E-178, BROADCASTING.

C&W Program Director for 4 years. 12 years experience in radio. Top board work, production, attitude. Southwest only. 605-624-8748.

5 years experience in Air, Production, Sales, Traffic, Billing, Music and more. I seek an MOR, Contemporary programming position. No screamers. Call Pete, 503-648-5580.

KKDJ/KLIF, WMOE, WKBW, KBOX, Franke Jolle seeking a Program Director job. 213-462-7301, P.O. Box 3087, Hollywood, CA 90028.

TELEVISION

Help Wanted Management

Operations Manager: Experienced in all phases of TV Production and working with other department heads. Strong in human relations management, self-motivation, and ability to get things done. Excellent opportunity for advancement. Medium Southeast market. Send resume, photo and references to Box E-159, BROADCASTING.

Sales Manager. Rare opportunity for bright, young account executive ready for management. Advancement possibility with expanding major market television group. Rush resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Associate Director, Telecommunications Center, Ohio State University. Academic credentials (earned doctorate desired) and experience in a field related to broadcasting. College level teaching experience, administrative skills and understanding of research. Salary negotiable. Send resume to Dr. Robert W. McCormick, Search Committee, 2400 Olentangy River Road, Columbus, OH 43210, before June 30, 1975. Equal Opportunity/Affirmative Action Employer.

Help Wanted Sales

Account Executive. Large midwest market. List earned \$30,000 in 1974. Submit resume to Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

Experienced, professional commercial announcer wanted for southern NBC-TV VHF station. To handle some weather, interview programs, and commercials. Send resume and videotape to Director of Broadcast Operations, WSFA-TV, Post Office Box 2566, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical

Wanted immediately, Engineer Supervisor. VHF top ten northeast market. Must be strong technically and a strong administrator. An Equal Opportunity Employer M/F. Box E-128, BROADCASTING.

Applicants for studio supervisor of Idaho's newest must be strong on technical maintenance. C.E. KIVI, ch6, Nampa, ID 83651. 208-336-0500.

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.

Help Wanted Technical Continued

Assistant Chief Engineer for small market public television and radio affiliate in northwest. Require high school diploma or GED. 5 years experience of increasing responsibility, and 1st phone FCC license. Job involves maintenance of radio and TV broadcast equipment. Some operation, supervision, ordering, design, and production work. Must be familiar with both radio and television engineering. Send resume and names and phone numbers of three professional references. Salary \$12-13,000 plus university benefits. Closing date June 13th. An AA/EEO Employer. Reply to Manager, KUID-TV/FM, Univ. of Idaho, Moscow, ID 83843.

Help Wanted News

Reporter/cinematographer with solid experience producing, anchoring TV newscasts. Field reporting/film qualifications essential. Excellent salary, fringe benefits. Send VTR audition, resume and sample of film work to: Len Sassenrath, News Manager, WOI AM-FM-TV, Ames, IA 50010. An Equal Opportunity Employer.

One year vacancy teaching Broadcast Journalism, documentary/film. Three to five years experience, M.A. required. Send resume, transcripts and references to Director, School of Journalism, Bowling Green State University, Bowling Green, OH 43403. Equal Opportunity/Affirmative Employer.

Help Wanted Programing, Production, Others

Producer-Director, take charge individual, experienced in news, children's and public affairs programming. Top 30 midwest network affiliate. Degree, experienced. EOE. Box E-94, BROADCASTING.

Continuity Director to produce, write, direct commercials midwest Top 30 network affiliate. Directing experience desirable, but not mandatory. Applicant must know NAB Code. Experienced degree. EOE. Box E-95, BROADCASTING.

Promotion Director needed for challenging job. Medium midwest market, Radio and TV. Experience and drive important. Send resume and salary requirements. An Equal Opportunity Employer. Contact Box E-142, BROADCASTING.

Traffic personnel familiar with BIAS for top 25 midwest market. Reply Box E-160, BROADCASTING.

Director of Art Department, university television station, includes TV art, magazine design and layout, scene design. Prefer major market experience. Box E-166, BROADCASTING.

