

Sep. 22, 1975

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Broadcasting Sep 22

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You want the ozone question So does

And most scientists agree there is time to find the answer.

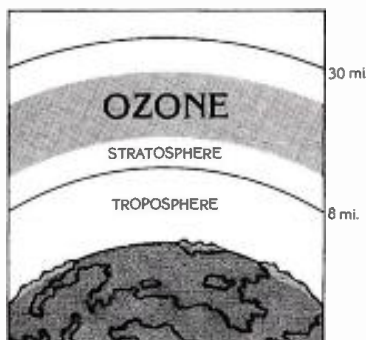
Fluorocarbons are liquids and gases used in refrigeration, for air conditioning, and as propellants in about half the aerosol spray cans sold in this country. Some say that these useful, normally safe compounds will cause a health hazard by attacking the earth's ozone layer. We believe this is an oversimplification.

The point is, to date there is no conclusive evidence to prove this statement. To understand, then, why there is a controversy, it is necessary to unsimplify the issue. We must treat the real world on its own terms, and they are complex.

The model that raised the question.

Ozone is continually created and destroyed by natural forces scientists are seeking to understand. The ozone depletion theory, based on a computer model of the stratosphere, was reported in 1974 by two chemists at the University of California.

This mathematical model calculates how fluorocarbons



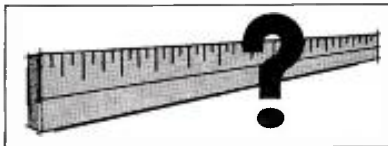
in the stratosphere behave under the influence of a series of variables (such as tempera-

ture, altitude, sunlight, chemical concentration) to affect the ozone layer.

In order to estimate hypothetical reactions, and because little is actually known about the real ones, the modelers made a number of assumptions about the way the upper atmosphere behaves.

The unmeasured yardstick.

Before any judgments can be made using this model as a stratospheric yardstick, its accuracy must be determined.



Does it describe the real, three-dimensional world? To find this out, the validity of the modeler's basic assumptions must be determined.

Turning assumptions into facts.

Before a valuable industry is hypothesized out of existence, more facts are needed. To get these facts Du Pont and the other fluorocarbon manufacturers are funding independent technological investigations in universities and research laboratories. Under the direction of acknowledged scientific experts, this research is designed to either prove or disprove the assumptions most important to the computer case against fluorocarbons.

Some research has been carried out since the model

was first presented. Scientists now have a better idea of the accuracy of the assumptions in the model.

ASSUMPTION: The ozone-depleting reaction with chlorine from fluorocarbons takes place at a rate that demands an immediate decision on fluorocarbon use.

FACT: Recent determinations of reaction rates disclose that the ozone/chlorine reaction actually takes place at a slower rate than that assumed by the model. In addition, the same research has shown that the reaction of chlorine with stratospheric methane proceeds at a faster rate. Since this reaction tends to remove chlorine from the ozone layer, the net effect of both reactions is to lessen the originally-calculated impact of fluorocarbons. In fact, the impact was overstated by 300%.

RESEARCH: To guide future measurements of stratospheric reactions, a laboratory program has been funded to measure the reactions of chlorine compounds and ozone under simulated stratospheric conditions.

Most scientists agree there is time to conduct the research needed to settle the controversy one way or the other... before a final decision is made on fluorocarbon production and use.

ASSUMPTION: There is no other way to get fluorocarbons out of the atmosphere except by the ozone-depleting reaction.

FACT: One well-known class of chemical reactions not considered in the model is that of chlorine compounds in the

answered one way or the other.

Du Pont.

atmosphere in heterogeneous reactions.

In an article in *SCIENCE* (Feb. 14, 1975), Professors S. C. Wofsy, M. B. McElroy, and N. D. Sze of Harvard University caution that "If additional removal processes could be identified... or if additional sinks could be identified for stratospheric odd chlorine, the atmospheric and biological impacts of fluorocarbons would be reduced accord

RESEARCH: Atmospheric chemistry involving ion molecule reactions has been described in recent months by several investigators. Reactions with ion molecules known to be extremely fast and are believed to occur primarily in the lower stratosphere.

Thus, ion molecules react with fluorocarbons, allowing them to be removed from the atmosphere.

ASSUMPTION: Fluorocarbons are the only significant source of chlorine available for interaction with ozone in the stratosphere.

FACT: Many chlorine containing materials are present in the atmosphere in varying concentrations. Of particular significance, large amounts of methyl chloride and carbontetrachloride have been discovered in the troposphere and stratosphere.

In addition, new calculations on the injection of gaseous chlorine compounds into the stratosphere from volcanic eruptions have shown this as a significant contributor of chlorine not taken into account by the model.

RESEARCH: Scientists are completing an inventory of

chlorine-containing compounds in the atmosphere. It must be determined how nature deals with chlorine from these natural sources, before it can be shown that chlorine from fluorocarbons might pose a threat to the ozone layer.

Additional research.

Broadcasting
Sept. 22, 1975

Conclusion.

Much more experimental evidence is needed to evaluate the ozone depletion theory. Fortunately, as most scientists agree, there is time to gather this evidence. Du Pont has joined with other fluorocarbon manufacturers to provide funds for work by independent university scientists. Governmental agencies are also con-

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ducting research to help in the assessment of the theory.

Should the theory be proven correct after all the evidence is in, Du Pont, as we have stated, will stop the manufacture and sale of the offending compounds.

In the meantime, we believe that to act without the facts—whether it be to alarm consumers, or to enact restrictive legislation—is irresponsible. Final decisions cannot be made with only the information at hand.

The independent research described above is presently being carried out by scientists at the following institutions:

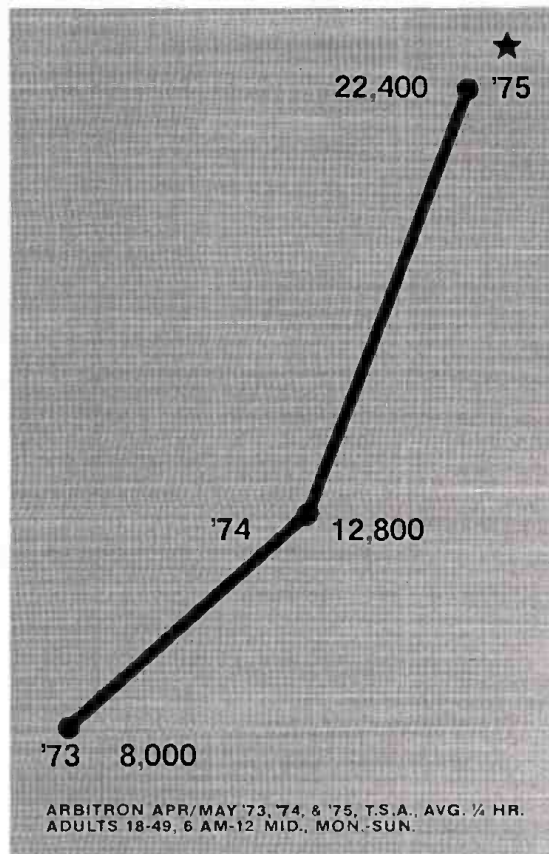
Cambridge University—
England
Environmental Research and
Technology, Inc.
Massachusetts Institute of
Technology
State University of New York
at Battelle Memorial Institute
at University of Reading—
England
University of California
University of Denver
University of Illinois
University of Maryland
University of Michigan
Washington State University
at University—Canada
Du Pont Chemicals, Inc.

This is the second in a series of discussions by Du Pont to offer a perspective on an important subject. If you would like copies of either this or the first discussion, please write to: FREON*, Room 24517, Du Pont Company, Wilmington, DE 19898.

*Du Pont's trademark for fluorocarbon refrigerants and aerosol propellants.



A Super Bowl Champion Football Team Deserves A Winning Radio Station!



**AND WE'RE WINNING BIG
IN PITTSBURGH!!**

- #2 Adults 18-49, 6 am-12 mid, Mon-Sun
- #2 Adults 18-34, 6 am-12 mid, Mon-Sun
- #2 Adults 25-49, 6 am-12 mid, Mon-Sun
- #1 Women 18-49 & 18-34, 10 am-3 pm, Mon-Fri
- #2 Men 18-49, 18-34 & 25-49, 6-10 am, Mon-Fri
- #1 Adults 18-34, 10 am-3 pm, Mon-Fri
- #2 Women 25-49, 10 am-3 pm, Mon-Fri
- #2 Adults 18-49 & 25-49, 3-7 pm, Mon-Fri
- #2 Men 18-49, Combined Drives, Mon-Fri

1250/wtae

STEREO 96



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Ted J. Atkins, V.P. & Station Manager • Larry O. Garrett, General Sales Manager

★ April-May 1975 Arbitron: Audience Measurement Data Are Estimates Only. Subject To The Same Limitations As The Source.

Business Briefly

AMC ad active □ American Motors Corp., Detroit, smallest of "Big Four" automakers, takes off with highly competitive campaign this week on network and spot TV and local radio to stress it's only company that makes small cars. Of five spots that emphasize car features, one each are for Gremlin, Hornet Sportabout and Hornet Hatchback and two are for Pacer (photo), emphasizing



"unique look" of this model. Campaign is set to go into drive later this week on NBC-TV and ABC-TV nighttime programs and on spot TV in 45 major markets until late December. Radio will be used in long list of markets in cooperation with local dealers. Cunningham & Walsh, New York, is steering toward time periods with strong 25-to-54-year-old appeal.

Norelco blitz □ North American Philips Corp. (Norelco), New York, has purchased 10/25/30's to give its men's rotary razor the edge in network pro-football games and prime time, mid-September through Christmas. Additional local spot TV campaign in 57 markets starts four weeks prior to Christmas; "Santa" commercial begins nationally then also. "Gotcha" shaver is compared to blade razors with no-nicks theme. Norelco's ladies' shaver, "Ladybug," takes to TV for first time, in primetime network spots November and December, plus 24 local markets for three weeks prior to Christmas. Theme of ladies' 25/30's is "ouch." Company reports total budget of \$9 million. Agency is McCaffrey & McCall, New York.

Thomas for (another) Norelco □ Danny Thomas, self-declared coffee expert, gives his recommendation to Norelco's drip-filter coffee maker in 25/30's during Monday night football games, September through Christmas; on *Today Show*, *AM America* and *CBS Morning News* (on rotating basis), Sept. 22 through holidays; and in primetime Thanksgiving through

Christmas. Total of 66 spots will cost some \$5 million, according to Norelco. Agency is McCaffrey & McCall, New York.

Radio for Green Stamps □ S & H Green Stamps, through SSC&B, will launch radio campaign (minutes) in 100 markets where S & H has outlets and stamps are readily available. Three key cities for campaign are Los Angeles, Boston and Phoenix. Kickoff date is Sept. 27, and campaign will run for seven weeks. Target audience is women 18 to 49.

Just in time □ Life Savers candy division of Beech-Nut, through Dancer-Fitzgerald-Sample, will saturate 31 radio markets with 60-second spot, which includes Life Savers jingle, beginning Sept. 22 in some markets for flight of eight weeks, and Sept. 29 in other markets on six-week flight. Markets include Los Angeles, Philadelphia, New York, Detroit, Baltimore and Hartford. Demographics: Teens and women 18 to 49.

Getting its Guard up □ Dow Chemical's Dow Guard (anti-freeze coolant), through Norman, Craig & Kummel, kicks off 22-market radio and TV splurge Oct. 13. Duration of campaign will vary by market, with three-week run in Los Angeles and six-week runs in New York and Chicago. Target audience: men 18 to 49.

Breaking out □ American Can Co., Greenwich, Conn., which recently completed test marketing of Brawny paper towels, is strengthening marketing push on behalf of product with spot TV campaign in more than 30 markets. Via Wm. Esty Co., American Can has set flights of three to five weeks, starting in late September and continuing through December. Commercials will be directed at women, 18 to 49.

Selective □ Mrs. Paul's Kitchens Inc., Philadelphia, is making extensive spot radio splurge in more than 30 markets for various frozen foods. Campaign is set to break in mid-October and to continue for four to seven weeks, depending on market. J.M. Korn & Son, Philadelphia, is seeking women, 25 to 49, and time periods between 6 a.m. and 7 p.m., preferably on Thursday and Friday.

Insurance effort □ John Hancock Mutual Life Insurance Co., Boston, has

signed on dotted line for spot TV effort to be unveiled in early October and continue for eight weeks in 19 major markets. Via Rosenfeld, Sirowitz & Lawson, New York, John Hancock is setting its sights on men, 18 to 49.

Sweet smell looking for success

□ Dana Perfumes Corp., New York, is introducing new scent, 20 Carats, and backing product with spot radio campaign initially in San Francisco, Seattle, Atlanta and Fort Worth-Dallas, with effort to expand as distribution spreads. Push for 20 Carats will begin in October and continue through end of December with commercials pointing up versatility of product: "wherever you wear it and whatever you wear it with, you'll smell rich. Like you're worth a fortune—because you are." DKG Inc. is directing commercials to women, 18 to 49, and total women.

Debut □ F & M Schaefer Brewing Co., Brooklyn, N.Y., is breaking its first major campaign under its new agency, Warwick, Welsh & Miller Inc., New York, with theme of "I'm Schaefer People." Campaign will include heavy spot TV-radio effort along eastern seaboard and special ABC-TV package to continue



through fourth quarter of year, with commercials aimed primarily toward adult men who are heavy beer drinkers. New jingle proclaims: "I want a beer like no other beer, I'm Schaefer people." Placement is being handled by Summit Advertising, Schaefer's in-house buying unit.

Boo □ Collegeville Flag & Mfg. Co., Collegeville, Pa., will display its line of Halloween costumes in spot TV spree to begin Oct. 11 and end on Oct. 19. Via S/K Advertising, Pottstown, Pa., Collegeville hopes to lure children from 3 to 12 via commercials in 30 markets coast-to-coast on programs catering to young trick-or-treaters.

In the market □ Sterling Drug Co., New York, is lining up widespread spot TV push on behalf of various products to start early October and end mid-December. Market spread expected to reach more than 75 with Independent Media Services Inc., New York, handling buying details and seeking audience of total adults. Creative work is by Lois Holland Callaway Inc., New York.

The sauce □ Chesebrough Ponds has begun a "fall heavy-up" campaign of TV 30's in 25 markets for its Ragu Spaghetti Sauce. Five-week period began Sept. 15 aimed at women 18-49 with theme line, "That's Italian." Agency is Waring & La Rosa, New York.

Introducing □ U.S. Borax & Chemical Corp., Los Angeles, begins eight-week campaign Oct. 13 for its new product, Liquid Borateem, now being test marketed in western and midwestern markets. Atwood Richards, New York, is buyer for 13 TV markets and one Spanish radio market, placing daytime, fringe and prime-time 30's geared to women 18-49. Budget is some \$250,000, according to AR, not including network TV spots placed through McCann-Erikson, Los Angeles, agency for entire campaign.

'Electronic jewel' □ Speidel, Providence, R.I., is set for a five-week TV campaign

beginning Nov. 10 for its Time Modulator men's watch, with theme: "Measure of time—measure of the man." Regional expansion from four test areas to 49 markets will entail fringe 30's and 10's aimed at dual audience over 25, with some emphasis on women. Fall introduction of Speidel women's watch in works, according to Creamer Colorossi Basford Inc., New York, agency.

One's not enough □ Carte Blanche has begun TV campaign in seven markets with unusual competitive strategy. In fringe and prime-time 10's and 30's, Carte Blanche President Ken Dunsire



flourishes competing cards for American Express and BankAmericard, says he needs all three. If viewer has one or both of them, however, and not Carte Blanche, he's invited to sign on.

Out of hiding □ Clorox Co., Oakland, Calif., will tout its Hidden Valley Ranch Salad Dressing via spot television in extensive list of markets, starting Oct. 1 and ending Nov. 1. Young & Rubicam West, Los Angeles, is choosing time slots geared to women, 25 to 49.

Turkey time □ Cargill Inc., Minneapolis, on behalf of Cargill Turkeys, will trot out spot TV effort in late October and

continue until Thanksgiving in more than 20 markets in Southwest and Midwest. Bloom Advertising, Dallas, is slanting its commercials and time periods toward women, 18 and older.

With or without raisins □ General Foods Corp., White Plains, N.Y., is introducing two new products, C.W. Post Family Style Cereal and C.W. Post Family Style Cereal with Raisins, backed by spot TV effort beamed at central New England, southern and eastern Wisconsin and most of Colorado. Through its agency, Young & Rubicam, New York, General Foods is targeting its messages to women 25 to 49.

Radio campaign for Metropolitan

□ Metropolitan Life Insurance Co., through Young & Rubicam, today (Sept. 22) begins \$400,000, five-week, network and spot radio flight (using alternate weeks). Networks used will be CBS, ABC Entertainment, Mutual and National Black. Thirty major markets are involved in separate spot buy, including New York, Los Angeles and Chicago. Theme of 60-second spots (no 30's are involved) focuses on company's "Where the Future Is Now" tag line. Target audience: males 18 to 35.

Spots of sherry □ Julius Wile Sons & Co., New York, plans several flights for Dry Sack sherry, first beginning today (Sept. 22) in New York, Chicago, other markets. Total of 39 markets will carry 10/30's aimed at 18-49 set, placed in fringe, news, sports and prime time. Theme is traditional one, "the man's drink," this year featuring Frank Gifford. SFM Media Corp., New York, is buyer; Chirurg and Cairns, New York, is agency.

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the young team

adam young

Television Station Representatives

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BAR reports television-network sales as of Sept. 7

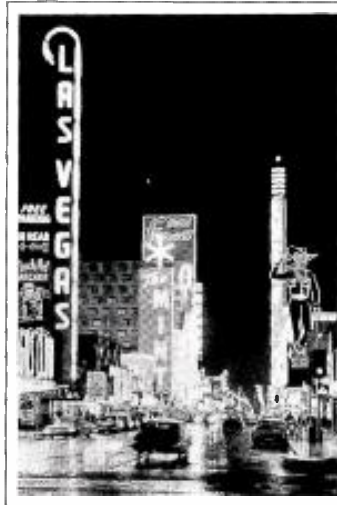
ABC \$451,131,200 (29.8%) □ CBS \$548,109,000 (36.2%) □ NBC \$515,889,600 (34%)

Day parts	Total minutes week ended Sept. 7	Total dollars week ended Sept. 7	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	119	\$ 600,000	3,958	\$ 22,531,100	\$ 15,910,600	41.6
Monday-Friday 10 a.m.-6 p.m.	966	8,267,100	34,627	343,618,100	305,481,500	12.5
Saturday-Sunday Sign-on-6 p.m.	250	3,797,600	10,237	145,705,500	131,070,900	11.2
Monday-Saturday 6 p.m.-7:30 p.m.	110	2,175,000	3,562	81,015,100	72,302,400	12.1
Sunday 6 p.m.-7:30 p.m.	16	266,500	549	12,083,200	10,406,900	16.1
Monday-Sunday 7:30 p.m.-11 p.m.	397	19,354,900	14,192	798,650,900	763,281,100	4.6
Monday-Sunday 11 p.m.-Sign-off	207	4,640,200	6,712	111,525,900	100,683,900	10.8
Total	2,065	\$39,101,300	73,837	\$1,515,129,800	\$1,399,137,200	8.3

Source: Broadcast Advertisers Reports

NIS. IT WORKS.

"We were apprehensive how the community would react to the loss of the top beautiful music station in the market. However, I'm happy to report that the vast majority of comments have been from an elated, news-hungry audience...The good things we expected have been surpassed by far."



That's Steve Gold, President of KBMI in Las Vegas, talking about NIS—the new 24-hour-a-day, all-day news service from NBC.

Designed to fuse national and community coverage, NIS uses the resources of NBC News—world's largest broadcast news organization—for continuous reports on the world and nation.

Meanwhile, the best news in town covers what's happening locally. Each NIS hour is a brightly formatted mix of the two. The best of both worlds. Is it effective?

Well, the first reactions are in from such other hotly-contested markets as Miami, Chicago and Baltimore. They report the same

enthusiastic response—from listeners, from old clients, from new clients.

As for station image, that elusive but essential community factor, it suddenly shines when a station becomes the exclusive NIS outlet.

In big markets, medium markets and small markets—NIS works.

**THE WAY IT WORKS
IN LAS VEGAS IS THE WAY IT CAN
WORK FOR YOU.**

NIS
NBC NEWS & INFORMATION
SERVICE

Find out how NIS can work for you. Call Chuck Renwick (212) 247-8300 ext. 2102

The most
dominant
influence in the
Minneapolis-
St. Paul
television A.D.I.
is

WCCO Radio

More Than Meets the Eye.

For eight consecutive years, since 1967, ARB has consistently reported WCCO Radio delivers bigger audiences than every television station in the Minneapolis-St. Paul market. This unprecedented and unmatched story has been based on average quarter-hour (AQH) estimates for the radio and tv total service areas (TSA).

Now, for the very first time, ARB provides radio audience estimates in television's supposed Area of Dominant Influence (ADI). In the 38-county Minneapolis-St. Paul ADI, WCCO Radio once again upsets tv's applecart. This time, right on its home court.

That's right, WCCO Radio is bigger than tv in the ADI as well as the TSA. Fact is, we beat the leading tv station on seven out of eight points of AQH comparison. And all the other stations on all eight.

Which certainly makes WCCO Radio the biggest thing in Twin Cities television-land.