Need Operations Director with five to ten years practical experience. The task requires leadership, decision-making, deal with news, sales, engineering, accounting and also create local public service programs. This is small TV station which requires wide range of interest. Will be on executive committee. Equal Opportunity Employer. Write Box E-176, BROADCASTING.

Needed, an experienced television continuity writer that knows retail advertising and can work under the conditions demanded by retail television. Must also be a good idea person that knows both film and tape. Salary open. A south Florida station located in a nice area to live. An Equal Opportunity Employer. Send your resume to Box E-179, BROADCASTING.

Co-Host for morning talk show with news, public affairs, entertainment format. Major market affiliate. Experience mandatory. EOE. Box E-187, BROADCASTING.

Cinematographer/Editor. Fast growing South East TV production center needs experienced photog/editor for commercial production. No beginners. Resume. Salary requirements. Box E-191, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Producer-Director for VHF NBC-TV affiliate in the south. Handle heavy commercial and program production plus daily newscasts. Must be creative, experienced professional. An Equal Opportunity Employer. Send resume to Box E-193, BROADCASTING.

Producer/Cinematographer for Top 40 Midwest NBC affiliate to produce, film, and edit documentaries, children's specials, and Bicentennial programs. College degree and three years' experience are a minimum. Equal Opportunity Employer M/F. Send resume and salary requirement to Box E-203, BROADCASTING.

Production MGR. Wanted. Small-market CBS affiliate. If you can train people, handle administrative duties; produce ideas for clients, become part of our management team, your future is here. Send full details, resume, picture to Harry Abbott, KCTV, P.O. Box 1941, San Angelo, TX 76901.

Wanted: Public Television Stations seeks Production Associate to perform specified duties incidental to public television programing. B.A. or B.S. in Broadcasting, Speech, Visual Arts or related field required. Experience in TV production, photography, cinematography and audio recording desirable. Deadline June 2, 1975. Excellent fringe benefits. Send credentials to: WNPB, Northern Michigan University, Marquette, MI 49855. An Equal Opportunity Employer.

Production Manager needed for young, aggressive community-owned Public TV Station in Mid-west. Duties included directing, camera operation, staging/lighting, editing and all aspects of television production. New color operation presents challenge. Three to five years professional experience a must. Contact: Program Manager, Box 777, Evansville, IN 47705.

Media Graphics Coordinator. Responsible for the administration of a graphics facility. Plan, schedule, create, produce and supervise graphics of excellent quality. Two years experience producing audio-visual and TV graphics plus Masters Degree or equivalent. \$11,000+ to start. Send detailed resume before June 10, 1975 to: Instructional Media Laboratory, University of Wisconsin-Milwaukee, Milwaukee, WI 53201. An Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

Really rate this fall. Veteran TV station exec available now. B/G in Mgt. Sales, Programing, News, Track record and top references on request. Box E-173, BROADCASTING.

12 yr. Professional broadcaster. Managed small mkt. net affiliate. Experienced all phases. Excellent assistant to overworked manager. Box E-215, BROADCASTING.

Production-Operations Manager. Degree. 15 years commercial, 5 years industrial filming, some PBS. Recently completed staffing and equipping new network affiliate. A tough 16-hour-a-day job for the kind of opportunity that sends most into group therapy. Box E-221, BROADCASTING.

Situations Wanted Technical

Experienced Chief Engineer, over 15 years in TV, ETV, CATV, FCC 1st, BSEE. Box D-175, BROADCASTING.

Project Engineer, age 40, 16 years broadcasting. 10 years Supervisory and Chief Engineer, seeks challenging Chief Engineer position with a future. Box E-130, BROADCASTING.

Chief Engineer, experienced with TK44, TR70C. Knowledgeable in state-of-the-art. Box E-170, BROADCASTING.

Situations Wanted News

Skilled newsmen desires to be News Director of medium market station. Am presently college instructor in Radio-TV. Desire return to commercial broadcasting. B.A. Community minded. Box E-164, BROADCASTING.

Need a News Director that helped take a three to a one in a major market, has news savvy, production skill, and very visual! Can talk to people. Box E-171, BROADCASTING.

White Male Award-Winning reporter, anchor, talk-show, weather, documentary producer. An equal opportunity employee. Box E-190, BROADCASTING.

12 year TV pro. Anchor. Reporter. Producer. Documentaries. News management. Desire combination on air/management medium, major market. Box E-207, BROADCASTING.

Award winning TV news director. Wants out of paper-pushing and back into news producing or reporting in large market. 32, degree, 13-yr's experience with proven record as #1. Box E-222, BROADCASTING.

Reporter/producer/writer with five years excellent experience, master's awards. Looking for opportunity to move into a news director position. Call 404-876-1134 after 4p EDT.

Situations Wanted Programing, Production, Others

Six years Broadcast Experience. TV and Radio. Currently directing prime-time weeknight news. Excellent cameraman. Know audio well. Film director two years. Excellent background and references. Tired of Southwest market. Box E-181, BROADCASTING.

Network O&O Cinematographer wants to leave daily news scene to shoot/produce imaginative documentaries anywhere! Young; degree; solid experience in all phases of TV film production, from writing/directing to narrating. Excellent opportunity for small station wishing to produce prestigious documentary programing on a low, one man budget, or for larger outfit needing writer/producer with heavy film background. If you're looking for a slick, "gee whiz" image maker, keep looking. But if you want someone to creatively explore the minds and feelings of real people the way television film was meant to be used, then write me at P.O. Box 2693, Cleveland, OH 44107.

I'm one ambitious, aggressive young broadcaster with a B.A. in R/TV, 3 years experience at network in financial and engineering areas who demands a greater challenge. Seeking an opportunity to develop my production ability. Experience plus excellent references. Will relocate. 213-664-3843 before 11am PDT.

East European college graduate 27, would appreciate an opportunity in his new country! 4 years TV experience. Able to direct/produce. Looking for associate director/stage mgr. position, but all offers considered, will relocate anywhere. H. Czuczor, 15 Miles Standish Dr., Marlboro, MA 01752. 617-481-3439/ mornings.

CABLE

Help Wanted Management

CATV Executive. Management opportunity available in large metropolitan area for proven, capable executive familiar with all aspects of construction, engineering, financing and administration. Resume held in confidence. Salary commensurate with experience and ability. Reply Box E-74, BROADCASTING.

General Manager needed immediately for Cable system in Chicago area. Prefer candidates looking for their first management position. \$20,000 salary plus percentage of profits. Mail resume to Fred Harms, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

BUY—SELL—TRADE

B&H JAN TV Projector S1250. B&H JAN Projector for preview Opti/Mag S995.00. B&H 302 Opti/Mag record & play, S495.00. Other 16mm SOF Projectors from S125.00 Free list, reels, lenses, cameras, much more. International Cinema Eq. Co. 2991 North Fulton Dr., NE, Atlanta, GA 30305.

WANTED TO BUY EQUIPMENT

500 FT tower, at least 36 to 41 inches face, on ground. WPWR, Box 903-904, St. George, SC 29477.

Wanted: Quad Recorders HI band, switcher, special effect, chroma key, Norelco 70's. Call 212-369-2552. B. Grodin.

Wanted: Used Equipment for a new class A FM station: transmitter, 360 foot tower, stereo board, program amplifier, limiter, co-ax, mod monitor production equipment. Call collect 205-221-2222.

We need used 250, 50, 1 KW, 10KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Tower—Self-supporting, 195', all lighting and hardware, on the ground in an A-1 condition. Best offer. Contact Ben Weiss, KCCV Radio, 816-353-8600.

Live Automation Schafer 903 broadcast automation system, play any format. Includes: 1 903 Control unit, 5 Revox Decks, 4 Carousels—Mono, Random, 1 Verified Encoded Logging, 1 Dump/Load Electronics for Weekend Programing, 2 ASR33M Teletypewriters, 4 Racks. Value \$27,600 including warranty and installation. Sounds live, according to experts. KDEO Radio, Box 2908, San Diego, CA 92112. 714-583-9100.

Videotape Recorders. Two IVC 960. Three hour record capability. Dropout compensators, editing, 9 months old. List \$24,650, sell for \$18,500. Bob Horn, KNDO-TV, Yakima WA. 509-248-2300.