For those who still think seeing is believing, take a peek at the chart below. And then call your WCCO Radio or CBS Radio Spot Sales representative. He'll be able to tell you more about our story. Why there's more to broadcast advertising than meets the eye. At least in the Minneapolis-St. Paul ADI.

AQH, Monday through Sunday 6:00 am-Midnight				
STATION	PERSONS 12+	ADULTS 18+	WOMEN 18+	MEN 18+
WCCO Radio	106,200	103,600	57,800	45,800
Tv station A	103,800	94,300	56,900	37,400
Tv station B	102,200	90,300	51,200	39,100
Tv station C	67,100	57,600	34,100	23,500
Tv station D	38,200	31,900	17,100	14,800

AQH, Monday-Friday, Prime Time - Radio 6:00-10:00 am TV 6:30-10:30 pm				
STATION	PERSONS 12+	ADULTS 18+	WOMEN 18+	MEN 18+
WCCO Radio	231,800	225,800	131,000	94,800
Tv station A	220,200	197,100	111,900	85,200
Tv station B	237,800	206,600	111,900	94,700
Tv station C	149,700	124,800	69,200	55,600
Tv station D	67,500	64,000	37,900	26,100

WCCO Radio also wins all 16 points of comparison with television in ARB Total Survey Area data.

Sources: Based on ARB estimates. Radio: April-May, 1975, ADI survey area. TV: May 1975 ADI survey area. All data subject to qualifications which WCCO Radio will supply on request.

WCCO RADIO
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Monday Memo

A broadcast advertising commentary from G. Norman Bishop, director of communications, Republican National Committee, Washington

A Republican reaction to Ney's proposals on political advertising

(The following is in answer to the Aug. 11 "Monday Memo" authored by Edward N. Ney, president of Young & Rubicam International. Mr. Ney advocated prohibition of spot political advertising and in its place a system of required broadcast debate among candidates. If that could not be accomplished, he would opt for establishment of a nongovernment agency to oversee the fairness of political advertising.)

The "Monday Memo" by Edward Ney of Young & Rubicam International in the Aug. 11 issue deserves a response.

At the outset, I heartily concur that some method of assuring "truth in advertising" for political campaigns is desirable. Those of us involved professionally in campaign politics are perpetually aware of those office-holders who vote one way and campaign another.

However, Mr. Ney's suggested solutions underscore the problems in achieving such a goal. I quite agree that no federal agency should be involved in the editing of campaign commercials. The obvious bias and prejudice that could be involved opens the doors to all sorts of improper and unfair activities. Mr. Ney's solutions, however, are no better.

He mentions use of the Fair Campaign Practices Committee. The name is impressive, but its track record indicates it is not impartial, nonpartisan or fair. It is a campaign practice. There is no truly impartial body that can be found.

It might, with some difficulty, be possible to fashion a committee or board that would be nonpartisan. But by its very nature, a group of people with no philosophical bias would have to be so politically ambivalent that it could not make a qualified political judgment. As with broadcasting, politics has its own technology, and those unfamiliar with it cannot make good decisions even if they have the best of intentions.

Mr. Ney's second committee suggestion is also unacceptable. Sam Ervin may be an authority on the Constitution, but he is also a Democratic politician. Additionally, I question the capacity of Frank Stanton—although he might be otherwise impartial—to judge adequately the accuracy or import of a 60-second commercial for a remote congressional campaign.

Mr. Ney's other suggestions create as many problems as they solve. Mandatory TV debates would make elections oratorical contests rather than campaigns, suggesting that perhaps the local Toastmasters



G. Norman Bishop comes from a broadcasting background. He has a degree in radio-TV journalism from the University of Georgia; was news director for WDAK(AM) Columbus, Ga., in the late 50's; was on the news staffs of WTVM(TV) Columbus and then WSFA-TV Montgomery, Ala., in the early 60's, and later became news director of WTVM. He entered politics in 1965 as district administrative assistant to Congressman Howard (Bo) Callaway (R-Ga.), and became part of Mr. Callaway's gubernatorial campaign committee in 1966. He then spent three years on the staff of the Columbus Chamber of Commerce, after which he became a professional political campaign manager. He joined the Republican National Committee as southern regional director in June 1973 and became communications director in November 1974.

Club could ultimately be substituted for the electorate in terms of selecting congressmen and senators. The best debaters are not necessarily the best officeholders.

Many who are new to politics condemn attacks by one candidate on his opponent. Yet, in many parts of the country, this technique is traditional and required. It is often a valid and desirable technique. Voters have as much of a right and obligation to understand the weaknesses of the candidates as they do to know their strengths. Unless these weaknesses are identified by the opposition, they may well be concealed. This omission would be just as dangerous and misleading as other matters Mr. Ney mentions.

I would, therefore, reject Mr. Ney's closing suggestion that his reforms would be better than the present system. They would not. They would merely substitute one possibility for misleading the electorate for another, while adding yet another regulatory committee or board to the pantheon of bureaucracy that already

chokes our government.

Abuse through Mr. Ney's alternatives could constitute a threat to freedom of speech that would be more awesome and dangerous than the real or imagined evils he hopes they would cure.

He notes his agency "signed off that business in 1972." I take this to mean the Y&R no longer handles political campaigns. This is a symptom of the real illness. Advertising agencies have an obligation, as do individual voters, to participate in the political process. For Y&R or any other agency to refuse political campaigns is to abdicate a moral duty to America.

Agencies are the professionals of the advertising business. It is they, better than the amateurs, who understand media, their impact and value. It is the agencies that should understand better than others the semantics of our language and the techniques of the industry. If they are honest, and if they fulfill their obligations, then misleading advertising will be relegated to those who are incompetent or those who are honestly mistaken.

Permit me a bit of headshaking. The thought of an advertising agency piously suggesting regulations to prevent misleading political advertising would be amusing if it were not so tragic. On the question of misleading content, I would submit that there is far more reform needed in commercial advertising than in political.

Politics in a democratic society requires the participation of all. Unfortunately we do not have it. Too many voters do what Mr. Ney's agency has in effect done by withdrawing from political participation. They hide their heads in the sand and leave the business of politics to others. This is the very doorway through which abuse and malpractice enters the political process. Sound, fair and honest politics is the responsibility of everyone.

Government edicts usually make matters worse. It will be difficult, if not impossible, to improve on the intended system for the regulation of politics: the will of the electorate. If a candidate's advertising is misleading and if his opponent is successful in demonstrating that point, the guilty candidate will be politically damaged. Like no other profession, politics is directly responsive to the people. People get the politics they deserve.

The qualifying point to remember is one I mentioned earlier. This system works only so long as the people live up to their responsibility for being informed, examining what the candidates say and how they operate, and voice their opinions at the polls.

This is the ultimate regulation. No government bureau or board can ever match the free and independent judgment of an informed voter.

Harris dual TV transmitters proven for unattended operation.

In more than 25 cities in 17 states, Harris dual VHF television transmitters, operating in parallel or alternate/main, provide complete redundancy for maximum on-air time.

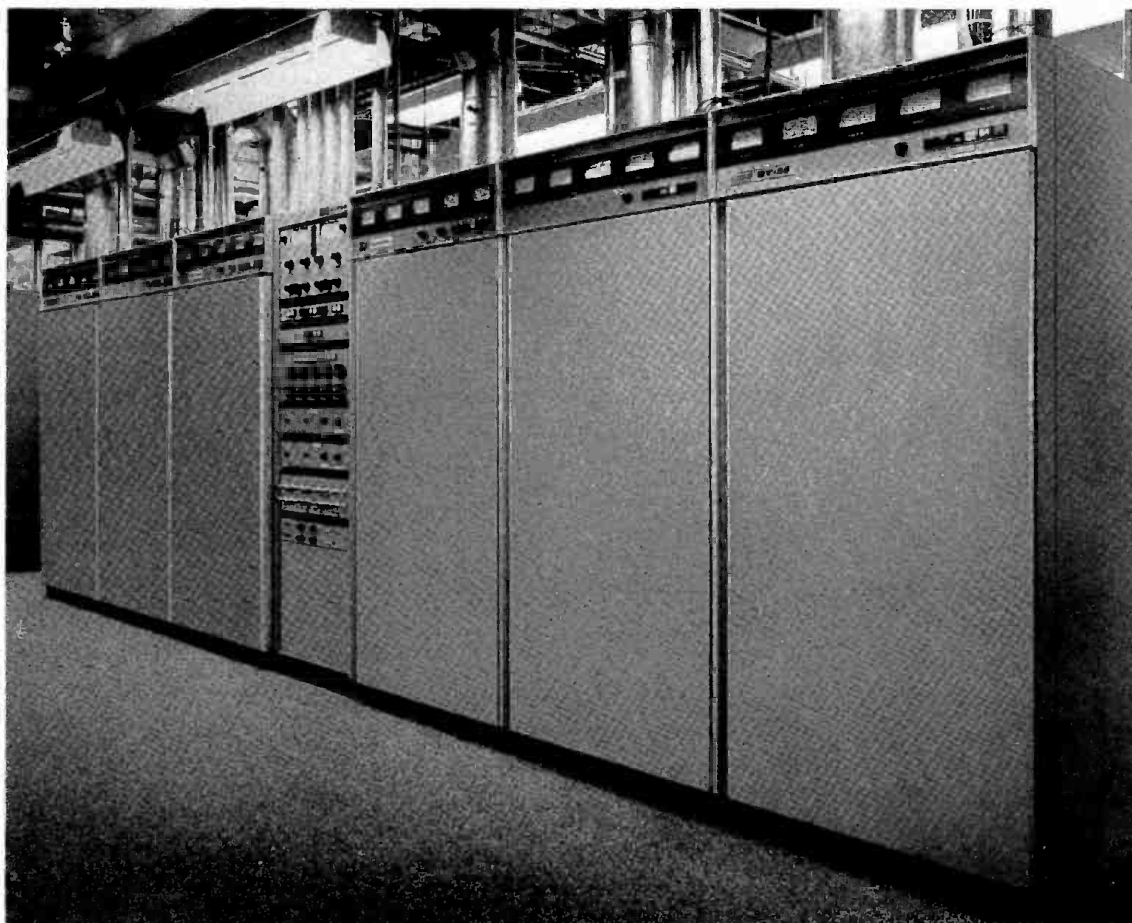
And only Harris provides automatic switchable modulators, switchable low-level VSB and switchable color correction for 100% redundancy.

If one transmitter should fail, its twin keeps you on the air. And full time . . . air time is just one of the advantages of parallel operation.

For complete information, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Case nos. 74-3599 RJK et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court (BROADCASTING, May 5).

■ **Broadcasting in Congress.** Special subcommittee of House Rules Committee is making slow progress on examination of measure to permit one-year experiment of broadcasting chamber proceedings (H.Res. 269 by Representative Jack Brooks [D-Tex.]). Subcommittee has received one report from advisory group of representatives from networks and Public Broadcasting Service saying coverage can be done unobtrusively ("Closed Circuit," Sept. 15). Resolution similar to House's is pending in Senate Rules Committee (S.Res. 39 by Senator Lee Metcalf [D-Mont.]) but it has received no attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). Action concludes rulemaking in Docket 20363. Commission, however, has outstanding another rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. That search goes forward; comments are due Oct. 3, replies Nov. 6.

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case no. 74-2006). House Communications Subcommittee, meanwhile, has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21).

Citizen agreements. FCC policy statement and notice of proposed rulemaking (Docket 20495) on citizen group-broadcaster agreements has been issued. Comments have been filed (BROADCASTING, Aug. 4). Subject is scheduled for commission discussion on Oct. 23.

Community ascertainment. FCC has instituted rulemaking (Docket 19715) designed to modify procedures commercial stations follow in ascertaining community problems

(BROADCASTING, May 12). Comments have been filed in proceeding (BROADCASTING, July 7). Similar proposal for noncommercial stations has also been issued (Docket 19816) (BROADCASTING, Aug. 4); comments are due Oct. 7. Commercial station ascertainment is due for commission consideration on Nov. 4.

Comparative renewals. FCC discussion on proposed policy on comparative proceedings involving renewal applicant and applicant seeking to displace him is scheduled for Nov. 13.

Consumer agency. Senate passed bill to establish Agency for Consumer Advocacy after amending it to insure agency cannot 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. In House, Government Operations Committee passed bill similar to that passed by Senate, but with one significant difference for broadcast industry: Bill, H.R. 7575, does not exempt proposed agency from involving itself in license renewal proceedings, although committee's report said agency's "active participation should be discouraged" in license renewal proceedings (BROADCASTING, Aug. 4).

Copyright legislation. Omnibus copyright revision bills are pending in both houses of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Copyright Subcommittee has completed markup and cleared for full Judiciary Committee its bill (S.22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Grouping witnesses by issue, subcommittee has heard from FCC and Office of Telecommunications Policy, cable industry, broadcast industry (BROADCASTING, June 16) and from public broadcasters (BROADCASTING, July 14).

■ **CPB nominees.** Controversial nomination of Joseph Coors, of Colorado brewing company, to board of Corporation for Public Broadcasting is pending before Senate Commerce Committee. Following three days of hearings second week of September, Committee postponed action on nomination until early October (BROADCASTING, Sept. 15). Committee's main concern is over possible conflict of interest between Mr. Coors's directorship of Television News Inc. and directorship of CPB.

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting 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 (Case nos. 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. In addition, number of par-

ties petitioned commission to reconsider its order, but the commission has denied them.

Crossownership (television-cable television). FCC has initiated rulemaking (Docket 20423) aimed at easing restrictions it had imposed on common ownership of cable system and television station in same market (BROADCASTING, April 17). Comments and reply comments have been filed.

■ **EEO guidelines.** FCC has issued notice of inquiry and proposed rulemaking on equal employment opportunity guidelines (BROADCASTING, July 21). Comments deadline has been extended from Sept. 11 to Oct. 13, replies deadline from Oct. 1 to Oct. 31. Scheduled for commission discussion on Sept. 25 are EEO guidelines for cable systems.

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 (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Case nos. 75-1053 et al.); more than 70 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 (Case nos. 75-1087 et al.). Several parties seeking refunds have filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs have been filed in that case (BROADCASTING, Aug. 25). FCC has suspended collection of 1973, 1974 and 1975 cable fees pending final court decision on legality of commission order requiring payment of those fees (BROADCASTING, Aug. 4).

■ **Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17) is

being appealed to U.S. Court of Appeals in Washington (Case no. 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in federal statute banning obscenity on radio (BROADCASTING, Sept. 15).

KRLA (AM). Comparative hearing case, under way since 1964, is now on appeal to U.S. Court of Appeals in Washington (Case nos. 74-1002 et al.). Six losing applicants are challenging FCC's grant of Pasadena, Calif., frequency to Western Broadcasting Corp., whose principals include Bob Hope.

Leapfrogging. FCC has initiated rulemaking (Docket 20487) aimed at modifying or repealing rules that require cable systems to select closest stations in importing distant signals. Comments have been filed (BROADCASTING, Aug. 4). Rulemaking is scheduled for commission deliberation Oct. 2.

License renewal legislation. Over 125 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially living up to his license commitments. None, however, is yet on the agenda of communications subcommittee in either house, and Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, sees no chance of hearing before end of year. NAB has placed its stamp of approval on two renewal bills, H.R. 5578 by Representatives Louis Frey (R-Fla.) and Goodloe Byron (D-Md.), and S.2119 by Senator Paul Fannin (R-Ariz.). Bill identical to Frey-Byron measure, S.2246 by Senator J. Glenn Beall (R-Md.) and Wendell Ford (D-Ky.), has also been introduced in Senate (BROADCASTING, Aug. 4). Meanwhile, National Association of FM Broadcasters is mounting drive for radio-only renewal bill (BROADCASTING, Aug. 25).

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 (BROADCASTING, April 21) in Washington by CBS, NBC and ABC television affiliates associations. Order also is subject of petitions for reconsideration filed with commission; they are scheduled for commission discussion on Oct. 14.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed on two fronts. Broadcasters and cable operators have appealed to U.S. Court of Appeals in Washington, and ABC, CBS and NBC have petitioned commission for reconsideration. Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola. Another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion. Justice Department says its investigation, which resulted in indictments, reached into 16 cities, is "only the beginning" (BROADCASTING, June 30).



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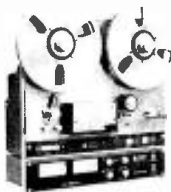
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'Pensions' case. FCC decision holding that NBC violated fairness doctrine in connection with *Pensions: The Broken Promise* TV program, was ordered vacated by three-judge panel of U.S. Court of Appeals which—acting at request of full nine-judge circuit—vacated its own earlier decision (BROADCASTING, July 14). Petitioner, Accuracy in Media, has requested full-court rehearing of panel's order (BROADCASTING, Aug. 4).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. In last session of Congress, it was defeated as amendment to Senate's copyright bill. S. 1111 is being considered separately from pending copyright bill S. 22. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.) for possible insertion in copyright revision bill pending there (H.R. 2223).

Personal attack rules. FCC order asserting that WMCA(AM) New York violated personal attack rules has been appealed by licensee, Straus Communications Inc., which claims rules are unconstitutional (Case nos. 75-1083 and 75-1084) (BROADCASTING, June 16).

Pole attachments. Since fall of 1970, National Cable Television Association and AT&T have been at stalemate in pole-rate negotiations.

Now, talks themselves may be over. NCTA officially wants FCC to assert authority over issue (BROADCASTING, Sept. 8). It's scheduled for commission discussion Sept. 30.

Public broadcasting funding. Public broadcasters have lost their fight for five-year funding for Corporation for Public Broadcasting. Bill sought (H.R. 6461) had provision for five-year appropriation as well as five-year authorization. House Appropriations Committee has rejected concept of five-year appropriation and plans to strike that provision from bill. If authorization part of bill passes House and Senate, committee said it would vote three-year appropriation in separate measure (BROADCASTING, July 28). Future of CPB funding bill now in Senate Appropriations Committee (S. 893), which, like House bill has both five-year authorization and appropriation, is uncertain in light of action on House side of Hill. All appropriations bills originate in House.

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 (Case no. 75-1203).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). 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; deadline has been extended from July 11 to Oct. 15.

■ **Washington Star transfer.** Texas banker Joe L. Allbritton and owners of Washington Star Communications Inc. have reached agreement under which Mr. Allbritton would take control of company. Under tender offer, Mr. Allbritton would acquire up to 17,846 shares he does not now own for total of \$28.5 million. Agreement commits Mr. Allbritton to comply with FCC's crossownership rules within minimum of two years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. (see story, page 31).

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■ indicates new or revised listing

This week

Sept. 22—Comments due at FCC regarding commission's further notice of proposed rulemaking (Docket 19995) aimed at setting standard to prevent television signals commonly viewed in noncable households of cable community from being blacked out because of mileage priorities. Reply comments are due Oct. 7. FCC, Washington.

■ **Sept. 22**—*International Council of National Academy of Television Arts and Sciences*—"An Evening of Mexican Television—Salute to Televisa." Alice Tully Hall, Lincoln Center, New York.

Sept. 22-23—*National Religious Broadcasters* western convention. International hotel, Los Angeles.

Sept. 22-24—*National Cable Television Association* board meeting. Colony Beach hotel, Sarasota, Fla.

Sept. 22-26—Hearings on sports antiblackout amendment to Communications Act, which passed Congress in 1973 and expires this year, before *House Communications Subcommittee*. Rayburn House Office Building, Washington.

Sept. 23—Hearings on renomination of Abbott Washburn to be FCC commissioner. *Senate Communications Subcommittee*, Washington.

Sept. 23-25—*Institute of Electrical and Electronics Engineers* annual broadcast symposium. Speakers will include FCC Chairman Richard E. Wiley, FCC Commissioner Robert E. Lee and Washington communications lawyer Louis Schwartz. Washington hotel Washington.

Sept. 23-25—*CBS Radio Affiliates* board of directors

meeting. Marriott Inn, Newport Beach, Calif.

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

■ **Sept. 24**—*Milwaukee Advertising Club* meeting. Dr. Joseph T. Plummer, vice president, special task force, Leo Burnett Co., will speak. Bradley Pavilion, Performing Arts Center, Milwaukee.

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

Sept. 25-26—*Television Information Office* open meeting for broadcasters in Texas and nearby states to examine public and government attitudes toward TV and to discuss ways to increase public awareness of the medium's achievements and problems. Representative Barbara C. Jordan (D-Tex.) will be Sept. 26 luncheon speaker. Houston Oaks hotel, Houston.

■ **Sept. 26**—FCC's new deadline for comments on proposed rulemaking (Docket 20521) concerning ownership reporting and disclosure by publicly held corporations that own interests in broadcasting stations. Proposed rules are based on Model Corporate Disclosure Regulations issued in January by Interagency Steering Committee on Uniform Corporate Reporting (BROADCASTING, Feb. 3). Deadline previously had been extended from Aug. 11 to Sept. 11. Deadline for replies was further extended from Sept. 26 to Oct. 13. FCC, Washington.

Sept. 26—FCC's new deadline for comments on proposed rulemaking (Docket 20520) which would amend broadcast station multiple ownership rules to set a 5% limit on institutional ownership of broadcast stations. Previous deadline was Aug. 11. Deadline for replies was extended from Aug. 26 to Oct. 13. FCC, Washington.

Sept. 26—FCC deadline for comments on "warehouse-

ing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

Sept. 26-27—*Boston chapter of The Society of Broadcast Engineers* second annual "mini-vention" for broadcasters. Information: Mike Goldberg, WGBH-TV Boston, or Steve Cohn, WSMW-TV Worcester, Mass. Sheraton Yankee Drummer Inn, Auburn, Mass.