Super 8/16mm Pacer processor. New. Daylight operation, mixing tanks, pump, floor tray. List \$7000. Sell for \$6000. Bob Horn, KNDO-TV, Yakima, WA. 509-248-2300.

Complete Gates-ATC Automation system with 3, 1 to r stereo record-playbacks plus 3, single cart machines and 1, 55 cart machine. \$7,500 see in operation. Available July. Radio Station KXIC-FM, Iowa City, IA 52240, 319-354-1181.

TV Transmitters: best offer takes either, as is, with purchaser to assume crating and shipping expenses; VHF Channel 4, both including VSBF filter and diplexer; (1) RCA 25 kw TT25AL with air cooled TT-5A driver, excellent characteristics; (2) RCA TT-2AL, 2 kw. Test loads and spare parts available. Call WCCO-TV Transmitter Supervisor 612-484-5539 or write WCCO-TV, Engineering, 50 South 9th Street, Minneapolis, MN 55402.

For Sale: RCA TR-70B highband video tape machine—good condition—loaded—cavac, DOC, editor, TEP, RCO, 3 heads \$55K. Contact Don Hain, WQLN-TV, 8425 Peach St., Erie, PA 16509, or 814-868-4654.

SMC Automation computer memory DP-1 Switcher 9 carousels, 2 reel-to-reel, 2 single play units, 1 time announcer, large 5 rack system in like new condition 2 years old. Original price \$32,000. contact Bill Brown, 912-265-5980.

AmpeX Capstan Motors. Factory replacement for Model 300 or 3200 duplicators 1800/3600 RPM \$140.00 xchange. Tellet Communications, 8831 Sunset Blvd., W. Hollywood, CA 90069. 213-652-8100.

Save Money! New and reconditioned Automation and Consoles. Call Joe Terry 214-424-8585 or write Autogram, P.O. Box 456, Plano, TX 75074.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94628.

For Sale Equipment Continued

RCA TP 66 16mm Projector Loaded A-1 shape, current price over \$16,000.00 FOB Atlanta, GA. \$8950.00. Will take Eastman, RCA or 35mm Projectors as part trades. International Cinema Eq. Co., 2991 N. Fulton Dr., NE, Atlanta, GA 30305.

New 23' Gooseneck TV Trailer complete 3 rooms: Eng., Audio, Production. Air cond., insulated, sound proof. 2-6.5KW Onan Generators. Wiring, technical & air. 75% complete for 4 camera set-up, racks in, space for 2 VTRs. FAB cost 2250.00 asking 1850.00. Vidtec Systems Inc., 611 N. Orchard St., Burbank, CA 91506. 213-843-4644.

General Radio 916-AL Bridge \$485; General Radio 1330 Bridge Oscillator \$450. Both as package \$850. Munn, Box 220, Coldwater, MI 49036.

Gates 10w educational transmitter; good condition; \$850; write transmitter, box 6501, Titusville, FL.

Comedy

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Miscellaneous

TV stations interested in P.I. deal for Bicentennial related record album. VTR one minute commercial. Box E-220, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog... everything for the deejay! Custom I.D.'s, Promos, Airchecks, Wild Tracks, Books, FCC tests, Comedy and more. Write: Command, Box 26348, San Francisco, CA 94126.

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RADIO

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Employment effective July 1, 1975

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The City of Columbia, Missouri hereby gives notice of request for applications to construct and operate a cable television system to serve the City.

Applications must be received by 5:00 p.m., CDT, August 15, 1975.

Applications will be accepted only if they follow the form specified in the application package. Application packages, which include a copy of the application form, the regulatory ordinance, pertinent charter sections, the feasibility study and the selection criteria, may be obtained from the City Counselor, Municipal Building, Sixth and Broadway, Columbia, Missouri 65201.

All applications will be publicly opened on August 18, 1975. Communications should be addressed only to the City Counselor and should be limited to those of a contractual nature. Public hearings will be held subsequent to August 18, 1975 at which time applicants will be given an opportunity to make a public presentation.

You belong in

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The newsworld of broadcasting and allied arts

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Medium-sized MSO looking for cable systems to manage. If you are a tax-shelter investor without cable operating expertise, an owner-operator wanting to retire but not wanting to sell until system prices improve, or an owner seeking to professionalize the management of your system or group, contact us. Fees negotiable. Option to purchase not required. Will consider purchase of minority position if desired.

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BROADCASTING'S CLASSIFIED RATES

Rates, classified listings ads:

- Help Wanted, 50¢ per word—\$10.00 weekly minimum. (Billing charge to stations end firm: \$1.00).
- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.
- All other classifications, 80¢ 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.
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- 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.

Profile

WABC's Rick Sklar and his giant radio station

On Tuesday mornings, the programming staff of WABC(AM) New York meets to decide which singles will be added to its playlist and which will be dropped from it. The meetings are relaxed, casual affairs. Nowhere is there the sense that these decisions will indirectly affect radio stations nationwide and, in turn, the success of recording artists and record companies.

For top-40 radio, living with clear-channel WABC, the top-rated contemporary station in the nation's largest market, is somewhat like living in the shadow of the mountain. But Rick Sklar—college professor, author of "Tom Swift and His Giant Robot," WABC's programming chief and perhaps America's most successful and influential programmer—will downplay his status as man on top of the mountain and turn any such talk to a conversation on the values of research, a stable air staff and good promotion.

Every contemporary radio station with any hope of success conducts research; Mr. Sklar's weekly survey reaches a random 75 record stores, with continuous crosschecks designed to detect sales hyping and local fads. Most radio stations recognize the value of clever, timely promotions; Mr. Sklar's creations, from a contest challenging listeners to duplicate DaVinci's Mona Lisa to the current, copyrighted "\$25,000 Button," are models for stations across the country. The trademark of any station calling itself top 40 is a record rotation that reflects what the program director believes his audience will want to hear most often; the WABC studio is equipped with special clocks that inform the announcer when it is time to play a hit from a certain category.

He and his station are emulated. He is often credited with trends in top-40 radio—particularly tight playlists and tight-lipped announcers. But Mr. Sklar sees these phenomena as self-generated, arising out of intensive research into what people want to hear. (Actually, despite his air personalities' reduced role on the air, Mr. Sklar values his staff highly. He says that "good people" on the air and elsewhere in the organization have made WABC.)

Rick Sklar's career has grown apace with both rock 'n' roll music and the radio formats it spawned. Finding, after his graduation from New York University, that a childhood dream of writing comedy for radio has been thwarted by the changes the medium had undergone, he went into copywriting at WPAC(AM) Patchogue, N.Y. He moved in 1955 to WINS(AM) New York,



Richard Jerome Sklar—VP and director of program development, ABC-owned AM radio stations; director of station operations, WABC(AM) New York; professor of communications arts, St. John's University, New York; b. Brooklyn, N.Y., Nov. 21, 1931; BA, education, New York University, 1953; copywriter and announcer, WPAC(AM) Patchogue, N.Y., 1954; copywriter, promotion director, assistant program director, program director, WINS(AM) New York, 1955-59; program director, WMGM(AM) (now WHN) New York, 1960-61; director of production and community service, WABC, 1962-63; program manager, WABC, 1964-72; operations director, WABC, 1973; present post, 1974; named VP, February 1975; m. Sydelle H. Helfgott, July 1954; children—Scott, 16; Holly, 11.

participating in that top-40 pioneer's success with Alan Freed's *Rock 'n' Roll Party*, and learning from the payola scandals that soon followed.

His arrival at WABC accompanied the station's switch to top 40. Further responsibilities came last year with his assumption of over-all programming development for all six ABC-owned AM stations. He is quick to emphasize that he does not program these stations, but that he has brought his research techniques and his ear for radio to minister to the needs of each station.

Mr. Sklar's fascination with science and technology touches all aspects of his work, which he describes as "a lot more like flying an airplane or a spaceship than you'd think." Beyond the futurism of the WABC studio, Mr. Sklar's office is equipped with a variety of tape and monitor devices, including a special phone that enables him to listen to the air sound of any ABC-owned station or to its principal competition.