Sept. 26-27—First annual meeting of *Public Radio in Mid-America*, new regional association of public radio stations. St. Louis. Registration details from Bob Thomas, KWMU St. Louis 63121.

Also in September

Sept. 28-30—*Southern Cable TV Association* convention. Scheduled speakers include FCC Chairman Richard E. Wiley and Senator Strom Thurmond (R-S.C.). Royal Coach motor hotel, Atlanta.

Sept. 28-30—*Nevada Broadcasters Association* annual convention. Kings Castle-Hyatt hotel, Lake Tahoe.

Sept. 28-Oct. 1—*Pacific Northwest Cable TV Association* meeting. Ridpatch hotel, Spokane, Wash.

Sept. 28-Oct. 3—*Society of Motion Picture and Television Engineers* 117th technical conference and equipment exhibit. Jack Valentii, president of the Motion Picture Association of America, will be Sept. 29 luncheon speaker. Century Plaza hotel, Los Angeles.

Sept. 29—FCC's new deadline for comments on proposed rulemaking (Docket 20548) regarding multiple ownership of AM, FM and TV broadcast stations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 9 to Oct. 9. FCC, Washington.

■ **Sept. 29**—Revised deadline for filing comments at FCC on allowing cable systems to carry specialty sta-

tions and amending signal carriage rules accordingly. Replies are due Oct. 30. FCC, Washington.

Sept. 29-30—National Religious Broadcasters Midwest convention. Winona Lake, Ind.

October

Oct. 1—Deadline for entries for Forum Award, given annually in print and electronic media for significant contributions to public understanding of peaceful uses of nuclear energy. Atomic Industrial Forum Inc., 7101 Wisconsin Avenue, N.W., Washington 20014, attention Jane Brand, media projects manager.

Oct. 1-3—Pennsylvania Cable Television Association fall meeting. Hershey motor lodge, Hershey.

Oct. 2-3—Ohio Association of Broadcasters fall convention. Speakers will include FCC Chairman Richard E. Wiley and Tom Brokaw, NBC White House correspondent. OSU Center for Tomorrow, Columbus.

Oct. 2-4—Combined fall meeting of *Missouri Broadcasters Association* and *Illinois Broadcasters Association*. Speakers will include FCC Chairman Richard E. Wiley; Wayne Fickinger, president, J. Walter Thompson Co.; Mike Weinblatt, executive vice president, NBC-TV, and Vincent Wasilewski, president, National Association of Broadcasters, Chase Park Plaza, St. Louis.

Oct. 2-8—International Telecommunications Union Telecom75, second world telecommunication exhibition. Event scheduled simultaneously with Second World Telecommunications Forum. Second International Festival of Telecommunications and Electronics Film, and "Youth in Electronic Age" competition all to be held in same city. Patais des Exposition, Geneva.

Oct. 3—FCC's new deadline for comments on proposed rulemaking concerning possible alternatives to March 31, 1977, deadline for older major market cable systems to comply with access and channel capacity rules adopted March 31, 1972 (Docket 20508). Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 8 to Nov. 6.

Oct. 3-5—Massachusetts Broadcasters Association annual meeting. Dunfey's Resort, Hyannis. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752; (617)485-5555.

Oct. 3-5—Illinois News Broadcasters Association, fall convention. Ramada Inn, Peoria.

Oct. 3-5—American Women in Radio and Television Northeast area Conference. Rye Town Hilton Inn, Rye, N.Y.

Oct. 7—FCC's new deadline for comments on further notices of inquiry and proposed rulemaking (Docket 19816) regarding ascertainment of community problems by noncommercial educational broadcasters. Previous deadline was Sept. 15. Informal comments (without extra copies) will be accepted in effort to obtain widest possible response. FCC has not invited reply comments because of lengthy record already established in proceeding. FCC, Washington.

Oct. 7-9—Electronic Industries Association 51st annual convention. Fairmont hotel, San Francisco.

Oct. 8—FCC's new deadline for comments on proposed rulemaking (Docket 20496) which would modify or eliminate use of signal strength contours for purposes of cable television system regulation. Previous deadline was Aug. 11. Deadline for replies was extended from Sept. 1 to Oct. 24. FCC, Washington.

Oct. 8—New England Cable Television Association fall meeting. Highpoint Motor Inn, Chicopee, Mass.

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

Oct. 9-10—Television Bureau of Advertising workshop on co-op advertising, for national advertisers, retailers, broadcasters. Plaza hotel, New York.

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

Oct. 10-12—American Women in Radio and Television East Central area conference. Pfister hotel, Milwaukee.

Oct. 11—LPB carrier current technology seminar. Emerson College, Boston. Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

Oct. 12—LPB carrier current technology seminar. Holiday Inn, Parkway-West, Pittsburgh (Oakdale). Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

Oct. 12-14—North Carolina Association of Broadcasters annual convention. Hyatt House hotel, Winston-Salem.

Oct. 12-14—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks.

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

Oct. 13—Revised deadline for comments on equal employment opportunity guidelines due at FCC. Reply comments are due Oct. 31. FCC, Washington.

Oct. 13-14—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Fairmont hotel, Atlanta.

Oct. 13-14—New York State Cable Television Association fall meeting. Speakers will include New York Lieutenant Governor Mary Anne Krupsak; FCC Commissioner Glen O. Robinson; Robert L. Schmidt, National Cable Television Association president, and Robert R. Kelly, chairman of the New York State Commission on Cable Television. Treadway Inn, Binghamton, N.Y.

Oct. 14—National Association of Broadcasters television executives' seminar. Riviera Hyatt House hotel Atlanta.

Oct. 14-15—Alabama Cable Television Association fall workshop meeting. Kahler Plaza hotel, Birmingham. Contact: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205)758-2157.

Oct. 15—FCC's new deadline for comments on inquiry into dropping new VHF channels into top 100 markets (Docket 20418). Previous deadline was July 11. Deadline for replies was extended from Aug. 11 to Nov. 18. FCC, Washington.

Oct. 16-17—Joint regional radio convention. *National Association of Broadcasters and Radio Advertising Bureau* and radio program directors' seminar. Marriott hotel, Boston.

Oct. 16-17—Association of Maximum Service Telecasters engineering committee meeting. 1735 DeSales Street, N.W., Washington.

Oct. 17—National Association of Broadcasters television executives' seminar. Marriott hotel, Boston.

Oct. 17—Society of Broadcast Engineers regional convention and exhibition, sponsored by SBE chapters for Central New York, Binghamton area and Northeast Pennsylvania. Information: Paul Barron, WCNY-TV Syracuse, N.Y. Northway Inn, Syracuse.

Oct. 17—FCC regional meeting. With licensees, 1:30 p.m., Marriott Hotel, Boston; with public, 6:30 p.m., New England Life Insurance Hall, Copley Square, Boston.

Oct. 17—FCC's new deadline for comments on rulemaking that would establish new class of radio station to be used to transmit information to motorists and other travelers (Docket 20509). Proposed radio class would operate on either 1606, 1612 or 530 kHz. Previous deadline was Aug. 18. Deadline for replies was extended from Sept. 5 to Nov. 18.

Oct. 17-18—Third annual Midwest Seminar on Videotape and Film, nonprofit event sponsored by *Chicago Film Council*, *Chicago Television Guild*, *Chicago chapters of Information Film Producers of America* and *Society of Motion Picture and Television Engineers*. Demonstrations of latest audio-visual equipment and talks by authorities in A-V field are planned. Holiday Inn, Chicago's O'Hare Airport. *Information/Reservations: P.O. Box 11376, Chicago 60611.*

Oct. 17-19—American Women in Radio and Television West Central area conference. Hilton hotel, Omaha, Neb.

Oct. 19-20—New York chapter of Society of Broadcast Engineers second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information

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Oct. 21—Connecticut Broadcasters Association 20th annual meeting and fall convention. Sheraton Park Plaza hotel, New Haven.

Oct. 21-31—MIFED, international feature film, TV film and documentary market for film buyers and sellers. Oct. 21-26 will be mainly movies and documentaries for TV; Oct. 26-31, brand new films of 1974-75 vintage; Oct. 23-31, meeting point for dealers and producers of the western and socialist countries. Largo Domodossola 1, 20145. (U.S. contact: Gerald Rappoport, 159 West 53d Street, New York 10036.)

Oct. 22—Comments on proposed assignment of 2025-2035 mhz band for government earth station operations. Reply comments due Nov. 3. FCC, Washington.

■ **Oct. 22—Comments** due at FCC on whether promotional announcements made by sister stations should be classified commercial and what distinctions should be made between spots that announce future programming and those that just plug station personalities. Reply comments due Nov. 17. FCC, Washington.

Oct. 22-23—Kentucky Broadcasters Association fall convention. Julian Goodman, chairman, NBC, will be principal speaker. Red Carpet Inn, Bowling Green.

Oct. 23-25—International Radio and Television Society's college conference. Hotel Biltmore, New York.

Oct. 24-26—American Women in Radio and Television Southwest area conference. Dallas.

Oct. 25-27—Texas Association of Broadcasters fall meeting. Houston Oaks hotel, Houston.

Oct. 26-28—Post-Newsweek Stations, in cooperation with the *League of Women Voters* and the *Aspen Institute's Program on Communications and Society*, to sponsor "Ballots and Broadcasting: from Harding-Cox to 1976 and Beyond"—conference to make electronic media more effective in the electoral process. Reston Conference Center, Reston, Va.

Oct. 28—Comments due at FCC on proposed changes in definition of a cable television system. Replies due Nov. 28. FCC, Washington.

Oct. 28—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience ratings distortions (Docket 20501). Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 29 to Nov. 28. FCC, Washington.

Oct. 30—FCC deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 19554). FCC, Washington.

Oct. 31—Kansas Association of Broadcasters fall management seminar. Program includes dedication of Grover Cobb Memorial, honoring late Kansas broadcaster and National Association of Broadcasters executive. Vincent Wasilewski, NAB president, will be among seminar speakers. Kansas State University, Manhattan.

Oct. 31—FCC's new deadline for comments on inquiry (Docket 20485) to reevaluate need for television taboos in connection with channel allocations. Previous deadline was Aug. 29. Deadline for replies was extended from Sept. 17 to Dec. 1. FCC, Washington.

November

■ **Nov. 2-4—Action for Children's Television's** fifth national symposium on "Children's Programming and The Arts." Speakers include Ray Hubbard, Post-Newsweek Stations; Thomas Hoving, Metropolitan Museum of Art; author Jerzy Kosinski; John O'Connor, *New York Times*; illustrator Maurice Sendak; Senator Frank E. Moss (D-Utah); author Stephen Strickland and Herbert Schmetz, Mobil Oil Corp. Atlanta Memorial Arts Center, Atlanta. Contact: ACT, 46 Austin Street, Newtonville, Mass. 02160.

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

Nov. 6-7—American Association of Advertising

Major meeting dates

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. 1976 convention will be Nov. 14-17, Conrad Hilton hotel, Chicago.

Nov. 18-20—Television Bureau of Advertising annual convention. Americana hotel, New York. 1976 convention will be Nov. 8-9, Shoreham Americana, Washington.

Jan. 11-13, 1976—Association of Independent Television Stations (INTV) third annual convention. Century Plaza hotel, Los Angeles.

Feb. 21-25, 1976—National Association of Television Program Executives 13th annual conference. Fairmont and Mark Hopkins hotels, San Francisco. 1977 conference will be Feb. 12-16, Fontainebleu hotel, Miami.

March 21-24, 1976—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Shoreham Americana, Washington. Dallas (1979) and New Orleans (1980) have been approved as future sites.

April 4-7, 1976—National Cable Television Association annual convention. Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9, 1976—American Women in Radio and Television 25th annual national convention. Marriott hotel, Philadelphia. 1977 convention will be April 26-May 1, Radisson Downtown hotel, Minneapolis.

June 15-20, 1976—Broadcasters Promotion Association 21st annual seminar. Statter-Hilton, Washington. 1977 seminar will be June 12-16, Beverly Hilton, Los Angeles.

Sept. 12-16, 1976—Institute of Broadcasting Financial Management annual conference. Boston. 1977 conference in mid-September in Chicago.

Sept. 19-22, 1976—National Association of FM Broadcasters 1976 National Radio Broadcasters Conference & Exposition. Regency Hyatt House, San Francisco.

Agencies Central region annual meeting. Continental Plaza hotel, Chicago.

Nov. 7-9—American Women in Radio and Television board of directors meeting. Philadelphia Marriott, Philadelphia.

Nov. 7-16—Virgin Islands International Film Festival & Film Market (formerly held in Atlanta.) St. Thomas, Virgin Islands. Telephone contact: (809)774-7708.

■ **Nov. 8—LPB** carrier current technology seminar. Holiday Inn, Route 1-75, Detroit (Taylor). Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. (215)644-1123.

■ **Nov. 9—LPB** carrier current technology seminar. Holiday Inn, Raleigh, N.C. Information: LPB Inc., 520 Lincoln Highway, Frazer, Pa. 19355; (215)644-1123.

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

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

Nov. 10-11—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Monteleone hotel, New Orleans.

Nov. 10-11—Virginia Cable Television Association fall conference. Sheraton Inn, Fredericksburg. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804)797-4131.

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

■ **Nov. 11—National Association of Broadcasters**

television executives' seminar. Monteleone hotel, New Orleans.

Nov. 12-15—Western Cable TV convention. Disneyland hotel, Anaheim, Calif.

■ **Nov. 12-15—The Society of Professional Journalists, Sigma Delta Chi**, 66th anniversary convention. Speakers will include Edwin Newman, NBC; Representative Barbara Jordan (D-Tex.); Otis Chandler, publisher of the *Los Angeles Times*; Tom Wicker, *New York Times*, and William Rusher, publisher of the *National Review*. Among panel discussions will be "Covering American Foreign Policy"; "Covering The Political Year 1976" and "Gag Rules." Benjamin Franklin hotel, Philadelphia.

Nov. 13-14—Oregon Association of Broadcasters fall conference. Valley River Inn, Eugene.

Nov. 13-14—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Pick Congress hotel, Chicago.

■ **Nov. 14—National Association of Broadcasters** television executives' seminar. Pick-Congress hotel, Chicago.

■ **Nov. 14-16—National Association of Farm Broadcasters** fall meeting. Crown Center hotel, Kansas City, Mo.

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

Nov. 17-18—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Brown Palace hotel, Denver.

■ **Nov. 18—National Association of Broadcasters** television executives' seminar. Brown Palace hotel, Denver.

Nov. 18—FCC regional meeting: With licensees, 1:30 p.m., Brown Palace hotel, Denver; with public, 6:30 p.m.

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

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

Nov. 20-21—FCC regional meeting: With public, via KTVU(TV) San Francisco phone-in telecast, starting at 8 p.m., Nov. 20; with licensees, 1:30 p.m., Nov. 21, Fairmont hotel, San Francisco.

Nov. 20-21—Joint regional radio convention. National Association of Broadcasters and Radio Advertising Bureau and radio program directors' seminar. Fairmont hotel, San Francisco.

■ **Nov. 21—National Association of Broadcasters** television executives' seminar. Fairmont hotel, San Francisco.

Nov. 21-23—Sixth annual Loyola National College Conference for college radio stations and featuring technical sessions/exhibits, talent showcase and other sessions. Loyola University of Chicago's downtown campus, 820 North Michigan Avenue.

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

Nov. 30-Dec. 4—North American Broadcast Section, World Association for Christian Communications sixth annual conference. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

December

■ **Dec. 4-5—Arizona Broadcasters Association** 24th annual winter convention. FCC Commissioner James H. Quello will be luncheon speaker. Sunburst hotel, Scottsdale.

January 1976

Jan. 11-13—Association of Independent Television Stations (INTV) third annual convention. Century Plaza hotel, Los Angeles.

Jan. 16-18—Florida Association of Broadcasters midwinter conference. Daytona Hilton hotel, Daytona.

Open Mike®

A question of clearance

EDITOR: In the interest of editorial fairness, this is to request that you print this letter stating that the Office of Management and Budget officially cleared the Endowment's supportive position on S. 1111, Senator Hugh Scott's performance royalty bill, prior to Miss Nancy Hanks's appearance before the Senate Subcommittee on Patents, Trademarks and Copyrights on July 24. The Endowment's position was spelled out and contained in a draft letter to Senator James D. Eastland, chairman, Committee on the Judiciary, signed by Miss Hanks as chairman, National Endowment for the Arts, and was cleared by OMB on June 20.

Miss Hanks's subsequent testimony merely reflected that position. As you should know, the chairman, National Endowment for the Arts, is appointed by the President of the United States.

If such clearance by the Office of Management and Budget is not indicative of an attitude or position on the part of that office, I do not know what it is.—*Robert Wade, general counsel, National Endowment for the Arts, Washington.*

(OMB cleared Miss Hanks's letter to Senator Eastland, as Mr. Wade asserts. It was not asked to clear the testimony she later presented to the subcommittee, where she said she was speaking for the Ford administration in favoring the creation of performing royalties to be paid by broadcasters to phonograph record manufacturers and performers. At the Endowment the assumption was that the first clearance was sufficient. But now OMB says the administration has formulated no position on the Scott bill [see editorial, BROADCASTING, Sept. 8].)

No bonds

EDITOR: To a true engineer, the prospect of a totally automated broadcast facility is a beautiful thing to contemplate. As a practical matter, it also means the ultimate in job security, since such a facility cannot fix itself.

In all honesty, however, I must ask to what end is the proposed National Association of Broadcasters' clock go-no-go system leading? Given an installation with two transmitters, redundant audio/video circuits, total program automation, etc., which turns itself on and off as required, adjusts phasings and power level per the computer, we have a station that needs not be monitored by human beings. This is in the public interest?—*Philip G. Vessey, chief engineer, WDLA-AM-FM Walton, N.Y.*

TV news mail

EDITOR: It is interesting not only to read a roundup on television journalism from a national perspective (BROADCASTING, Aug. 25), but also to compare it with the

practices here in Ohio.—*James A. Rhodes, governor, Columbus.*

EDITOR: [The special report on local TV journalism] certainly indicates that you and the broadcast industry are doing an excellent job in attempting to meet the public's needs in a broad and complex field.—*David R. Bowen (D-Miss.), U.S. House of Representatives, Washington.*

EDITOR: Television is indeed a vital source of communication in today's society, and I am always delighted to be kept informed on activities and innovations in this field.—*Lloyd Bentsen (D-Tex.), U.S. Senate, Washington.*

Diagnosis

EDITOR: The New York-based network news departments assume they represent and speak for the entire nation and that the attitudes of super-liberalism that have made the Big Apple rotten to the core represent the majority of the people.

The same infection that is causing the illness of the nation could be used to make it healthy again if it would quit assuming everything and everyone has the attitudes

of the East Coast metros and got the true picture from the vast and healthy hinterlands.—*Warren L. Hasse, owner, KPDN(AM) Pampa, Tex.*

Clean-up campaign

EDITOR: The day of filth has arrived. Every other record I receive has cursing in it. The majority of TV shows have cursing in them. Even the FCC has done nothing except a hand slap to WBAI(FM) New York after it played a George Carlin album with such filth that it would embarrass a hardened convict. Have we sunk so low that we have sold our children to the dogs in order to make a dollar?

We have formed an organization to fight this filth. The name is RIB, Remove Indecent Broadcasting. We will place into as many hands as is possible information showing how to form citizen groups to stop local stations. The airwaves belong to the public and the public is sick of filth. They just don't know how to fight back.

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ing others to join us by writing RIB, Box 626, Eastman, Ga. —*Gene Rogers, general manager, WUFF(AM) Eastman, Ga.*

(Mr. Rogers's letter was accompanied by a brochure advising the like-minded to seek information from Citizens Communications Center, Washington, on procedures to oppose license renewals and to demand local hearings.)

The did it

EDITOR: The Sept. 8 story on the initial decision denying renewal to WSWG-AM-FM on grounds of failure to serve the black citizens of Greenwood, Miss., omitted one essential point about the case.

While Citizens Communications Center did initially assist Greenwood citizens in filing the petition to deny, the article may

have given the impression that our role in the eventual hearing was greater than it was. In fact, credit for this decision properly goes to the four local attorneys who actually prepared and argued the case: Alvin Chambliss, head of the Southern Media Coalition, and Johnnie E. Walls Jr., Willy Bailey and Robert E. Buck, who assisted Mr. Chambliss at various stages.

That local attorneys succeeded in mastering FCC hearing practice formerly thought to be the sole province of the Washington bar (including that portion representing citizen intervenors) is, we believe, as significant as the impact of the decision itself. —*Frank W. Lloyd, director, Citizens Communications Center, Washington.*

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Closed Circuit.

Insider report: behind the scene, before the fact

Messrs. and Mrs. Clean

Proposed anti-obscenity bill drafted by FCC staff (BROADCASTING, Sept. 15) was approved by FCC last week with one significant change to be made in connection with cable television. Commissioners decided it would be unreasonable to hold cable operator, as well as programmer, criminally responsible for obscene or indecent material transmitted over access, leased or pay channels, as draft bill would. Feeling was that burden of screening all material to be presented and danger of criminal prosecution would dampen operators' enthusiasm for adding access or leased channels.

Content of bill may not be its only claim to fame. Commission will have to decide whether to send it to Congress through White House's Office of Management and Budget, as would be customary, or direct, as Senator John O. Pastore (D-R.I.) says that, as arm of Congress, it should.