It seems that there are few people in radio who don't have some opinion of Mr. Sklar and his results. Most rival programmers echo the superlatives of his ABC

colleague, Howard Cosell, who calls Mr. Sklar "the best there is at what he does in this whole country. No one has the sense of contemporary music that he does." One competing programmer defines Mr. Sklar's programming ability as "an amazing talent for knowing what New York needs." Those closer to him are more apt to talk about his humility than his achievements. As Richard Roslow of The Pulse Inc. puts it, "He's the biggest success in his business, but you can reach him on the phone."

The scientist-programmer is also a writer with a flair for science fiction. Mr. Sklar's best-known work, he notes wryly, is "Tom Swift and his Giant Robot," published as part of the Tom Swift series by Grosset & Dunlap. Written early in his radio career, the book borrows some of its characters' names from Mr. Sklar's co-workers at WPAC.

Writing has been supplanted in recent years by yet another interest. Mr. Sklar has just completed his fourth semester as a professor of communications arts at New York's St. John's University, teaching the business of broadcasting in a course that draws heavily on guest lectures by leading industry figures. A favorite class project involves analysis of the format at a given station to determine how creatively and efficiently management is trying to achieve its goals. Mr. Sklar berates himself for giving too many A's.

Juggling work and avocations, Mr. Sklar sees little meaning in the concept of "free time," and argues convincingly that he enjoys all he does. With school out for summer, he is anxious to return to writing—but this time, to writing a textbook for broadcasting that he believes is long overdue.

He has, however, little time to consider what he will do next. The demands of WABC (which, having bested a host of AM competitors, is now facing a potentially greater threat from FM) are not likely to diminish. He will serve as music consultant to Mr. Cosell's contemporary-oriented TV variety series. Most significant of all, though, may be the animation that comes into his voice when he discusses his teaching.

At the moment, his weekly music meeting is reaching its end. Three singles have been dropped and three added. On one of the adds, he has allowed the views of six of his staff to overrule his negative opinion. Two of those dropped are efforts by artists following up major successes. The tremors created by those decisions will be felt for weeks to come, but with the choosing behind him for now, Rick Sklar is quite willing to turn his attention to other things.

Editorials

Musing

If the FCC needed a nickname it could be the Midwestern Communications Commission. Six of its seven members are from that area, and the seventh, from Tennessee, has one foot in Michigan.

The hyphenated commissioner—Benjamin L. Hooks—is as unique as he is ubiquitous. While Memphis is the birthplace of the black commissioner, he also has roots in Detroit where, as a Baptist minister, he still has church connections. And he is also an attorney and a former Tennessee judge.

Three of the FCC's members—Chairman Richard E. Wiley, Madame Commissioner Charlotte T. Reid and the dean, Robert E. Lee, are natives of Illinois. Former broadcaster James H. Quello is a Michigander, and the newest members, Abbott Washburn and Glen O. Robinson, aboard only since last July, are both Minnesotans.

When the original Radio Act became law in 1927, it specified that there be five commissioners, each designated from one of the five radio zones into which the country was divided on the basis of population. That was to assure that the broadcast assignments (then AM-only) were to be equal among the five radio zones, and equitable among the states in each zone.

The Communications Act of 1934, which as amended is still the law of the land, jettisoned the zone and quota system, for better or for worse. Thus geography was removed as a requisite in the selection of commissioners. The unwritten law of patronage, of course, was and still is a dominant factor.

Certainly it wasn't by design that neither coast is represented on the FCC. It couldn't have been the intent to bypass California and New York, the most populous states, particularly when the preponderance of the programming and the talent are in Los Angeles and in New York City, not to mention leadership in numbers of radio, television and common carrier licensees.

It won't happen quickly, of course, but as the FCC is the most important independent agency in government, giving its members unequalled exposure, the patronage dispensers are certain to catch up with this oversight in geographical distribution.

Our mentioning this phenomenon should not be confused with advocating its correction: Selections premised on patronage alone seldom yield optimum appointments. Moreover, if perchance the FCC were repopulated, the new crop—person for person—could be a lot worse than the incumbents. At the top, we doubt whether a harder-driving chairman, who moves mountains of backlogs, whatever the price, could ever be found.