Missing viewers

Nielsen executives were scratching their heads last week over 5% decline in total TV audience between premiere week 1974 (Sept. 9-15) and premiere week 1975 (Sept. 8-14). However, network ratings experts attributed homes-using-television (HUT) drop-off to fact that so many series jumped gun on premiere week this year that edge was taken off. (Only one regular series—*That's My Mama*—jumped gun last year.)

Also last year's levels may have been increased by scheduling of more theatrical and made-for-TV movies of mass-audience appeal, like "Born Innocent," Clint Eastwood's "Joe Kidd," "Klute," "Fiddler on the Roof" and "M*A*S*H." Finally, extra network hour of programming on Sunday this year—7-8 NYT, before viewing levels reach prime-time status—probably depressed 1975 levels somewhat. This disparity may be only premiere-week fluke, however, because first two days of second week showed 1975's HUT levels almost identical to 1974's.

Infinite variety

ABC-TV programming executives have reinforced earlier statements by Fred Silverman, president of ABC Entertainment, that network is committed to more variety-show development than ever before. And not only to standard 60-minute comedy/variety/guest-stars format (pilots are in works starring Bill Cosby, Paul Lynde, Donnie and Marie Osmond and Lola Falana) but also half-hour throwbacks to old Jack Benny and George Gobel variety series, featuring

Lorenzo Music (the voice of Carlton, the doorman on CBS's *Rhoda* sitcom), Xavier Cugat's Charo and Rowan and Martin. In addition, new pilot is being floated: *The People Speak*, "a contemporary commentary/variety hour in which blue-collar people will poke fun at the Establishment."

Not all the way

Despite FCC Chairman Richard E. Wiley's proposal that commission take more relaxed approach than it has toward some equal-time regulations (see page 22), commission apparently is not about to loosen regulations entirely. United Way, umbrella organization of 2,300 local groups that fund health, welfare and recreation organizations around country, has asked commission for ruling that appearance of President Ford in network television spot promoting kickoff of fund-raising campaign would be coverage of bona fide news event and therefore exempt. President's message was filmed in July. Commission staff says, sorry, but program would not constitute bona fide news and, therefore, is not exempt. Commissioners this week are expected to agree.

Progress

Children's TV programming is getting better. Congressional and other critics may not think so, but parents do. Special study by Roper Organization, commissioned by Television Information Office, found 42% of parents of children under age 12 think children's programming is better now than three years ago, as against 23% who think it's not as good, 35% who can't see any difference. Among parents of children under 6, programming looks even better. Details are to be presented at TIO's regional meeting at Houston this week (Sept. 25-26).

Hometown boys

Walter E. Fauntroy, District of Columbia delegate to Congress, has asked Washington radio stations to send representatives to meeting at his office today (Sept. 22) with independent record producers who have complained of inability to get air play. Bob Johnson, aide to Mr. Fauntroy, said about 10 producers, all based in Washington, were expected to meet with station delegations.

Several months ago Mr. Fauntroy said he hoped to investigate conditions facing black disk jockeys and black recording artists who he said were victims of discrimination (BROADCASTING, June 30). He said then he had learned of discrimination while arranging to produce

album dedicated to late Rev. Martin Luther King Jr., to whom Mr. Fauntroy was aide. Album was to be distributed by Stax Records, Memphis.

Full compliance

Contrary to his earlier remark that he hoped to retain station in Washington if FCC approved his acquisition of *Washington Star* and associated broadcast properties (BROADCASTING, Sept. 8), Joe L. Allbritton this week will promise FCC to divest all holdings that conflict with crossownership rules. Mr. Allbritton, who was tendered almost all stock in parent company last week (see page 31), will promise to complete divestitures within two years of approval, if FCC grants certificate permitting deferral of taxes on sales, or within three years, if not.

Favorite son

Pat Nugent, son-in-law of late Lyndon B. Johnson and stockholder in LBJ Broadcasting Co., Austin, and its various Texas cable TV interests operated under parent Karnack Corp., appears to be front runner for vacancy on National Cable Television Association board. Seat was left by Jay O'Neal, Commco Inc., Austin, who moved out of regional district to Colorado. Other contender in what is so far two-man field is Ed Drake, Sooner Cable TV, Tulsa, Okla. NCTA board votes this week at meeting in Sarasota, Fla.

Station identification

Independent study will probably be undertaken to find best way for TV rating services to get accurate cable TV protection information, so that protected stations won't be shortchanged or overcredited in local TV audience measurements. A.C. Nielsen Co. gets its protection data from cable systems; Arbitron Television, from stations.

National Association of Broadcasters-sponsored study has already found substantial difference between those two sources and also anticipates second study to determine most accurate source. Nielsen has now formally proposed such study to NAB, suggesting it might be done by Advertising Research Foundation.

Byrd in hand

West Virginia cable operators have recruited formidable ally in their opposition to inclusion of any cable liability in new copyright legislation. Senator Robert C. Byrd (D-W. Va.), majority whip, has told them he's on their side.

The Week in Brief

LOOSENING THE BONDS □ *FCC sets course to modify equal-time provisions to exempt political debates and presidential press conferences. Also, Wiley proposes experiment in which radio stations in larger markets would be exempt from fairness doctrine.* **PAGE 22.**

MORE AMBITIOUS □ *National Association of FM Broadcasters, convening in Atlanta last week, announces intentions to become the National Radio Broadcasters Association. And one of its first priorities will be a radio-only license-renewal bill.* **PAGE 25.**

FAMILY HOUR CRITICIZED □ *U.S. Catholic Conference's Administrative Board and Morality in Media say plan is ineffective solution. They want public hearing by the FCC.* **PAGE 25.**

MONROE DOCTRINE □ *Emancipation from fairness doctrine is urged by NBC News's Bill Monroe in keynote address to Radio Television News Directors Association convention in Dallas.* **PAGE 26.**

NO HORIZONS □ *ABC's Elton Rule emphasizes that there's a lot of growth left in television. Speaking to the Institute of Broadcasting Financial Management, he calls for more effort to document TV's advertising effectiveness. Kaiser Broadcasting's Wingren becomes new IBFM president.* **PAGE 28.**

MORE INFIGHTING □ *Latest chapter in WPIX(TV)'s fight to retain New York channel 11 involves attacks by FCC's Broadcast Bureau and challenger Forum Communications against initial decision last winter favoring renewal of license.* **PAGE 28.**

FM'S FOLLOWING □ *Special Arbitron study documents sharp increase in medium's audiences in top-10 radio markets.* **PAGE 30.**

THE TOUGH HURDLE □ *Joe Allbritton's quest for control of Washington Star Communications now moves to the FCC where a prehearing conference will be held this week on the proposed takeover of WSC broadcast properties.* **PAGE 31.**

SPOT BUYING UP □ *Television Bureau of Advertising*

says national and regional sponsors spent \$442.7 million in spot television during 1975's second quarter. That's 2.5% above the comparable period last year. **PAGE 34.**

THE BIGGEST GAME IN TOWN □ *A BROADCASTING special report looks at the competition among the three networks in sports as they compete for the \$300 million in advertising sales. Also, an in-depth look at the executives calling the off-field plays.* **PAGE 37.**

EYEING THE BENCH □ *Early-season sampling of the fall schedule shows no discernible viewing habits yet, but the networks are looking hard at the weaker spots, and program chiefs talk about midseason replacement possibilities.* **PAGE 51.** *A look at how the critics and the public vote on the new shows.* **PAGE 52.**

PASSING OF AN ERA □ *ABC Chairman Goldenson thinks the day of the high-rated feature film on TV is coming to an end. Speaking to Hollywood Radio and Television Society, he also discusses other technologies that will have an impact on TV.* **PAGE 57.**

THUMBS DOWN □ *FCC throws out the first of the agreements between citizen groups and broadcasters. Commission contends KTTV(TV) Los Angeles relinquished too much control in pact with National Association for Better Broadcasting.* **PAGE 57.** *Decision vindicates position of Kevin O'Sullivan, president of Worldvision Enterprises, who was in forefront of opposition to 1973 agreement.* **PAGE 58.**

STORER PLANS □ *Talks are under way with program suppliers to provide pay service in four areas served by Storer cable systems.* **PAGE 61.**

VHF REVAMPING □ *Temple University's John Kittross suggests a restructuring of television service that would do away with the present market allocation system.* **PAGE 63.**

ACCENT THE POSITIVE □ *There's no passivity in the makeup of Danny Villanueva of Spanish International Communication Corp. He feels a deep commitment to his Spanish-speaking brethren and it's reflected in his positive approach at the SICC-owned TV stations and affiliated operations.* **PAGE 81.**

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Top of the Week

A determined FCC is setting new course for industry on fairness, equal time

Despite doubts about its authority, commission plans to modify Section 315 and experiment with dropping doctrine in larger radio markets; Democrats and NOW already on record in opposition to Wiley proposals

The FCC seems likely to celebrate the Bicentennial enmeshed in controversy over actions designed to loosen regulatory bonds that now restrict broadcasters in their political and other controversial broadcasting.

Not only is the commission expected to

adopt changes that would put political debates and presidential press conferences beyond the reach of the equal-time provision of Section 315 of the Communications Act ("Closed Circuit," Sept. 15), but Chairman Richard E. Wiley last week disclosed that he will propose to the commission an experiment in which radio stations in "larger" markets would be exempt from the fairness doctrine.

Chairman Wiley discussed these proposed changes in a speech in New York to the International Radio and Television Society, a forum used annually by FCC chairmen to make major announcements. And Chairman Wiley's caused reverberations.

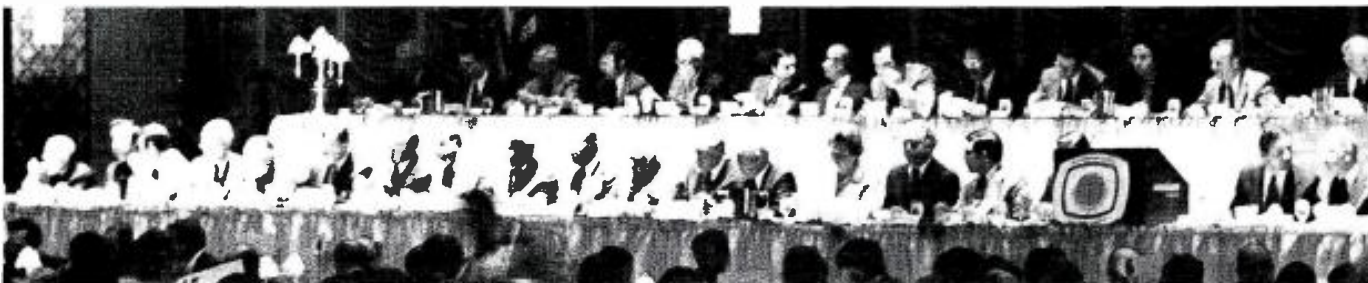
Less than 24 hours later, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, before whom Chairman Wiley was testifying on Wednesday morning on a common carrier matter (see page 65), indicated he doubted that the commission has authority to suspend the fairness doctrine without congressional action, and he made it clear he wanted to be informed before the commission acted on suspension. Nor was that all; Senator Pastore was decidedly cool to the suggestion that political debates be exempted from equal-time requirements.

Chairman Wiley generally stood his ground on both issues, but stressed in more detail than he did in his IRTS speech that he does not regard the question of the commission's authority to suspend the fairness doctrine as settled—he said that question must be considered in the inquiry that would precede any action on the proposals.

Reaction to the proposals began setting in even before the speech.

Counsel for Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women had notified the U.S. Court of Appeals in Washington that an appeal would be filed if either proposed change was adopted. And Democratic National Committee Chairman Robert S. Strauss said the committee would appeal if the commission exempted presidential press conferences from the equal-time law.

CBS requested just such a ruling contending that under existing policy dating back to 1964, broadcasters who air the press conference of a President who is a candidate for election are subject to demands for equal time from his opponent. Since President Ford has announced his candidacy, CBS said, broadcasters would in effect be barred from airing his news conferences throughout the remainder of



Wiley's court. The first fall luncheon of the International Radio and Television Society, traditionally addressed by the incumbent FCC chairman, signals the annual convocation of broadcasting brass. Chairman Richard E. Wiley, making his second appearance, told this assembly—and close to 550 other guests—that, with apologies to the National Association of Broadcasters and the National Cable Television Association, he had come to consider this forum the setting for his "single most important speech of the year." Pictured at the Sept. 16 luncheon in New York (l to r):

First tier—Giraud Chester, chairman, National Association of Independent Television Producers and Distributors, and executive vice president, Goodson-Todman Productions; Norman Walt, president, McGraw-Hill Broadcasting Co.; James L. Greenwald, president, Station Representatives Association, and president, The Katz Agency; Alvin G. Flanagan, president, broadcast division, Combined Communications Corp.; Jack R. Howard, chairman, Scripps-Howard Broadcasting Co.; Richard W. Jencks, vice president, CBS; Robert T. Howard, president, NBC-TV; Marvin L. Shapiro, president, Group W Stations; Harold

L. Neal Jr., president, ABC Radio division; Clifford M. Kirtland Jr., president, Cox Broadcasting Corp.; Sol Taishoff, chairman and editor, BROADCASTING magazine; Bill Michaels, chairman, Storer Broadcasting Co.; Robert D. Wood, president, CBS-TV; Jane E. Cohen, national president, American Women in Radio and Television, and program manager, WRC-TV Washington; Julian Goodman, chairman, NBC; FCC Chairman Wiley; Jerome Feniger (mostly obscured by lectern), president, IRTS, and president, Horizons Communications Corp.; Frederick S. Pierce, president, ABC Television division; David C. Adams, vice chairman, NBC; Donald H. McGannon, chairman and president, Westinghouse Broadcasting Co.; Herbert S. Schlosser, president, NBC; John B. Sias, executive vice president, Capital Cities Communications; Sam Cook Digges, president, CBS Radio division; Everett H. Erlick, senior vice president and general counsel, ABC Inc.; Joel Chaseman, president, Post-Newsweek Stations; Ralph M. Baruch, president, Viacom International; C. Wrede Petersmeyer, chairman, Corinthian Broadcasting Corp.; Lawrence H. Rogers II, president, Taft Broadcasting Co.; Jack G. Thayer, president, NBC Radio division; Daniel T. Pecaro, presi-

the campaign ending in November 1976.

The Aspen Institute had requested the commission to reverse its interpretation of the equal-time law which holds that debates between political candidates are not exempt from the law. The commission originally took that position in 1962—in a case involving WJR(AM) Detroit, when it was managed by now-FCC Commissioner James Quello.

Representative Chisholm (a candidate for the Democratic presidential nomination in 1972) and NOW, together in one pleading, and the DNC, in another, have expressed their views to the commission. Both contend that the CBS proposal, if adopted, would render Section 315 meaningless as far as presidential elections are concerned, and would afford incumbent Presidents an enormous advantage over challengers. And the Chisholm-NOW pleading said the Aspen Institute's petition asks for relief that "runs contrary to congressional intent and common sense" that debates between candidates should not be exempt from Section 315. The pleading was buttressed with an affidavit from George Reedy, President Johnson's news secretary, asserting that Presidents have more control over their news conferences and achieve greater impact with them, than is true of other political leaders.

Those oppositions are not expected to weigh heavily with the commission. Officials believe that the commission will adopt both proposed changes in policy, probably by a wide margin. They note that Chairman Wiley and Commissioner Glen O. Robinson are strong supporters of the proposals, and say that it is unlikely they could not carry a majority with them.

Moreover, at least two commis-

sioners—Charlotte Reid and Mr. Quello—last week indicated they would favor broadening the exemption being sought by CBS to state and even local officials. Such an expansion, Commissioner Quello feels, would avoid the charge of political partisanship Democrats might level in the event of an exemption that would now benefit a Republican President.

However, some commission officials say a specific action affecting the news conferences of governors and other public officials would not be necessary if the commission declared presidential news conferences exempt. "If we extend the exemption to presidential conferences, the exemption would automatically cover any type of news conference," he said.

The commission had been expected to deal with the equal-time matters last week, but, when it could not reach them on Wednesday during the regular meeting, it decided to put them off until this week.

Both presidential press conferences and debates between political candidates are subject to the equal-time law because, the commission has held, "on-the-spot coverage of bona-fide news events," which is exempt, is not involved. And Chairman Wiley made it clear he could not agree that a debate between candidates or a presidential news conference did not constitute "bona-fide news."

As a result of those commission rulings, he said, debates and presidential conferences with the press simply are not broadcast during American election campaigns. "If the new expressly prohibited these journalistic endeavors," he added, "it unquestionably would be held unconstitutional. But the effect of the equal-time provision in chilling political discus-

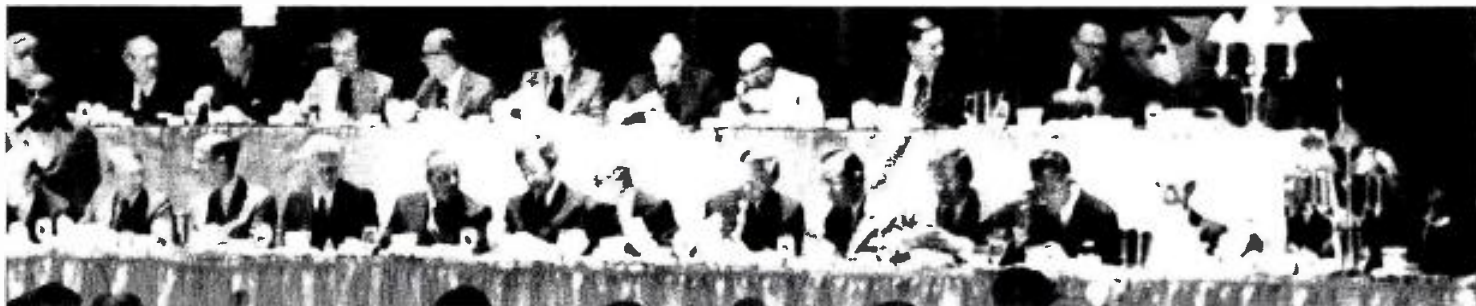
sion is every bit as certain and as devastating to the welfare of our democracy."

Accordingly, he said, "it is my judgment that these FCC decisions should be reversed."

Nor is that all. He said he is also proposing "a broad-ranging inquiry into all aspects of the equal-time law" to determine whether additional changes to facilitate coverage of political campaigns is possible. He said the commission should examine specifically its past rulings regarding equal-time exemptions for newscasts, news interviews and news documentaries, as well as on-the-spot-coverage of news events. A notice of inquiry has been drafted, and is expected to be acted on this week.

It was the portion of the chairman's speech dealing with the proposed test suspension of the fairness doctrine that caused particular surprise. The idea had originally been suggested by former Office of Telecommunications Policy Director Clay T. Whitehead, in October 1971 (BROADCASTING, Oct. 11, 1971).

However, the commission as an institution and Chairman Wiley as an individual have held over the years that the fairness doctrine was incorporated into Section 315 of the Communications Act when Congress adopted some liberalizing amendments in 1959, and that the commission must enforce it unless Congress provided the necessary relief. (The new language said that the amendments should not be construed as relieving broadcasters of the obligation to operate in the public interest "and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.") Chairman Wiley expressed that view only two months ago, during a "future planning



dent and chief executive, WGN Continental Broadcasting Co.; Nat Lefkowitz, president, William Morris Agency; Roy H. Park, president, Park Broadcasting and Park Newspapers; Donald A. Pels (largely obscured), chairman and president, LIN Broadcasting Corp.

Second tier—James E. Conley, president, Meredith Broadcasting; Daniel K. Griffin, chairman, New York Market Radio Broadcasters Association, and director of operations, WOR Radio, New York; Norman G. Glenn, president and publisher, *Media Decisions*; James M. Rupp, group vice president, Cox Broadcasting Corp.; Leavitt J. Pope, president and chief executive, WPXI Inc.; Miles David, president, Radio Advertising Bureau; Sol J. Paul, editor and publisher, *Television/Radio Age*; Robert L. Schmidt, president, National Cable Television Association; Eugene D. Jackson, president, National Black Network; Russell Karp, president, Teleprompter Corp.; Avram Butensky, president, International Radio and Television Foundation and senior vice president and director of media operations, Dancer-Fitzgerald-Sample; Henry Loomis, president, Corporation for Public Broadcasting; Roger D. Rice, president, Television

Bureau of Advertising; Arthur M. Mortensen, president and chief executive, Hughes Television Network; Jack N. Berkman, vice chairman, Rust Craft Broadcasting Co. and Rust Craft Greeting Cards; Roy Danish, director, Television Information Office; Donald B. Curran, president, Kaiser Broadcasting Co. and chairman, California Broadcasters Association; M.S. Kellner, managing director, Station Representatives Association; Ralph Guild, president, McGavren-Guild; J. Richard Munro, vice president, Time Inc.; Albert Warren, editor and publisher, *Television Digest*; Herman W. Land, president, Association of Independent Television Stations; Lester W. Lindow, executive director, Association of Maximum Service Telecasters.

Some broadcasting brass who normally attend were missing. Among them: ABC Inc.'s Chairman Leonard H. Goldenson and President Elton H. Rule, who were on the West Coast for speaking engagements of their own; CBS Inc.'s President Arthur R. Taylor, out of town most of last week on business, and CBS/Broadcast Group President John A. Schneider, on vacation; and Vincent T. Wasilewski, president, National Association of Broadcasters, who was called to Maine by the death of a brother.

conference" at the commission (BROADCASTING, July 21).

However, there are those who take the view that the doctrine is not "statutorily mandated" and that the commission has the authority it needs to conduct a test suspension. Former FCC General Counsel John Pettit has pressed that view; indeed, as a moderator of the conference session where Chairman Wiley expressed his view on the lack of authority, Mr. Pettit proposed an "experiment" in a number of major markets in which most program-content regulation, including the fairness doctrine would be lifted from radio stations for three years.

Another who believes the commission already has the authority it needs to conduct that kind of test is Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee. He said as much in a speech to RKO General station executives in Boston last month (BROADCASTING, Aug. 11), and chided Chairman Wiley for suggesting Congress would not support an experiment in de-regulation.

With that kind of support for a test suspension of the fairness doctrine, plus the encouragement of members of his staff who share Mr. Pettit's view and additional research of his own, Chairman Wiley decided to suggest a test suspension for radio in major markets. As he said in his speech, he has wondered whether, in the larger markets—Chicago, for instance, where there are 65 commercial radio stations; or Los Angeles, where there are 59, and New York, 43—"there really is any practical need to maintain fairness-doctrine enforcement."

"Considering the totality of coverage" in those markets and others with large numbers of radio stations, he added, "one might reasonably expect that an extensive range of viewpoints would be presented even with no governmental oversight."

Chairman Wiley said the precise scope of the experiment—which would be proposed to the commission in "the near future"—should be the subject of an inquiry "to provide the industry and the general public with an opportunity to present comments on the policy and legal issues involved."

The reference to "legal issues" was the only suggestion that the inquiry might precipitate a major debate over the commission's authority to conduct such a test. Senator Pastore probably opened the debate, when, in discussing the matter with Chairman Wiley, he quoted the language from the Communications Act asserting that the liberalizing amendments did not free broadcasters from their obligation to present "conflicting views on issues of public importance."

Chairman Wiley noted that he had heard both sides of the argument as to whether the fairness doctrine was imbedded in the law, and added, "It seems to me the time had come to get a clear exposition of the legal issues involved, and a clear exposition of the policy implications involved."

National Radio Broadcasters Association, nee NAFMB, strikes out as all-radio trade group

Atlanta convention sets stage for challenge to NAB exclusivity; separate license renewal legislation high among priorities; federation concept gets boost

The National Association of FM Broadcasters changed its name last week to the National Radio Broadcasters Association (NRBA). In so doing it alerted the industry that it is formally opening its doors to AM broadcasters and plans to become the dominant spokesman for the radio industry in Washington.

The move came as a surprise to the broadcasters attending the NAFMB conference in Atlanta (officially the National Radio Broadcasters Conference and Exposition), where it was announced last Friday. It followed from a day-long deliberation of the association's board Wednesday, and from nearly two years of talk before that. The feeling that prompted the move is that many of radio's regulatory problems were brought on by the FCC's and Congress's concern over TV and that radio's problems have been underplayed by the trade press and the industry's dominant trade association, the National Association of Broadcasters.

"Couldn't you see it coming?" NAFMB President James Gabbert of KIOI-AM-FM San Francisco, asked a reporter last week. "Radio," he said, "is a separate entity, different from TV because it is smaller and more competitive." He and other directors of the association tried to downplay NAFMB's differences with the NAB. "We're not challenging the NAB... we don't want to be divisive," he said. "It's just that there's a lot of things not being done."

Others not in official positions at NAFMB were more direct in their criticism of NAB, which they said has become overgrown, cumbersome and out of touch with small radio. Mr. Gabbert, however, persisted: "We're not out to build an empire. We're only working for what's good for radio." Added NAFMB's board chairman, Robert Herpe of WLPR(FM) New Haven, Conn. "It doesn't mean we're against TV. I love my wife, but she's different from me," he said.

At least some members of the association thought the move premature. One FM broadcaster said he thinks NAFMB has not yet finished the job of building up FM's stature. He said in many cases FM is still fighting AM for recognition in the in-

dustry and that it is too soon for the two factions to join hands. Mr. Gabbert, however, countered by saying that building FM was only part of the original purpose of the association and that a bigger part was and still is to seek protection of the entire radio industry's interests.

Mr. Gabbert added that the original goal of NAFMB was to drive itself out of business, and Mr. Herpe said it is hoped the change to NRBA will speed the formation of an industry federation, drawing a television association and perhaps the radio and television advertising bureaus under a single umbrella but permitting each to work independently of the other. They both cited the blueprint for such a federation offered by George Comte, retired president of the WTMJ stations, Milwaukee, published in BROADCASTING, July 21. The next move, they indicated, is up to NAB.

They said there are no plans to change the organization of the old NAFMB, except to open membership to AM stations. Mr. Gabbert reported no plans to hire additional staff. "We're not looking to build palaces or personalities," he said. "We're out to build radio."

License renewal reform was one topic uppermost in the minds of the NAFMB conventioners. It is one of many issues in which they feel radio's interest has suffered for having been considered in the same bill with TV. Recalling the death of renewal legislation in the last Congress, Mr. Gabbert wonders "would radio have been successful if it had gone for radio renewal only? I have a feeling it would have."

So concerned is the association with renewal reform at present that it invited the sponsor of what is considered the frontrunning renewal bill in the House, Representative Louis Frey (R-Fla.), to deliver a luncheon address. Mr. Frey had some good news and some bad news. The bad: "You're not going to get a five-year bill through, period." The good: "You have a good chance of getting hearings early next year."

Representative Frey said the issue that killed the renewal bill last year, the length of the license term, was the wrong issue. He told the assemblage that House Commerce Committee Chairman Harley Staggers (D-W. Va.) allowed the bill to die because he felt the broadcasters had reneged on a promise to accept a four-year license term. The House ultimately voted for five. But the real issue, Mr. Frey said, should be stability; broadcasters should be pushing for legislation that will insure renewal to a station that is doing a good job. "If I were a broadcaster I would think the term of the license is not as important as what I had to put up with that was intolerable," Mr. Frey said. If the length of the term is left flexible in legislation, he said, there is a chance that radio will get five years and TV three. His own bill (H.R. 5578) would leave that decision to the FCC.

Mr. Frey did not mention in his address the renewal plan NAFMB recently announced it would seek in Congress. That

Lee's latest initiative for dark UHF's: Do away with duopoly rules □ FCC Commissioner Robert E. Lee, long the commission's staunchest advocate of UHF television, has a new suggestion for lighting up dormant UHF channels: Amend the commission's duopoly rules to permit owners of stations on the air to apply for the unused UHF assignments in their markets. "It worked for FM radio—why not UHF television?" Commissioner Lee asked in a speech Friday to the Tennessee Association of Broadcasters. VHF-UHF simulcasting would not be possible, as it was for AM-FM combinations, he said. But cost savings—in terms of engineering, power, programming and other expenses—might be enough to interest an owner of an existing station in applying for an unused channel. Commissioner Lee said there are 115 markets in which there are unused UHF channels. If broadcasters in any of those markets express an interest in the proposal, he said, he would present it to the commission.

proposed bill has not yet materialized, but will in a week or two, according to NAFMB's general counsel, Thomas Shattenfield, a Washington lawyer whose job it is to draft the proposal. Mr. Shattenfield said last week the only provision he knows will definitely be included is one increasing the license from the present three to five years. He said that contrary to the recent expressions of some critics, NAFMB is "sincere" about drafting a renewal bill, and not merely staging a publicity stunt.

FCC Chairman Richard Wiley was given a warm reception for his luncheon address to the convention Friday, in which he said, "While I am not a separationist, I do believe that radio—and, indeed, FM radio—should be regulated in a manner appropriate to its special character and the particular service that it renders to the American public." In that spirit, he ticked off a list of commission activities designed to revise or delete radio rules.

Concentrating his focus on license renewal, he said that he favors longer terms for radio and TV. "I believe we could do a better job of weeding out the 'baddies' if we had fewer applications to process each year," he said.

Mr. Wiley said he expects that the proposed short form radio renewal application will be further shortened. Question 23, which requires a complete and precise accounting of nearly every minute of the composite week, is an example, he said, of a question that is both burdensome and essentially unnecessary.

He also said the FCC is "giving serious consideration" to setting a higher population cutoff point for stations to become exempt from the commission's experiment with continuous ascertainment. At present, exemptions are granted stations in communities with under 10,000 people.

The convention that showcased this activity was by all accounts of those attending bigger and better than NAFMB's first

effort in New Orleans last year. That convention was considered a success. Mid-convention estimates showed that attendance was up from about 700 radio broadcasters last year to about 850 this year. Counting exhibitors, participants and others, as many as 1,500 were expected to register before the convention closed Saturday. Although the convention was billed as an all-radio attraction, AM-only operators were, as last year, a small minority. The vast majority of the broadcasters attending, about 80%, according to one NAFMB staffer, were operators of AM-FM combinations.

The convention theme—radio people are "winners"—was emblazoned on programs, placards, even give-away tee-shirts, and it appeared to have made its impression on the conventioners, many of whom said they were just glad to have a chance to come together without interference from TV broadcasters.

Many of the newcomers said they had decided to sample this year's NAFMB convention fare after hearing by word of mouth of last year's success. They said they were not disappointed.

The most tangible evidence of growth at the NAFMB convention this year was the exhibit hall. In all, 88 10-foot by 10-foot booths were sold to manufacturers—both hard and soft ware—rivaling the 53 booths sold last year. Some of the floor exhibitors also occupied a hospitality suite as did 32 syndicators and station rep firms.

All the exhibitors seemed happy with the traffic on the exhibit floor and some, particularly the program sellers, said sales were brisk. "It's a pleasure to be where everyone is audio-minded," said one. If I had to choose between this and the NAB convention, where one in 10 registrants is looking for radio products," said another, "I'd choose this."

Next year, Sept. 19-20, the NRBA convention will be held in San Francisco at the Hyatt Regency Embarcadero. Chicago will be the site in 1977.

Family hour takes a beating from religion

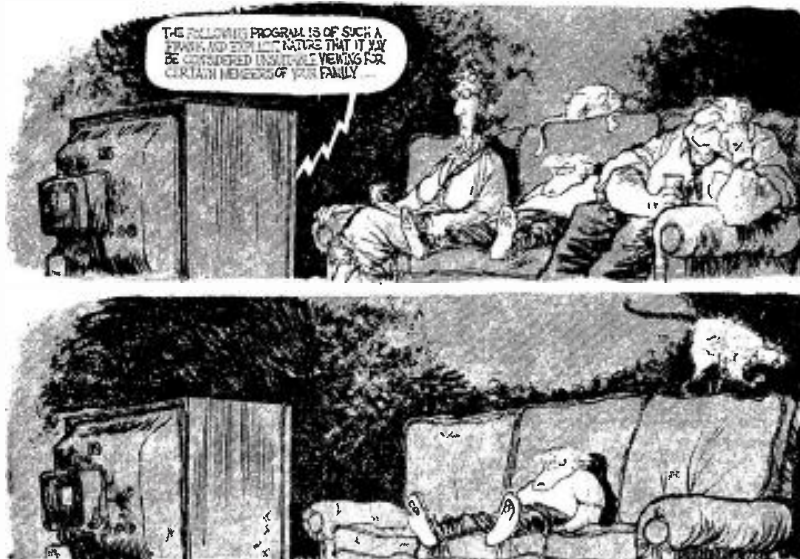
Morality in Media group and Catholic bishop's conference meet with Wiley, say plan is not effective solution, demand public hearings by the FCC

Family viewing was not doing very well, public-relationswise, last week. The self-regulatory device that the networks and the National Association of Broadcasters worked out with FCC Chairman Richard E. Wiley as a means of meeting the criticism of those in Congress and among the public who feel there is excessive sex and violence on television took one blast on Wednesday from the U.S. Catholic Conference's Administrative Board, and another on Thursday from a group called Morality in Media.

Neither liked it as a device. And both complained it was created without input from the public. Three clergymen who represent Morality in Media called on Chairman Wiley with a plea that the commission hold public hearings across the country to obtain "a definition of public attitudes" on the "gratuitous sex and violence in television programming."

Chairman Wiley told the clergymen—Rabbi Julius Nuemann and the Reverends Morton A. Hill, S.J., and Dr. Winfrey C. Link, a Methodist—that he is aware of how people feel and that he shares the feelings of many. But he has no plans to conduct the kind of hearings the clergymen requested.

The commission, he said later, is barred by the no-censorship provision of the Communications Act from "doing anything more" in programming matters. "I am not interested in holding a hearing if no regulatory purpose is to be served." He feels family viewing—under which sta-



By MacNelly for the Richmond News Leader

tions reserve the first two hours of prime time for viewing suitable for the entire family—is, if not a solution to the “whole problem, a step in the right direction.”

And so Morality in Media, a multid denominational group that disseminates information on the problems “of offensive media and the pornography traffic, and encourages and channels community expression about that traffic,” will hold the public meetings itself. It has already held two—in Sioux City, Iowa, and Nashville; its next three will be in New Orleans, Detroit and Boston, the clergymen said.

The USCC board, which is composed of 29 bishops, expressed its views on family viewing in a statement issued in Washington. It called the plan “unacceptable” because its success depends on the networks’ own effectiveness at self-regulation.

No account of public views or local broadcast sentiment was included in the closed-door meeting with FCC Chairman Wiley which gave rise to the family-viewing plan, the board contended. Without cooperation from those sectors, claimed the board, self-regulation in this context is merely unilateral activity performed behind closed doors. The “core obstacle” to real self-regulation, said the board, is commercialism and the networks’ need to appeal to the lowest common denominator to gain high audience figures. On that point, the board recommended congressional investigation of the broadcast rating system.

The family-viewing plan with its “advisory warnings” was seen by the board as little more than a rating code similar to the one advanced seven years ago by the Motion Picture Association of America. The MPAA code was originally supported by the Catholic Church but the church later withdrew its support when it concluded the code gave some film makers an “anything goes” invitation once the “kids were protected.”

The board expressed concern that the family-viewing plan would result in much the same way as the MPAA code, but with even worse consequences since television comes into the home. Viewer advisory warnings, it said, only open the door to attract larger audiences.

The USCC board questioned the effectiveness of the NAB in implementing the family-viewing concept, pointing out that the trade organization’s function is to argue for the interests of its members before the government and the public. It was also contended that no more than 60% of all stations belong to the organization and that the NAB has no way to discipline members who choose not to abide by the television code.

While the board said it was committed to self-regulation rather than government intervention in program content, it felt Congress had an obligation to “effectively legislate against the broadcast of violent, obscene or indecent material” by clarifying the present uncertainty on the FCC’s authority to deal with the problems under the U.S. Code.



Monroe

Emancipation from fairness doctrine urged by NBC’s Monroe

Keynoter at RTNDA convention says government editing is hamstringing broadcasting and can be expected to extend to all media

Bill Monroe of NBC News last week condemned the fairness doctrine as a “loophole big enough to permit bureaucrats and congressmen and judges to make decisions . . . about how the most important news media shall handle the news.” He also said radio and TV should be made more democratic by permitting the audience greater participation.

Mr. Monroe made these and other remarks in his keynote address to the Radio-Television News Directors Association conference in Dallas last Wednesday. He is currently the Washington editor for NBC’s *Today* show, but in November will become moderator of *Meet the Press*.

In his speech, Mr. Monroe endorsed bills now pending in both houses of Congress—the primary one is S. 2 by Senator William Proxmire (D-Wis.)—that would not only abolish the fairness doctrine, but prohibit any government intrusion in broadcast programming decisions. He said he advocates granting broadcast licenses on a permanent basis with revocation possible only for technical violations of frequency assignments. “There is no other clean and clear cut way to provide the same full independence from government for broadcasters that publishers now have,” he said.

Government treats the electronic media as “not-quite-press,” Mr. Monroe said, but sees the First Amendment “more clearly when you invoke the word newspaper.” He said the need to develop some criteria for assigning broadcast channels

“does not require government editing. The contention that it does comes from politicians who are happy to deal themselves a bit of power over the media.” It also comes from “intellectuals,” “newspaper types” and from “liberals hostile to corporate power.”

He criticized some broadcasters, including broadcast newsmen, who have accepted the fairness doctrine as “natural, if not divine.” “They have learned to love their cages,” Mr. Monroe said.

The fairness doctrine, he said, has caused a “chill of nervousness about government affecting all of broadcasting—the kind of chill the First Amendment was meant to ward off.” He said the doctrine cannot “improve the boldness of broadcasting in covering politics and government. The effect can only be negative.”

He said obtaining passage of the bills to eliminate the fairness doctrine is “going to be the work of a decade,” adding, “emancipation was never likely to come easy.”

Mr. Monroe suggested that broadcasters can eliminate pressure from those who want more government regulation of broadcasting by granting greater access to the airwaves for viewers. Unlike the print press, which permits criticism and editorializing by readers, he said “broadcasting, television in particular, presents the forbidding appearance of being closed in like a building without windows, undemocratic, unwilling to let the audience have a regular say where it counts—on the air.”

Elmer Lower on the responsibilities that go hand-in-hand with free press

Elmer W. Lower, ABC Inc. vice president for corporate affairs, told RTNDA delegates that they should use their positions to lead the fight for freedom of the press.

Mr. Lower, who received the Paul W. White Memorial Award during the convention last week, said that newsmen can advance the cause of press freedom by teaching the public about the First Amendment and by disseminating information and ideas that would lead to good government.

Mr. Lower, one-time president of ABC News, said that his files on worldwide media responsibility “contain not nearly as much information as those on world press freedom.” He said that “perhaps that tells us something. Maybe those of us who constantly yell for freedom of the press should spend as much time in talking about and demonstrating our responsibility.”

He called on the news media to “sell” freedom of the press to the public. He said “we must convince our readers, listeners and viewers that the First Amendment is to protect them, to make sure they have a free flow of information on which they can make intelligent decisions at the ballot box.”

Mr. Lower said his mail over the past 12 years has convinced him that many Americans do not understand and value freedom of the press.

In Brief

■ CBS Inc. Washington Vice President **Richard W. Jencks** tendered resignation to President Arthur Taylor, effective on 55th birthday, April 18, 1976. He will remain fully operational in interval, has no plans yet for future. Move was "entirely my initiative," he said Friday, based solely on "desire to retire and take up other things." CBS career, in two tours, included posts as general counsel, executive VP of television network and presidency of CBS/Broadcast Group. ■ **Maximum fine FCC could impose on broadcasters** would be doubled and cable television operators would for first time be made subject to FCC fines, in legislation introduced in Senate last week by Warren G. Magnuson (D-Wash.), chairman of Commerce Committee. Bill (S. 2343), introduced at request of FCC, would raise maximum forfeiture from \$1,000 to \$2,000 for single offense and from \$10,000 to \$20,000 for multiple offenses. Bill would also expand commission's forfeiture authority to other groups subject to Communications Act, including equipment manufacturers, and would extend period in which notices of apparent liability could be issued (from 90 days to one year, in case of nonbroadcast licensees, and, in case of broadcasters, from one year to one year or to end of license term, if that is greater). ■ Cox Broadcasting Corp., Atlanta, has bought **KOST(FM) Los Angeles** from McLendon Pacific (B.R. McLendon, chairman; Gordon McLendon, president) for \$2.5 million in cash and notes, subject to FCC approval. Cox owns five VHF television stations, five AM's (including KFI Los Angeles) and four FM's. KOST operates with 12.5 kw on 103.5 mhz with antenna 3,100 feet above average terrain. Broker was Blackburn & Co. ■ Current hue of **red ink in New York cable** operations surfaces in petitions filed by Manhattan Cable TV and Teleprompter Manhattan Cable TV to boost monthly charges from \$9 to \$10 for homes with one TV set and from \$4 to \$5 for second sets. Manhattan Cable lost \$2,245,422 in 1974, expects to lose \$1,370,000 in 1975 and \$783,500 in 1976. Teleprompter Manhattan lost \$5,068,000 last year, expects losses of \$4,180,000 this year and \$4,545,900 next year. ■ NBC-TV is using owned KNBC(TV) Los Angeles for three-week test to determine whether **Ellery Queen** (Thursday, 9-10 p.m.) will play better in **Policewoman's** time slot (Friday, 10-11 p.m.), and vice versa. ■ FCC has designated **WLIR(FM) Garden City, N.Y.**, renewal application for hearing on issues involving Stereo Broadcasters Inc.'s ownership qualifications, station supervision and representations to commission. Issues were raised in petition to deny filed by Franklin M. Wolfe, president of A.M.S. Radio, competing applicant for new station on WLIR's frequency (92.7 mhz). ■ **Jack R. Howard**, 65, president of E.W. Scripps Co. and general editorial manager of Scripps-Howard Newspapers, will retire Dec. 31. He will remain chairman of Scripps-Howard Broadcasting Co. ■ **RCA corporate reorganization** has been announced by Chairman Robert W. Sarnoff, topped by new Office of Chairman, comprising Mr. Sarnoff, President Anthony L. Conrad and newly elected presidents of three major groupings: Edgar H. Griffiths, RCA Electronics; Howard R. Hawkings, RCA Communications, and yet-to-be-named president of RCA Diversified Businesses, which Mr. Griffiths has headed and will serve as acting president pending selection of successor. NBC will continue to report directly to Mr. Sarnoff. ■ FCC disciplinary proceeding against Washington attorney **Benedict P. Cottone** got off to anything but smooth start Friday. Mr. Cottone asked Justice Samuel Steinfeld of Kentucky, chosen by commission to preside, to disqualify himself, contending that his selection by FCC officials was contrary to fairness. Justice Steinfeld refused. Mr. Cottone also asked commission to pick up tab for defense witness expenses and said he would defend himself because he cannot afford counsel. Later he said he would ask commission to stay proceeding pending decision by U.S. Court of Appeals on whether commission has jurisdiction in proceeding against him. ■ Citing numbers of children injured imitating Evel Knievel, Congressman **John M. Murphy** (D-N.Y.), in letter to ABC-TV VP Alfred Schneider, urged network to cancel planned broadcast of Knievel's Oct. 25 jump, claiming ABC was "leading these children to self-inflicted maiming." ■ FCC Commissioner **Abbott Washburn** says family viewing is "significant self-regulatory step on the part of broadcasters" but that it is too early to call it success or failure, "as many of its critics are doing." Commissioner, who addressed Minnesota Broadcasters Association, in Albert Lea, expressed hope that broadcasters will implement family viewing in manner that will "temper any reaction," either on side of "unnecessary censorship" during family viewing, or on side of presenting gratuitous violence after family viewing period. ■ FCC has granted Metromedia Inc.'s renewal for WTTG(TV) Washington for remainder of license term ending Oct. 1, conditioned on station's efforts to upgrade its affirmative action programs. Station is currently confronted with petition to deny its 1975 renewal application on equal employment grounds, brought by Black United Front (BROADCASTING, Sept. 8) — same group that filed against WTTV renewal in 1972.