Double jeopardy

Public broadcasting's WNET(TV) New York put itself in a precarious position, to say the very least, when it broadcast last Monday night a program built around a taped interview with Abbie Hoffman, the former Yippie and current fugitive from justice. Ironically, the program partially replaced one on Harlem that WNET elected to postpone under pressure from New York blacks in general and from one of its own staff members in particular (BROADCASTING, May 19).

The Harlem program's postponement strikes us as strange, but the Hoffman program raises serious questions. Not only is he a fugitive, but he was paid for the interview, he was given certain editing rights over it and he obviously used it to his own purposes as best he could. Putting aside the question of whether public funds were or should be used for such a purpose, it is hard to imagine that WNET did not somehow and perhaps seriously aid a fugitive.

No charges have been brought against the station or the producer, TVTV, at this writing, so far as we know. Nor are we suggesting that any should be. We do suggest that WNET manage-

ment strained the bounds of licensee responsibility if it did not break them: positively in the Hoffman case by scheduling a program that was legally suspect, negatively in the Harlem case by letting others call the shots. Both instances represent problems that deserve serious study.

Summa cum laude

Two names in this week's news remind us of the debt all in broadcasting owe to those who blazed the technological trails for the media of today.

Dr. Peter Goldmark, 68-year-old scientific genius whose credits are phenomenal, may mean little to the star-idolizing public that saw him receive the Trustee's Award of the National Academy of Television Arts and Sciences last Monday night on the network he called home for most of a career, and under whose aegis many of his accomplishments came to flower. But without the contributions of Dr. Goldmark to LP recording, color television and video cassettes, neither radio nor television would be the technologically advanced services they are today.

Also in this issue is an account of the career of Ernst F.W. Alexanderson, an earlier genius who died May 14 at 97. Without his contribution, transmission of the human voice by radio, made possible by the invention of the alternator, first demonstrated in 1906, certainly would have been delayed.

Those who follow should remember in whose footsteps they tread.

Lest we forget

Broadcasting as a medium has become so large, and the dimensions of television in particular so dominant among the nation's media, that one tends to forget that 88.6% of the radio stations in this country have annual revenues under \$500,000, and that 36.6% serve communities of fewer than 15,000 people. Yet in ways beyond number, they are the backbone of America's hometown communications system. Their owners rarely get rich (indeed, one out of three radio stations runs in the red), but they often die happy.

Those reflections are but a few among many that come to mind with realization that six days remain in National Radio Month, an event that should not pass without notice. This year's theme for that event—symbolized by the design that appears in place of this week's editorial cartoon—is that "Radio is beautiful." Truer words there aren't.





What's in a name?" Romeo and Juliet

Great names can also be great trademarks.

"Good name in man or woman...is the immediate jewel of their souls..." Othello

And great trademarks can be as valuable to you as they are to the companies that own them. Because they help ensure that when you ask for something you get what you asked for.

"Speak the speech I pray you, as I pronounced it to you..." Hamlet

So, in order to protect yourself, and us, please use Xerox as a proper adjective and not as a verb or noun. Thus, you can copy on the Xerox copier but you can't Xerox something. You can go to the Xerox copier but not to the Xerox.

"Zounds! I was never so bethump'd by words..." King John

We don't want to bethump you with words; please just use our name correctly.

XEROX

Good News from Goodwill.

Many of Kalamazoo's handicapped have had their lives changed for the better through the work of Goodwill Industries. Goodwill trained them in their workshop and placed them in paying jobs.

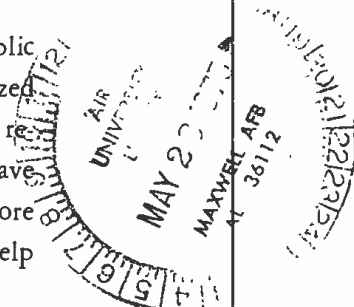
To do this, the Goodwill organization needed public support. So the local Fetzer radio station publicized their needs and produced worthwhile results. A recent letter from Goodwill said, "Our programs have been expanded, our services increased and many more people have given of their time and talent to help the handicapped help themselves."

Helping a good neighbor is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City



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