RCA TK-76: the TV camera with film camera freedom.



NO BACKPACK.

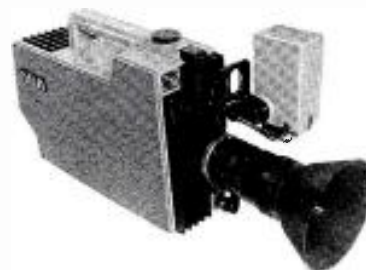
A single-unit TK-76 Color Camera contains all the electronics, yet weighs just 19 pounds. It offers 12v. DC or 6-pound battery pack operation.

Among its many features: automatic iris and white balance; horizontal and vertical aperture correction; exclusive sealed, shock-mounted prism optics; built-in sync generator with gen-lock.

Price is a major feature: under \$35,000.

If all this says "news camera", fine. But the TK-76 is great for many live or taped remotes. And for specialized studio assignments, too.

Join the networks and the many knowledgeable broadcasters who are reserving the TK-76 for '76 delivery. Place your order now for the one TV camera with film camera freedom. For details, write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



RCA

Rate increases seen by Rule as big increment in future growth

But he says more research needed to document values of television

Television growth has passed the explosive point and will come more slowly and from different sources, but "there's a lot of growth left," Elton H. Rule, president of ABC Inc., said last week.

One further source of growth is increased rates, he said in a speech at the Institute of Broadcasting Financial Management's annual conference in Los Angeles.

"Revenue isn't just a matter of how much inventory you have to sell," he said. "It is also a matter of how much your customers are willing to pay for what you have to sell. We have said in the past that television is underpriced, relative to its competition and also relative to the benefits it provides its advertisers."

This, he continued, involves a challenge to resist rising cost pressures and an opportunity to develop new advertisers and generate greater demand among current TV users.

"If our inventory is fixed, and the number of people wanting a part of it increases, then the value of our inventory should rise accordingly," Mr. Rule said.

He called for more effort to document TV's advertising effectiveness. "The real effectiveness of 30 seconds of television, or of a season-long television campaign, is still imperfectly known," he said. "We have some very convincing case histories to offer. We can cite advertisers whose products virtually owe their life to television, and we can cite other advertisers whose products lost perceptible market shares when television advertising was cut back or canceled.

"But we do not yet have a definitive, apples-to-apples way of comparing ourselves to the other media with which we compete. We may never have one. But we are going to come closer and closer, as we build up our portfolio of case histories and as we progress with research into why and how well television advertising works. As we do, it seems very clear that our entire industry will benefit. And so I urge all of you to join in focusing your efforts on this vital aspect of planning and developing the future of our industry."

**Wingren to president of IBFM;
Loiello to president of BCA**

W. Martin Wingren, VP-finance, Kaiser Broadcasting Corp., was elected president of the Institute of Broadcasting Financial Management last week at the IBFM management convention. Mr. Wingren succeeds Arno W. Mueller, Storer Broadcast-



Rule

ing, who was elected chairman of the board.

Other new IBFM officers: Harold Poole, Gilmore Broadcasting, Kalamazoo, Mich.; vice president, Gene Anderson, Forward Communications, Wausau, Wis., secretary; Joseph McCabe, KPLR-TV St. Louis, treasurer.

New members of the board are Raymond J. Tucker, Cox Broadcasting Corp., Atlanta; Peter K. Nelson, WISN-AM-FM-TV Milwaukee; Glen B. Banks, Combined Communications, Phoenix; Michael M. Schreter, Golden West Broadcasters, Los Angeles, and William J. Key, WHBQ-AM-TV Memphis.

Mr. Mueller also was elected chairman of the Broadcast Credit Association. Other BCA elections: Lawrence P. Loiello, Peters, Griffin, Woodward, New York, president; Howard Brandt, WGN Continental, Chicago, vice president; Fred Cige, Metromedia, New York, secretary; Alan Lajtay, ABC-TV New York, treasurer. Elected to the BCA board were Joseph McCabe, KPLR-TV St. Louis, and Cecil L. Walker, Combined Communications, Denver.

Two cost concerns for IBFM: liability in promotions and performer's royalty

Dwight Case, president of RKO Radio, in his luncheon speech to the IBFM convention, warned the delegates of the implications of a California state supreme court decision holding KHJ(AM) Los Angeles financially liable in the death of a motorist in an accident caused by two youths racing to catch a disk jockey in a promotional contest sponsored by the station.

The decision, said Mr. Case, could "change the entire climate of promotional advertising." There is now a greater need for "foreseeability" in creating promotions such as the "Find the DJ" contest. In that case, one of the youths settled out of court with the family of the dead man; a lower court jury, upheld by the higher court, awarded the family \$300,000 from the other (BROADCASTING, Sept. 1).

Mr. Case also called on the IBFM deleg-

ates to campaign against the proposed performer's royalty legislation pending in Congress. "My casual confrontations with broadcasters around the country leads me to believe that we, as an industry, are apathetic about its outcome," said Mr. Case. "Most say, 'don't worry, it's not going to pass.'"

"I believe it might," he said. "Imagine the pressures that will be put on your music directors and your program directors if talent has found a new avenue of income."

Performer's royalty was also a subject of one of the half-dozen panel sessions of the first day of the convention. At that workshop, representatives of the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. said they opposed passage of the bill.

The major discussion at the music-licensing session, however, was on auditing by broadcasters of the music licensing societies, since, as one broadcaster said, "ASCAP and BMI are always auditing us."

Louis Weber of ASCAP said it was necessary to audit broadcasters because many do not understand their contracts, or made judgments that were different from ASCAP's, or "try to cut corners."

IBFM members said, however, that they wanted to be sure that the societies were distributing the money, much of it from broadcasters, properly and efficiently.

More skirmishes in the fight for New York's channel 11

FCC Broadcast Bureau and Forum find fault in Tierney's proposed decision favoring WPIX

The six-year-old contest for the frequency on which the Tribune Co's WPIX(TV) New York operates—channel 11—has resumed in full force, with two blows being delivered against the initial decision of the FCC administrative law judge presiding in the case who favored renewal of the station's license.

The decision was a distortion of the record and erroneous, said the FCC's Broadcast Bureau, which in August 1974 recommended a denial of WPIX's renewal application and a grant of the competing application of Forum Communications Inc.

The decision was based on the judge's "personal theories, prejudices and speculation concerning the realities of television in general and WPIX and Forum in particular," not on the facts, said Forum, which is composed of New York area residents and is headed by Lawrence K. Grossman.

The principal issue in the case involves

allegations that WPIX or its employees distorted, falsified or misrepresented the news it broadcast, and what steps WPIX took to control its news operation once the alleged practices were called to its attention.

The pleadings follow the failure of the parties to settle the case. The commission last month refused to approve the agreement they had reached in April, contending that the public interest benefits were not sufficiently clear. It provided for reimbursement by WPIX of the \$310,885 that Forum said it had spent in prosecuting its application, the creation of a \$150,000 fund for the development of programs and minority training programs, and the election of a Forum stockholder to the WPIX board of directors.

The initial decision, by Judge James Tierney, held that the evidence introduced in connection with the news practices issue was insufficient to warrant disqualification and that WPIX had done a praiseworthy job in ascertaining, and providing programming to meet community needs (BROADCASTING, Dec. 16, 1974).

The Broadcast Bureau, however, said the initial decision distorts or disregards evidence which shows that WPIX "falsified and misrepresented the news" during the period principally under examination, between August and November 1968. And it adds that the initial decision "erroneously relied on WPIX's defense that the record does not show any instances of distorted, falsified or misrepresented news, but only 'incorrect or incomplete identification of news reports or film clips used in the reports.'"

The Broadcast Bureau cited 16 specific instances of alleged news distortion. They involve the "via satellite" supers on film that did not come via satellite and the identification of the place of origin of audio reports as Prague, during the Soviet invasion of Czechoslovakia, when in fact the reports were coming from Vienna. One incident involves film of a tank shot at Fort Belvoir, Va., that the station identified on the air as having been filmed in Vietnam's Central Highlands.

These "news malpractices," the Broadcast Bureau said, "constitute precisely the kind of misconduct that the commission has stated it should and will act against." And it said the initial decision was wrong in concluding that WPIX's news practices were constitutionally protected. "Although the commission will not interfere in editorial decisions or news judgments, or adjudicate the 'truth' of an event, it can and will act 'where there is extrinsic evidence that news has been staged or distorted,'" the bureau said. And the record, it added, indicates that WPIX was guilty of "staging" or "distortion."

WPIX had assigned responsibility for the alleged distortions to the producer of the evening news program. And the initial decision held that the producer's wrongdoing could not be attributed to WPIX, since the licensee did not know that misleading news items were being broadcast.

But the Broadcast Bureau rejected that contention: "This holding flies in the face of a 'fundamental principle of licensee responsibility' . . . namely, that a broadcast licensee is fully responsible for the actions of its employees and cannot escape responsibility for the operation of the station by merely blaming the employees."

The pleading also said that WPIX failed to tighten its control over the newsroom even after the "news malpractices were brought to its attention." It was not, in fact, until after the commission had begun its own inquiry, Forum had filed its competing application, and "another instance of improper use of film" had occurred that WPIX adopted "standards and safeguards."

The Broadcast Bureau also disagreed with another of Judge Tierney's conclusions—that Forum was not financially qualified to build and operate a station. Judge Tierney had held that, in view of rising film prices, the \$4 million available to Forum, plus \$250,000 in a contingency fund, was inadequate. The Broadcast Bureau said that although "some" film may have risen in price, there is nothing to indicate Forum must use that film or cannot use other film whose price has not increased.

Forum, in its pleading, also stressed the news practices issue. But, in addition it hit on the integration-of-management-and-ownership and diversification-of-media themes. It said many of its principals are "outstanding local television professionals—including representatives of minority groups and women—who will manage the station."

And it said that while it has no media interests, WPIX is owned by the *New York Daily News*, the dominant newspaper in the New York area, which also owns WPIX-FM and WICC(AM) Bridgeport, Conn. The *News* also has an interlocking ownership with the Tribune Co., which has numerous broadcast and newspaper holdings.

Forum acknowledged that there is support for the proposition that the commission may consider the diversification criterion in light of WPIX's past broadcast record. And if WPIX had demonstrated "superior performance," Forum added, that would be enough to outweigh Forum's preference under the diversification issue. But, it said, WPIX compiled "the worst record of any VHF station in New York City."

WPIX will file its reply to the Broadcast Bureau and Forum in two months.

The FCC's at the NAB's

The National Association of Broadcasters has announced the names of those who will participate in the FCC panels of the first two of the fall radio conventions NAB and the Radio Advertising Bureau are sponsoring jointly this year (BROADCASTING, Aug. 25). The panels will make up

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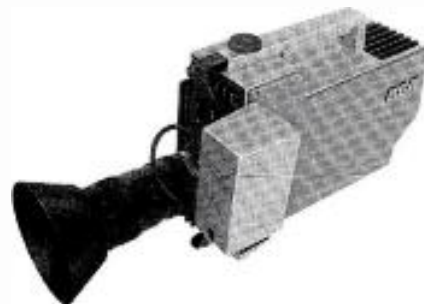
You can pay a lot more for a lot less color TV camera.

For instance, you won't find a shock-mounted optical system in any other portable. At any price.

In the TK-76, you will find fast turn-on, prism optics, built-in sync generator with gen-lock, automatic iris, automatic white balance, adjustable viewfinder, and 12v. DC or battery pack operation, all in a shoulder-mounted, 19-pound camera that needs no backpack nor control unit, and all for less than \$35,000.

The TK-76's film camera freedom lets one or two people do news remotes, sports, special events, documentaries, even profitable local spot commercials.

Never has a camera of this quality been available in this size and at this price. Why not reserve your TK-76 now for the many news-making events of '76? Call your RCA Representative, or write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



RCA

the last session of each of the two-day convention and will be composed of FCC staff members who will review commission policies and will respond to questions from the floor.

Sitting on the panel at the first convention in Atlanta, Oct. 13-14, will be Ashton Hardy, general counsel; William Ray, chief of the Complaints and Complicance Division; Richard Shibben, chief of the Renewal and Transfer Division; Lionel Monages, chief of the Industry Equal Employment Opportunity Unit; Martin Levy, chief of the Broadcast Facilities Division and Phyll Horn, chief of the Field Operations Bureau.

In Boston, Oct. 16-17, the FCC panelists will be Arthur Ginsburg, assistant chief of the Complaints and Compliance Division; Neal McNaughten, assistant chief for engineering, Broadcast Bureau, and Paul Putney, assistant chief, Broadcast Bureau.

New York to L.A., listeners are turning to FM

Latest ARB figures show marked increase in FM listening since '70, Chicago having the greatest gain with Boston close second; for most markets audience growth exceeds increase in new stations

FM listening in the top-10 radio markets represents more than one-third of all radio listening in those markets, reflecting an 81% increase since 1970, according to a special Arbitron Radio study ("Closed Circuit," Sept. 15). In April/May 1970, FM's share was 20.1% of all radio listening, Arbitron said; in April/May this year it was 36.4%.

FM stations in Detroit had the highest share this year, 41.1%, followed by Washington at 40.7% and Philadelphia at 39.7%. But the biggest gains over the five-year span were by the FM's in Chicago, whose share was up 137.6%, and in Boston, up 104.2%, Pittsburgh, up 102.7%, and Philadelphia, up 101.5%. Among the other top-10 markets, New York's FM share was up 55.5%; Los Angeles 66.5%; San Francisco 53.1%; Detroit 97.6%; Washington 48% and Dallas/Fort Worth 86.3%.

Arbitron said the 81% gain in average FM share "is particularly startling because the average number of listed FM stations per market increased only 31% during this [1970-75] period." With one exception, the gains in audience share in individual markets also substantially outstripped the increase in FM stations in those markets. The exception was San Francisco, where the number of FM stations rose 57% while FM audience share increased 53.1%.

At the other extreme, Pittsburgh FM's increased their share by 102.7% although the number of Pittsburgh FM stations rose by only one, or 8%.

Since FM's share increased, AM's had

FM RADIO SHARE TRENDS TOP TEN MARKETS

MARKET	STATIONS REPORTED		SHARE		AVERAGE STATION SHARE	
	TOTAL	AM	FM	AM	FM	AM
1970						
New York	39	16	23.4	69.1	1.5	3.0
Los Angeles	36	13	21.2	69.7	1.6	3.0
Chicago	30	12	13.3	78.6	1.0	4.4
Philadelphia	25	10	19.7	68.3	2.0	4.6
San Francisco	29	14	21.3	67.6	1.5	4.5
Detroit	28	17	20.8	70.0	1.2	6.4
Boston	27	9	19.0	72.7	2.1	4.0
Washington	31	12	27.5	65.0	2.3	3.4
Dallas/Ft. Worth	30	13	20.5	72.0	1.6	4.2
Pittsburgh	30	12	14.7	79.2	1.2	4.4
AVERAGE	31	13	20.1	71.2	1.6	4.2
1972						
New York	38	18	28.1	61.8	1.6	3.1
Los Angeles	46	20	28.1	63.6	1.4	2.4
Chicago	32	15	23.4	67.2	1.6	4.0
Philadelphia	27	12	34.8	54.3	2.9	3.6
San Francisco	29	13	24.7	60.9	1.9	3.8
Detroit	27	16	32.1	56.6	2.0	5.1
Boston	34	14	25.0	67.1	1.8	3.4
Washington	31	13	37.1	53.3	2.9	3.0
Dallas/Ft. Worth	32	15	27.6	65.5	1.8	3.9
Pittsburgh	30	14	20.3	72.9	1.5	4.6
AVERAGE	33	15	28.1	62.3	1.9	3.7
1974						
New York	37	19	33.2	56.9	1.7	3.2
Los Angeles	48	21	33.9	58.2	1.5	2.2
Chicago	32	16	27.8	63.6	1.7	4.0
Philadelphia	27	13	34.5	53.3	2.7	3.8
San Francisco	38	19	29.6	60.1	1.6	3.2
Detroit	34	20	38.4	53.1	1.9	3.8
Boston	34	13	31.6	60.5	2.4	2.9
Washington	32	14	39.4	51.7	2.8	2.9
Dallas/Ft. Worth	31	15	37.5	57.4	2.5	3.6
Pittsburgh	30	12	30.2	62.4	2.5	3.5
AVERAGE	34	16	33.6	57.7	2.1	3.3
1975						
New York	42	21	36.4	53.9	1.7	2.6
Los Angeles	47	20	35.3	57.1	1.8	2.1
Chicago	34	19	31.6	60.0	1.7	4.0
Philadelphia	27	14	39.7	50.5	2.8	3.9
San Francisco	41	22	32.6	57.5	1.5	3.0
Detroit	34	20	41.1	52.2	2.1	3.7
Boston	31	13	38.8	52.6	3.0	2.9
Washington	30	14	40.7	49.2	2.9	3.1
Dallas/Ft. Worth	31	15	38.2	55.7	2.6	3.5
Pittsburgh	32	13	29.8	62.6	2.3	3.3
AVERAGE	35	17	36.4	55.1	2.2	3.2

Source: Arbitron Radio. April/May each year. Total Persons 12+ Monday-Sunday, 6 AM-Midnight.

to decline. And it did, from 71.2% of radio listening in 1970 to 55.1% in 1975, or by 22.6%. The average FM station's share rose from 1.6% of the audience to 2.2%, while the average AM's dropped from 4.2% to 3.2%.

Arbitron's report showed details for four of the 1970-75 years as shown above (AM and FM figures in the middle share column do not add to 100%; the difference represents listening to stations whose ratings are below Arbitron's minimum reporting standard).

Hart on the mend

Senator Philip Hart (D-Mich.), chairman of the Senate Antitrust Subcommittee, is presently recovering from an operation performed two weeks ago for removal of "a small, isolated nodule on his right lung. Tests last week revealed that the nodule was not cancerous, his Washington office reported. Another small nodule, this one malignant, had earlier been found in the senator's arm.

Two years later, petitions to deny are held to be based on false alarms

FCC judge can find no proof that New Orleans stations recruited armed civilians when sniper was at large

An allegation that was used in May 1973 as a basis for a petition to deny the license renewal applications of 21 New Orleans radio stations appears, finally, to have had no basis in fact. At least, an FCC administrative law judge could find no basis after a hearing held to help the commission decide whether to designate Storz Broadcasting Co.'s renewal application for WTX(AM) for hearing.

The allegation was made after a sniper had terrorized New Orleans from the roof of a Howard Johnson's motel, on Jan. 7, 1973. A New Orleans resident, Linda G. Roosevelt, said she had heard WTX and possibly other stations in the city broadcast an announcement that the police were seeking help from armed civilians in capturing the gunman. There was also congressional testimony by the city's superintendent of police of "an unauthorized and unsolicited announcement" by a radio station that the police needed the help of "marksmen with high-powered scopes to assist them."

Two members of the New Orleans-based Southern Media Coalition filed the petition to deny against the 21 stations on the basis of those statements. The petition asserted that the announcement nearly incited a riot, and that such action was improper for a broadcast licensee.

All of the stations named in the petition denied being involved. Later, the petitioners withdrew the petition as it affected five stations. And the commission rejected the petition against all of the other stations, except WTX, on the ground that it lacked specificity.

The commission ordered a hearing on Storz's application, but changed its mind and asked Chief Administrative Law Judge Arthur Gladstone to hold an investigative hearing, to determine whether a renewal hearing was warranted, after Storz vigorously restated its denial that it was responsible and urged the commission to reconsider.

Judge Gladstone heard five days of testimony in New Orleans from police department members, broadcast licensees and local residents, listened to tapes, and notified the public through the media of the inquiry as a means of reaching individuals who might have information.

Judge Gladstone's conclusion after sifting the evidence: "There is a very strong probability that the alleged broadcast ... did not occur." He suggested that, instead, a remark by one or more announcers on different stations and at different

times "was probably misunderstood by some few members of the public."

Judge Gladstone noted that coalition has suggested that the alleged broadcast was designed to attract whites "to the shooting gallery at the motel" or, "at the worst," incite whites indiscriminately to shoot blacks. But, he added, there were confirmed reports of only three armed citizens at the motel, two of them black.

If the broadcast media did in fact make the claimed broadcast announcement, Judge Gladstone said, "the public response was remarkably ineffectual and minuscule. That fact tends to belie the proposition that such a broadcast did, in fact, occur."

Star transfer moves into FCC arena

Commission to hold prehearing conference tomorrow in wake of agreement by stockholders to sell to Allbritton

Joe L. Allbritton, the Texas banker and businessman who is now publisher of the *Washington Star*, has cleared one new hurdle in his effort to gain control of the parent company, and his attorneys were preparing for the next, and most difficult.

The owners of more than 99% of the outstanding shares of the Washington Star Communications Inc. had expressed their agreement by a 5 p.m. deadline on Sept. 15 to sell Mr. Allbritton their shares. Mr. Allbritton, who already owned 10%, had offered to buy the 17,846 shares at \$1,600 a share, for a total of \$28.5 million.

The more difficult problem in acquiring control involves obtaining the FCC approval of the transfer of WSC's broadcast properties—WMAL-AM-FM-TV Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

The commission last month refused to approve the transfer without a hearing. At that point, Mr. Allbritton was seeking to acquire only 37% of the stock. But that would have given him de facto control, and commission rules prohibit the transfer, intact, of broadcast-newspaper and radio-television properties in the same market. Mr. Allbritton, in his tender offer, said he would comply with the crossownership rules, but asked for at least two years in which to comply. He says his principal interest is in retaining the newspaper, but the offer does not foreclose his selling or closing the *Star*. In that event, however, he would be obliged to dispose of the Washington television station or the radio outlets within one year.

Mr. Allbritton's attorneys last week were preparing a filing—the precise form had not been decided on by midweek—reflecting the objectives of the tender offer.

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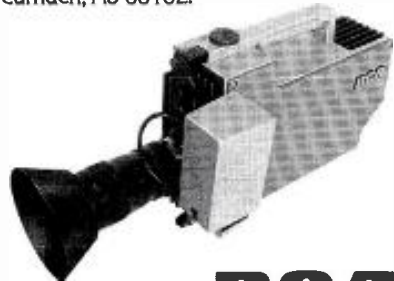
Aim-and-shoot automatic features deliver film camera quality even in low light. Instant warm-up puts you on-air or on tape just seconds after you're on the scene.

There's no cumbersome backpack or control unit to hold your reporter back from the action. The 19-pound, self-contained TK-76 is powered by a 6-pound battery belt or a car's 12v. DC cigarette lighter.

The TK-76 is great for documentaries and profitable local spot commercials, for specialized sports and studio assignments, too.

Best of all, it's all yours for less than \$35,000.

The list of orders is growing, so place yours now and be way ahead in '76. See your RCA Representative, or write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



RCA

Mr. Allbritton's effort to gain control of the company should emerge this week, not only with the filing of the new transfer request but at a Tuesday FCC prehearing conference, at which parties involved in the transfer will discuss the procedural steps to be taken in light of the tender offer.

The original transfer proposal was opposed by Michigan publisher John McGoff, who wants to buy the *Star* but not the affiliated broadcast properties, and by several local citizen groups.

Mr. McGoff was said last week to be still determined to oppose the new proposal, but his Washington attorney, Jay Baraff, said no decision on that point had yet been reached.

Charles Firestone, of Citizens Communications Center, counsel for three of the local groups involved, said he was conferring with Mr. Allbritton's attorneys in an effort to resolve their differences, and was hopeful the talks would succeed. The groups would like Mr. Allbritton to make an affirmative effort to dispose of the properties to minority groups and, in the interim, provide for public access to the stations' facilities and strengthen minority employment.

ANCO elects new officers

The Advisory Council of National Organizations to the Corporation for Public Broadcasting elected new officers

last week. Named to the executive council were: the Rev. Patrick J. Sullivan, S.J., of the United States Catholic Conference as chairperson; Nancy McMahon, American Council for Better Broadcasts, and Yvonne Price, NAACP, as vice-chairpersons; and Cathy Irwin, National Organization for Women, Al Zack, AFL-CIO, and James B. Williams, National Urban League, as executive committee members-at-large.

Outgoing chairperson, the Rev. William F. Fore noted the changes in the CPB since he took over ACNO three years ago and was optimistic concerning the future. The problem of long-range funding is still around, but, he said, "The opportunities for public broadcasting were never brighter, and the opportunities for ACNO were never better."

Changing Hands

Announced

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

■ WAPT(TV) Jackson, Miss.: Sold by American Public Life Insurance Co. to Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nichols, William Neville III, Dr. Louis A. Farber and Dr. Russell Birmingham (one-sixth each) for \$500,000 plus assumption of about \$3 million in liabilities. Principal in seller is Richard O. Rush who is board chairman of American Public Life and has interest in WRBT(TV)

Baton Rouge. Mr. Roberts, Pearl, Miss., physician, and Mr. Hopper own one-third each of WLIN(FM) Jackson. Drs. Farber and Birmingham practice in Jackson and Nashville, respectively. Mr. Nichols is Jackson attorney, and Mr. Neville is in Jackson and Memphis retail clothing and Jackson restaurant businesses. WAPT is ABC affiliate on channel 16 with 794 kw visual, 158 kw aural and antenna 1,166 feet above average terrain.

■ WAIK(AM) Galesburg, Ill.: Sold by Webster Broadcasting Co. to Creative Broadcasting Inc. for \$315,000 plus \$10,000 covenant not to compete. F. C. Webster owns seller and has no other broadcast interests. Buyer is owned by Glenn W. Barger Jr. (90%), president of Morton, Ill., insurance agency, and Harold O. Bastian (10%), station manager at WSWT(FM) Peoria, Ill. WAIK is daytimer on 1590 khz with 5 kw.

■ WSUF(AM) Patchogue, N.Y.: Sold by Adams-Getschal Broadcasting Co. Inc. to Eagle Communications Corp. for \$325,000. Seller is subsidiary of WSUF Broadcasting Co. which has no other broadcast interests. Two small-business investment companies—Capital Corp. of American and Delaware Valley Small Business Investment Co.—own WSUF Broadcasting. Barton M. Banks and Martin M. Newman are among more than 50 stockholders in Capital; William J. Wolf is principal in Delaware Valley. Seller is seeking waiver of FCC's three-year rule because it is financially unable to return station to air following fire there. WSUF has been silent since April. Principals in buyer are Leonard Zack, Jerome F. Stevens and Stephen A. Mohl. Mr. Zack is Philadelphia attorney. Mr. Stevens, until recently, was programming director at WMMR(FM) Philadelphia. Mr. Mohl is Philadelphia sporting goods manufacturer. WSUF is daytimer on 1580 khz with 10 kw and 5 kw during critical hours. Broker: Stanley Schwartz.

■ WBIS(AM) Bristol, Conn.: Sold by Bristol Broadcasting Corp. to Radio House Inc. for \$275,000 plus \$50,000 covenant not to compete. Principal in seller is E. Constance Hatch who has no other broadcast interests. Buyer is owned by Robert H. Baker (51%), Marsh Howard, Thurston B. Howard and Robert J. Baker (16% each). Robert H. Baker is general sales manager at WSPD-TV Toledo, Ohio. Messrs. Howard are oil company executives and Robert J. Baker is retired oil executive. WBIS is daytimer on 1440 khz with 500 w. Broker: Chapman Associates.

■ WAYX-AM-FM Waycross, Ga.: Sold by Radio Station WAYX Inc. to Radio Waycross for cash and assumption of liabilities totaling \$350,000. Seller is subsidiary of Omnibus Group Inc. which has sold its only other broadcast property, WBLU(AM) Salem, Va., subject to FCC approval (see following). Harry W. Farmer and J. Bruce Pardue are among more than 50 stockholders in Omnibus, which has requested waiver of FCC's three-year rule for all three stations due to financial hard-



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- WASHINGTON, D.C. (20006): 1725 K St., N.W., James W. Blackburn, Sr., Jack V. Harvey, Joseph M. Sitrick, Frank Nowaczek, James W. Blackburn, Jr., Richard F. Blackburn, (202) 331-9270
- CHICAGO, Illinois (60601): 333 North Michigan Ave., Hub Jackson, Bud Doss, Roger H. O'Sullivan, (312) 346-6460
- ATLANTA, Georgia (30361): 400 Colony Square, Suite 510, Clifford B. Marshall, Robert A. Marshall, (404) 892-4655
- BEVERLY HILLS, California (90212): 9465 Wilshire Blvd., Colin M. Selph, Roy Rowan, (213) 274-8151

75-35

ship. Buyer is owned by William G. Brown, Clifton G. Moor (47.5% each) and David B. Callaway (5%). Messrs. Brown and Moor have interests in WMOG(AM) Brunswick and WTIF(AM) Tifton, both Georgia, and are partners in Brunswick, Ga., engineering firm. Mr. Callaway manages WAYX-AM-FM. WAYX is on 1230 khz with 1 kw day and 250 w night. WAYX-FM is on 102.5 mhz with 100 kw and antenna 200 feet above average terrain. Broker: Thomas S. Carr.

■ WBLU(AM) Salem, Va.: Sold by Pioneer Communications Inc. to Blue Ribbon Broadcasting Co. for \$150,000. Seller is subsidiary of Omnibus Group Inc. which has sold WAYX-AM-FM Waycross, Ga., subject to FCC approval (see above). Buyer is owned equally by William C. Triplett and Lester L. Williams. Mr. Triplett owns Virginia realty and development firms. Mr. Williams owns Virginia firms involved in home building, land development, advertising and printing. WBLU is daytime on 1480 khz with 5 kw.

■ WDMG(FM) Leesburg, Fla.: Sold by Heard Broadcasting Inc. to Magic Box Media Inc. for assumption of up to \$271,000 in liabilities. Seller is owned by Miami Mission Association, nonprofit, nonstock corporation which operates alcoholic rehabilitation center and ministry in Miami. It is seeking waiver of FCC's three-year rule due to financial problems. Similar waiver was granted when Miami Mission sold its only other broadcasting property, WLBE(AM) Leesburg, to WLBE Radio (D. Richard Mead, Robert E. Warfield and others) for \$355,804 (BROADCASTING, June 23). Buyer is owned equally by Edward W. Englander who has 50% interest in Orlando, Fla., car dealership; Norma Kaplan who has varied interests in furniture stores in Pennsylvania, Ohio and Florida, and James J. Shipley who owns 50% of Cleveland marketing consulting firm. WDMG, which has been silent since June 28, is authorized to operate on 106.7 mhz with 50 kw and antenna 210 feet above average terrain.

■ Other sales reported at the FCC last week include: WSPB(AM) Chattahoochee, Fla.; WGLX(AM)-WQLX(FM) Galion, Ohio, and WHMT(AM) Humboldt, Tenn. (see page 70).

Approved

The following transfer of station ownership was approved last week by FCC.

■ KRIO(AM) McAllen, Tex.: Sold by KRIO Inc. to El Rio Broadcasting for \$900,000. Jack R. Crosby (21.96%) is principal in seller which has more than 50 voting stockholders. Mr. Crosby also owns 5% of WXTV(TV) Paterson, N.J., 27% of KROP(AM) Brawley, Calif., and 16% of Communications Properties Inc., Austin, Tex.-based cable television operator which has sold its only broadcast holdings, KFJZ(AM)-KWXI(FM) Fort Worth and Texas State Network to Swanco Broadcasting Inc. (Gerock H. Swanson, principal) for more than \$4 million, subject to FCC ap-

proval (BROADCASTING, June 23). El Rio is owned by Charles M. Trub (32%), C. H. Britton Jr., W.T. Bradshaw Jr., H.H. Houseman Jr. (17% each) and others. Mr. Trub is VP and general manager of KRIO. Mr. Britton has interests in McAllen jewelry store and McAllen and Brownsville, Tex., photo supply company; Mr. Bradshaw is Houston attorney and has interest in McAllen construction firm, and Mr. Houseman owns Dallas municipal bond underwriting company. El Rio is also applicant for new FM in Brownsville. KRIO is on 910 khz with 5 kw day and 1 kw night.

■ Other sales approved by the FCC last week include: WQQW(AM) Waterbury, Conn., and WJIG-AM-FM Tullahoma, Tenn. (see page 70).

NBC moves anniversary meeting to New York

NBC's 50th-anniversary meeting of its TV and radio affiliates next year, initially scheduled to be held at Williamsburg, Va., in recognition of the nation's Bicentennial celebration, has been moved to New York. NBC officials said facilities at Williamsburg are adequate to accommodate the 800 or so persons initially anticipated but not the more than 1,000 now expected. The meetings are scheduled April 25-28 at the Waldorf-Astoria.

Gains in profits seen as probable for TV this year

Financial analyst says medium runs counter to general trends

TV stations should come through this recession year with better-than-expected and perhaps outstanding earnings, the Wall Street firm of Shaw & Co. said in an analysis being distributed last week.

The analysis, by a Shaw vice president, William P. Suter, projected a 6%-8% rise in over-all station revenues this year. This represented an upward revision from Shaw/Suter estimates early in 1975 that revenues would increase 4.5%-7% and thereby "enable most stations to at least maintain their earnings, assuming an expense growth of 6%-8%."

The 6%-8% increase now projected for station revenues means that "the industry should come through this difficult year with a relatively strong earnings performance," Mr. Suter wrote.

He said that in the first half of 1975 the earnings of seven broadcasting companies rose 8% in the first quarter and 4% in the second, whereas 553 industrial companies had declines averaging approximately 24% in each quarter.

"Although we expect some slowdown

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in the earnings performance of the broadcasting companies in the second half," Mr. Suter said, "we believe that they will continue to compare relatively well to other industries, and based on the full year their earnings performance should be quite outstanding."

Both sides seem to be unhappy with EEO revisions

If the handful of comments already received at the FCC is any indication, the commission should prepare itself for strong opposition to its proposed revision of equal employment opportunity guidelines (BROADCASTING, July 21).

Criticism appears to be shaping up primarily on two fronts. Groups are appealing to the commission not to increase the number of stations exempt from filing EEO programs. And small-town broadcasters, while favoring the increase, are fighting against a proposal requiring goals and timetables for programs not presently achieving desired results.

The national Public Interest Research Group and three affiliated state organizations jointly urged the FCC to keep the five fulltime-employees cutoff for stations filing programs. They also urged that stations with 25 or more fulltime employees be required to file community workforce studies. The commission, in its rulemaking, had suggested making the cutoff points 10 (or 15) and 50 respectively. PIRG said it was disappointed that the commission has "largely ignored the constructive criticism of the U.S. Civil Rights Commission" and stressed the importance of smaller stations to an equal employment effort.

Jane Cohen, president of American Women in Radio and Television, warned that raising the cutoff for filing EEO programs up to 10 would eliminate 66% of the stations and deny many small station employees "the proper training ... to the sensitivities of an effective EEO program."

The Office of Communication of the United Church of Christ already has warned that it will "use every resource at its disposal to oppose" the increased exemption (BROADCASTING, Aug. 25). UCC was granted in part a Freedom of Information Act request to inspect EEO data and is expected to file more extensive comments before the deadline, which has been extended to Oct. 18. The Rio Grande Valley Coalition of the Media, a Texas citizen group, also opposed the increase.

Small market broadcasters, however, expressed fears that the commission is asking them to do the impossible in finding qualified minority and female employees. Bates County Broadcasting Co., licensee of KMAN(AM)-KMOE(FM) Butler, Mo., asked the commission "to consider the plight of a station manager in a small agricultural town of 5,000 to 10,000." It said small markets are not at-

tractive to experienced broadcasters and "have a tremendous problem getting anyone who's capable of doing an adequate job."

Capitol Broadcasting Corp., licensee of WKXL-AM-FM Concord, N.H., said that in its 17 years of broadcasting, only three minority persons have applied. It did mention, however, that it was the first station in New Hampshire to have an all-female news staff. But when one woman left, Capitol said, it would have been discriminating had it not hired a man who was most qualified for the job. "The public would have been the loser," Capitol said.

Hudson C. Millar Jr., president of Indian River Broadcasting Co., licensee of WIRA(AM)-WOV(FM) Fort Pierce, Fla., questioned the definition of the word "qualified." And he asked for a nationwide study to determine the number of qualified minorities and women available, both regionally and by job category.

Media Briefs

'Friend' indeed. Senator Roman L. Hruska (R-Neb.) received Nebraska Broadcasters Association's first annual "Friend of Nebraska Broadcasting" award at its convention at North Platte Sept. 16. Senator Hruska was chosen because of his "championship of First Amendment rights for broadcasters, his leadership in seeking broadcast license-renewal legislation, his opposition to performer's royalties and his introduction of the 'Fully Free Broadcasting Bill of 1975' (S. 1788)."

Farina question. FCC has consolidated renewal case of WWLE(AM) Cornwall-on-Hudson and application for license to cover construction of new station WMVI(AM) Mechanicville; both New York, and has set hearing on basis of character qualifications of John J. Farina, principal in WMVI's application and key person in disputed ownership reports filed for WWLE.

One-year limit. FCC has denied request by National Association of Broadcasters to extend term of provisional third class radiotelephone license from one to three years. Commission said one-year certificates were not intended as apprenticeship periods but rather are intended to alleviate interim hardships on both operator and employer while prospective operator meets examination requirements. NAB contended "increased complexity" of third-class operator's exam and decreased number of successful applicants required extending provisional certificate to allow time for operators to pass test.

No more. FCC for the first time has set cutoff date after which competing applications or petitions to deny will not be accepted against applications for FM and TV facilities or major changes. Commission set Oct. 1 as deadline, and has now provided list of applications affected by deadline—those which were filed before May 1 and were substantially complete and met engineering standards.

Spot advances in 2d quarter

Total hits \$422.7 million, slight gain over '74 figure

National and regional advertisers spent \$422.7 million in spot television in the second quarter of 1975, the Television Bureau of Advertising reports. The total represents a 2.5% gain from the comparable 1974 period.

TVB noted that four of the quarter's top-100 spenders increased their spot outlays by \$2 million or more (Trans World Air Lines, Gillette, General Foods and Standard Brands); that the top-three product categories all showed increases (food and food products from \$88.6 million to \$91.9 million; automotive from \$39.7 million to \$40.3 million; and confectionery and soft drinks from \$29.7 million to \$38.2 million); that four other categories increased by over 30% each (gasoline, lubricants and other fuels up 70%, agriculture and farming up 38%, sporting goods and toys up 34% and horticulture up 33%) and that three companies appear in the quarterly top-100 listings for the first time (Cosmar's L'Oreal hair coloring in 89th position, National Automotive Parts Association in 90th and Suzuki Motor Co. in 99th).

The second-quarter top-100 spot list is presented below, with estimates from Broadcast Advertiser Reports monitoring in 75 markets for one week each month and projected to the month:

Advertiser	Estimated expenditure
1. Procter & Gamble	\$19,860,300
2. General Foods	13,081,200
3. Lever Brothers	8,245,000
4. Coca Cola	7,414,000
5. Colgate Palmolive	6,941,500
6. PepsiCo	6,839,400
7. American Home Products	6,071,600
8. Kraftco	5,639,100
9. ITT	5,315,300
10. William Wrigley Jr.	5,144,500
11. Ford Motor	5,142,300
12. AT&T	5,091,100
13. Bristol-Myers	5,016,900
14. Trans World Airlines	4,998,800
15. General Mills	4,739,800
16. Gillette	4,176,200
17. American Airlines	3,871,600
18. Borden	3,606,400
19. Warner-Lambert	3,583,500
20. General Motors	3,551,700
21. Nestle	3,544,300
22. Standard Brands	3,260,000
23. Kellogg	3,151,800
24. Norton Simon	3,135,100
25. Toyo Kogyo	3,114,500
26. CPC International	2,747,800
27. Seven Up	2,654,700
28. Royal Crown Cola	2,542,400
29. Triangle Publications	2,534,300
30. Campbell Soup	2,473,600
31. American Motors	2,471,300
32. Mars	2,363,100
33. Jos. Schlitz Brewing	2,286,000
34. Miles Laboratories	2,276,600
35. CBS	2,221,200
36. Schering-Plough	2,076,200
37. A.G. Volkswagenwerk	2,069,000
38. Nabisco	2,068,000
39. American Dairy Association	2,055,500

40. Sterling Drug	2,041,700
41. Ralston Purina	1,974,700
42. Scott Paper	1,973,400
43. Beatrice Foods	1,919,500
44. Chrysler	1,910,400
45. Johnson & Johnson	1,815,200
46. General Electric	1,713,600
47. Popeil Bros.	1,712,900
48. Uniroyal	1,706,700
49. Toyota Motor Distributors	1,699,600
50. Anheuser Busch	1,668,600
51. Doctor Pepper	1,651,200
52. American Can	1,616,600
53. Carnation	1,601,000
54. Nissan Motor USA	1,588,400
55. International Harvester	1,587,700
56. Standard Oil of Indiana	1,542,800
57. Rollins	1,521,100
58. Mattel	1,519,000
59. Goodyear Tire & Rubber	1,516,200
60. Philip Morris	1,494,500
61. Noxell	1,489,500
62. R.J. Reynolds	1,434,100
63. Liggett & Myers	1,433,200
64. Revlon	1,421,600
65. Pan American	1,408,000
66. Morton-Norwich	1,386,000
67. H.J. Heinz	1,348,100
68. Olympia Brewing	1,340,200
69. Mutual of Omaha	1,331,800
70. Chesebrough Ponds	1,313,500
71. UAL	1,308,300
72. A.H. Robins	1,306,700
73. Allied Mills	1,304,200
74. Alberto Culver	1,297,000
75. Cities Service	1,297,000
76. American Express	1,285,300
77. Honda Motor	1,273,400
78. Nationwide Insurance	1,264,500
79. Stroh Brewery	1,258,100
80. K-Tel International	1,257,000
81. American Cyanamid	1,247,400
82. F.W. Woolworth	1,239,200
83. Pabst Brewing	1,232,200
84. Ciba-Geigy	1,226,900
85. Fuqua Industries	1,222,700
86. Rapid American	1,118,700
87. Block Drug	1,114,000
88. Esmark	1,106,100
89. Cosmair	1,075,200
90. National Automotive Parts Association	1,065,900
91. Blue Cross	1,041,000
92. North American Philips	1,024,600
93. Hasbro Industries	1,014,700
94. Brookville Marketing	1,013,300
95. California, Oregon, Washington Dairyman	1,010,500
96. Atlantic Richfield	1,006,900
97. IFI International	995,700
98. Continental Air Lines	994,800
99. Suzuki Motor	987,300
100. Squibb	987,200

Ratings facts

Auditing the nine rating services that are accredited by the Broadcast Rating Council has cost more than \$2 million—paid by the services but ultimately passed along to their subscribers—in the last 10 years. In the same period, the auditors have examined more than 700 individual city rating surveys. BRC's total costs, including administration, come to about \$400,000 a year. And, as reported before, more than three million persons participate in rating surveys each year, and broadcasters, advertisers and agencies pay \$35 million annually for syndicated reports from BRC-accredited services. These estimates are drawn from a new booklet, "Maintaining Rating Confidence and Credibility," published by the council last week and to be distributed widely in government, broadcasting and advertising. Copies are also available from Broadcast Rating Council, 420 Lexington Avenue, New York 10017.



Making the rounds. Jack Lester, vice president of WDAY-TV Fargo, N.D. (l), acquaints Bill Walters, president of Peters, Griffin, Woodward, with the Upper Midwest service area of WDAY-TV and its allied TV stations on a 920-mile motorcycle tour. Mr. Lester rode an 850 cc Moto-Guzzi and Mr. Walters rode a 900 cc BMW on the tour that also included WDAZ-TV Devils Lake, N.D., and KABY-TV Aberdeen and KSFY-TV Sioux Falls; both South Dakota, PGW has represented KDAY since the early 1930's, then as the predecessor Free & Peters, Chicago.

Women's group, alleging sexism, will petition NAB for code changes

NOW to seek new standards on 'balance' in TV commercials

The National Organization for Women will ask the National Association of Broadcasters television code review board, at a meeting in Washington Oct. 6, to rule sexist themes and representations out of commercials. Joyce Synder, coordinator of media for NOW, said last week: "We're talking about sexism, not the amount of sex shown on television."

NOW's proposals: Advertisements should portray women and men in a wide variety of roles; the unbalanced portrayal of women and men as preoccupied with physical appearance and acceptability to the opposite sex is discouraged and members of both sexes should be shown dealing positively and realistically with the human process of aging; portrayals of either sex as obsessed with domestic duties or inordinately uninformed about consumer matters should be avoided; portrayals in ads of women exclusively in domestic situations and of men exclusively outside the home should be avoided; capitalizing on the women's rights movement by using feminism as an attention-getting or sales device should be avoided; advertising should avoid depicting either sex as a sex object, there should be greater balance between the sexes as spokespersons for on-camera product presentations and for voice-overs, and women as well as men in ads should possess a mature, informed voice quality; persons who relate sexually to persons of their own sex should be portrayed realisti-

cally and with dignity; family size in ads should reflect the trend toward smaller families, and ads should reflect on-camera the broad spectrum of racial and ethnic groups in the American population.

FCC has questions about on-air plugs

Comments sought on proposal involving reclassification of some promotion messages.

The FCC has initiated a rulemaking on whether promotional announcements made by commonly owned stations serving the same community should be logged as commercial. The commission also plans to take a look at the possible reclassification of promotional announcements to differentiate between those informing the public of future programming and those that promote a station's image for the purpose of building ratings.

Currently, promotional announcements are not deemed commercial under FCC rules. The commission said, however, that sister stations, which already have several advantages over separately owned stations such as simulcasting, joint sales and joint operational economies, would gain another advantage in the ability to launch a "formidable promotional effort" without the burden of commercial classification.

The commission said it was in the public interest for stations to make announcements of future programming, but it suggested that repeated plugging of a station's personalities only makes for clutter and is undertaken to benefit the station commercially by enlarging its numbers.

Comments are due Oct. 22, reply comments Nov. 17.

When champion meets champion in sports, much of the world stands still—to watch television by the tens of millions. The action fills minds with more impressions—leading to more opinions—than a meeting of heads of state.

And that's why CBS Sports creates so much excitement with events like the Super Bowl...Masters Golf...U.S. Open Tennis...NBA Basketball...and superstars like Namath, Nicklaus, Pelé and Connors.

Taking viewers inside the headline events is the knowing and reflective service of CBS Sports Commentator Jack Whitaker. He considers the rise and fall of players, of teams and leagues, along with broken records and record contracts. He shares his insights into brains and brawn on the gridiron... the pastoral grace of the fairways... the social revolution in tennis... and women's affirmative action on track and court.

Jack's sports comment upholds CBS Sports policy against press agent palship. It's policy that observes the best traditions of journalism. It's expressed all through CBS Sports coverage—through announcing—like Pat Summerall's—that spares you blabbermouth drone; through the analysis of experts like football's Johnny Unitas and basketball's Rick Barry; through camera skills that flash intention in a player's stance. It's coverage that makes perceptive viewing of the sports profession and its top events in the CBS calendar: 90 in football, 38 in basketball, 12 in golf, 12 in tennis, and more.

When one big name confronts another, it's news. In the summitry of athletes, the newsmaker is CBS Sports.

SUMMIT MEETINGS IN SPORTS ARE ALSO FIELD DAYS FOR OPINION



© CBS SPORTS



Special Report

The biggest game in town for the networks

The competition on the playing field is no more intense than the struggle among ABC, CBS and NBC for their share of \$300 million in advertising sales; a look at the special relationship between sports—from arm-wrestling to Monday night football—and television

Clustered within an area of a few blocks in midtown Manhattan are the headquarters of ABC, CBS and NBC—a proximity suggesting that executives at each are reluc-

tant to let their opposite numbers out of sight. And nowhere in those towers of concrete, stone and glass are executives more wary about the plannings and doings of their competitors than in the sports departments. "This is," as executives at each of the networks will say, "a very competitive business." And they don't mean down on the playing field, on the court, on the rink or in the ring. They're talking about the three-way scramble for the largest possible slice of what will amount this year to a total of \$300 million in advertiser revenues.

The fan, for whom sports on television has become a movable feast, probably does not care which network is providing him (or her) with the Super Bowl, the World Series or the barrel-jumping contest. It's even less likely, that he (or she) knows who arranged it—the ubiquitous president of ABC Sports, Boone Arledge (Was that Boone Arledge in black tie at the Willie Mosconi billiard exhibition on a *Wide World of Sports* segment? Yes, it

was.), the young challenger at CBS, Robert Wussler ("ABC is number one, no doubt about it," he says, as he maps plans for cutting ABC down to size.), or the quietly fuming Carl Lindemann Jr., of NBC (while most stories about network competition in sports deal with ABC and CBS, NBC does more live sports programming, by far, than either of the others, and is the only network that could boast of increased football ratings last season. But with advertisers willing to spend substantial sums of money on network telecasts of sports events in good times and bad, the competition is more than antic; sports is serious business. And at the moment, ABC, the runt of the networks in other revenue-producing areas, is getting the major share of that business, and is showing no signs of giving it up.

Last year, advertisers spent \$284 million on some 1,100 hours of network sports, much of it live. (Indeed, sports is one of the last refuges of live programming left on television.) ABC earned something

Roone Arledge: not about to sit on his comfortable lead in sports

To those who have watched Roone Arledge's career follow an upward curve over the last 15 years, words like "aggressive" or "smart" seem to characterize the president of ABC Sports. "Hustle," too, as in "lots of hustle."

At the moment, everything seems to be coming together for him and ABC Sports. Ratings are good, revenues are even better. And the events likely to keep the good times going are being locked up. Mr. Arledge had long since captured the television rights for ABC to cover the winter and summer Olympic Games next year. And in the past year, he added the Kentucky Derby (from CBS) and half the major league baseball package (from NBC) to ABC's list of television sports properties.

Now, at 45, Mr. Arledge is striking out in a new direction—as executive producer of a variety show, of all things—*Saturday Night Live with Howard Cosell*, which had its premiere two nights ago.

There are those who say a second night with Howard Cosell is at least one too many. But there are others who warn against selling Mr. Arledge short. With *Wide World of Sports*, which he created in 1961, a year after joining the network, he proved that filmed and taped coverage of events—even if the events were barrel-jumping or high-wire walking—could outdraw live sports. He has also made believers out of those who scoffed when he proposed prime-time coverage of professional football. And over the years, ABC Sports under Mr. Arledge has picked up 20 Emmys—five of them for coverage of the 1972 Olympic Games in Munich, which included live reports of the terrorist action which left 11 Israelis dead.

Mr. Arledge has been learning his trade for more than 20 years. A native of New York and a graduate of Columbia University, he spent six years with NBC before joining ABC in 1960 as producer of college football telecasts. He was named vice president in charge of ABC Sports in 1964, president in 1968.



In the foreground, Roone Arledge; Howard Cosell is behind him.

In the past year, reports have circulated that Mr. Arledge is getting bored as head man at ABC Sports and would like to broaden his horizons; the Cosell show is seen by some as a step in that direction. But he doesn't encourage such speculation. Dashing about the country to see the top sports attractions, hobnobbing with celebrities, producing shows that appeal to him—that, he says, is a prescription for fun, not work. Roone Arledge considers himself lucky where he is.

more than \$100 million of that, while NBC and CBS are believed to have split the remainder fairly evenly. This year, ABC expects to earn about \$115 million, with the other networks still taking in less than \$100 million each. And next year, 1976, will probably be known not only as the Bicentennial year and a presidential election year but also as ABC Sports Year, if Mr. Arledge's projections prove out. He foresees 500 hours of sports programming on ABC and an awesome \$215 million from the sale of commercial time. Of course, ABC claims to have sold out its coverage of the summer Olympics next year in Montreal for \$40 million, and has announced \$22 million in commitments from advertisers in connection with the winter Olympics in Innsbruck. It will also have available for sale the first year of its half of the major-league baseball package that used to be NBC's exclusively, as well as such choice attractions as the United States and British Open golf tournaments, the Indianapolis 500, the Kentucky Derby and Monday night football.

With the other network in pursuit of ABC, the result is not only the coverage of more sports events but also the coverage of events that probably would not exist but for television. Indeed a whole new industry of sports stars has emerged, one developed largely by Mark McCormack's International Man-

agement Group, drawing a large share of its financial sustenance from television. With Dick Button's Candid Productions, for instance, IMG created and packaged the *Superstars* and its spinoffs, on which ABC ratings fattened. IMG has also played a major role in building the boom in tennis on national television; four years ago, the networks presented six hours of tennis—Forest Hills and Wimbledon—this year, 120 hours, with most of the new tournaments the promotions of IMG. There are also events like those "winner-take-all" tennis matches on CBS and the International Race of Champions on ABC, as well as a continuing stream of odd-ball events on *Wide World of Sports*—wrist wrestling, barrel jumping, and the high-wire work of Phillippe Petit, the man who walked a cable between the twin towers of the World Trade Center in New York last fall. There is, it seems, no limit but man's, or woman's, imagination or nerve and the viewer's tolerance to the creation of such spectacles.

Television has long since become an integral part of the American sports scene. Football fans no longer bristle at the timeouts taken in games to provide commercial breaks. They seem resigned also to football games starting at 4 p.m.; they understand the problems of scheduling doubleheaders on television. The exigencies of ABC scheduling have even caused

some colleges to break with tradition and play football games not on Saturday afternoon but on Monday night. And Roone Arledge acknowledges that he has given Sugar Bowl officials the benefit of his thinking as to the teams they should select for the year-end game that ABC covers: "We're paying tremendous amounts of money, and in return we want value, although we don't want to tell anyone what to do." So although the networks may want to perform as journalists in covering sports, television, it seems, has become part of the story. And that may be inevitable. Mr. Arledge states the obvious when he says, "Television money is so important, if it were withdrawn, the whole structure would fall apart." This year, for instance, the three networks are paying the National Football League \$53.1 million (NFL Commissioner Pete Rozelle perfected if he did not invent the techniques of extracting rights money from the networks); ABC is paying the National College Athletic Association \$16 million to cover its football games. ABC and NBC will pay professional baseball \$92.8 million over the next four years (\$50 million by ABC). And the National Basketball Association, which was happy to receive \$600,000 from ABC for the rights to televise league games in 1965, last year received \$9 million from CBS. Those sums represent an awful lot of

tickets for the pro sports leagues.

There have been some complaints from viewers that it is all too much—that network television has become saturated with sports. There are even signs that viewers can indeed say: “Enough.” The National Hockey League died on NBC last season, three years after the network was delighted to take it away from CBS. Soccer on CBS never caught on. Tennis tournaments, despite the success of events tailored for television and the popularity of Jimmy Connors, Billie Jean King and Chris Evert, do not, except for Wimbledon and Forest Hills, achieve ratings as high as 5 in the Nielsen book. There is also the evidence of declines last year in CBS’s and ABC’s National Football League game ratings and ABC’s National Collegiate Athletic Association ratings; indeed, CBS’s NFL and ABC’s NCAA ratings have been falling since 1971. And while regular-season baseball was barely holding its own last year, the World Series was off about 5 points, down to 25.6, and the divisional playoffs, more than 3, down to 11.7.

Nevertheless, there is no indication of concern at the networks, or even among the advertisers who make it all possible. The curve of sports’ importance to the networks continues to rise, and it is driven in major part by old-fashioned sexist concern for the male’s pleasure. Three of the five largest advertisers in network sports are the big three auto companies, and fourth, Goodyear Tire, sells tires for the cars, and they are all interested in reaching men with their advertising message. The fifth member of the top five, Sears, with its wide variety of automotive, household and sports-equipment items, is after the same men. All told, the top five accounted for 25% of all the money spent in television sports last year.

“Sports is a very effective way to reach men,” says Ham Schirmer, manager of corporate and Dodge advertising at Chrysler, Corp., which spent \$14.3 million in network sports last year. “Sports also is a good incentive for our dealers. We borrow a certain aura of excitement . . . It’s one type of programming you can be sure of, in terms of audience.” And although Chrysler was hit hard by the recession, it apparently has no intention of cutting back on its spending for sports programming. Indeed, it will spend more, because of the increase in rates. “We will sustain what we have,” Mr. Schirmer says.

To Sears, which spent \$15 million in network sports last year, second only in that category to Ford Motor Co.’s \$19.9 million, sports is an excellent way to reach not just men but men who are involved in what they watch. “On the average, there will be 65 men watching for every 100 homes tuned in to a television program,” Robert Daubenspeck, of Foote, Cone and Belding, Sears’s agency, says. “But in sports, there are 70 to 90 men for every 100 homes, so that is a big advantage. In sports, you know the set is being turned on by a man.” Furthermore, he says, research done by CBS indicates that there is a substantial difference between “those

Technically speaking: covering all the bases is a lot easier than covering all the holes

Professional football may be the sport that gets the top television ratings. But it is golf that is the toughest, most expensive sport to cover.

ABC can spend as much as \$500,000 covering a PGA Championship or a U.S. Open; CBS, the same in covering the Masters.

“We’ll have 20 to 25 cameras, a blimp, all kinds of communications equipment to permit our people to keep in touch,” says Julie Barnathan, ABC’s vice president in charge of broadcast operations and engineering. “We have to plant mikes all over the place; we’ll bury a mike under a tee to get the sound of the club impact, shotgun mikes to pick up the audiences, wireless mikes to let our guys walk around.” In all, the production can require 100 people, including technicians and talent.

The problem of covering several holes at once in anticipation of a critical shot is one known to no other sport. Sid Kaufman, director of operations for CBS Sports, says that in order to deal with that problem, the networks build a tower from which two holes can be covered. But if the golfers involved address their balls at about the same time, which picture does the director decide to send over the lines to the viewers at home? It’s a no-win situation.

Coverage of professional football is also a major undertaking; it costs CBS and NBC more than \$50,000 to do one Sunday game, and each does six or seven each Sunday. (ABC, with only one Monday night game to cover, spends more per game.) But, despite the several million dollars worth of equipment involved—the vans, the six cameras, the slow-motion disks and the tape packages in New York, it has become fairly routine.

“All you have to do,” says Scotty Connal, executive producer of NBC Sports, “is to follow the ball.” There is, of course, a bit more to it than that.

As in any sport, the director must be versed in it and in the teams he is covering so that, in addition to following the ball, he will have a camera isolating a particular player for a potential playback. “You’ve got to know what Lenny Dawson is likely to do on third and four,” Mr. Connal says.

According to Mr. Connal, the most difficult sport to cover after golf is baseball. “There are so many things going on at one.” It helps to know that the percentages for a ground ball are good if a lowball pitcher is on the mound and there is a runner on base. But again, “if you follow the ball, you can’t get in trouble.”

Of all the networks, the logistical load will fall heaviest next year on ABC. With the space of several weeks, it will cover not only the political conventions, the Bicentennial celebrations and assorted golf matches, but the Summer Olympics, which run on for 17 days. Mr. Barnathan plans to use 25 cameras, which will augment some 100 that Canadian broadcasters will provide. (The Canadians will give “neutral” coverage to an event, while ABC will focus on American athletes.)

ABC has also built a mobile TV studio that will include 12 tape machines, two film chains and two control rooms for use both at the Winter Games in Innsbruck and the Summer Games. Mr. Barnathan declines to divulge the cost, but says one tape machine will cost \$150,000.

A heavy logistical burden, but one made lighter for ABC by the fact that it has sold advertising time in the Winter and Summer games for some \$60 million.

Robert Wussler, unlikely gunfighter for CBS Sports

At 38, Robert Wussler is a pleasant-looking man, hardly the sort to conjure up the image of a gunfighter. His professional dilemma, however, puts one in mind of that fictional character, the young kid who comes into town intent on challenging the number one gun. To Mr. Wussler, who was named vice president of CBS Television Sports last year, the man to beat is Roone Arledge of ABC.

Mr. Wussler was not exactly groomed for his present job. In his previous 17 years at CBS News he covered all 27 manned space flights in the Mercury, Gemini and Apollo series, and won two Emmys in the process. As production director of the CBS News Election Unit and later as executive producer of CBS News's coverage of the presidential campaigns, he covered the primaries and the Republican and Democratic conventions in 1964, 1968 and 1972, and the 1964 elections. He produced CBS's coverage of President Nixon's inauguration in 1969, and of virtually every presidential trip abroad from President Kennedy's visit to Europe in 1961 to President Nixon's journey to the People's Republic of China in 1972. His coverage of the assassination and funeral of Dr. Martin Luther King earned him his third Emmy. With all of that came solid experience in production and administration.

In 1972, it seemed he would put the excitement of network production behind him and slip into the routine of station operations. In November that year, CBS made him a vice president and shipped him to Chicago as general manager of WBBM-TV. It was a good move; in 20 months, as a CBS Sports biography of Mr. Wussler puts it, "he directed that CBS-owned station to the strongest position it has ever held in the Chicago television market."

But then, in 1974, ABC outmaneuvered CBS and obtained



Wussler

television rights to the Kentucky Derby, which had been CBS's for as long as anyone could remember. And heads, as they say, rolled—among them that of Bill MacPhail, the then chieftain of CBS Sports. The call went out to Mr. Wussler in Chicago: Come back and take over the sports department, and make it a winner.

So far, Mr. Wussler has shown a lot of aggressiveness; even Roone Arledge has commented on that. The ratings for the National Basketball Association coverage were up, and things like the "heavyweight championship of tennis" and the Foolish Pleasure-Ruffian race attracted attention and proved financially successful. And although CBS's football ratings last fall were a disappointment, Mr. Wussler won the praise of some observers for streamlining and expanding the football coverage.

Bob Wussler, then, is stalking his man, and the top draw that it will take to win this shoot-out may be some time coming.

who watch because they want to and those who simply watch—the retention is higher by a factor of two to one. So you have something going for you."

There are more accountants and statisticians on Madison Avenue who can sort out and analyze the demographics of sports programming in that manner than there are psychologists or perhaps philosophers who can explain the appeal of sports in the first place. But the other day Roone Arledge made an attempt. The conversation had centered on "Rollerball"—that combination of Roller Derby, football and general mayhem that is featured in the movie—and whether anything like it would ever fill the television screens of America. Mr. Arledge had not seen "Rollerball", so he did not attempt a direct answer. But he did say: "There is no question that there is an appeal where there is danger and death involved in an event. A heavyweight championship fight or a bullfight, for instance. When a high degree of skill is involved and an error can cost you your life, there is a tremendous fascination—though that does not mean people want to see anyone killed. They want to experience danger vicariously. But there is a substitute for physical danger as an appeal—large sum of money. If a man could blow \$1 million on a putt, for instance, it is the element of losing everything."

ABC capitalized on the appeal of that kind of physical danger in Evel Knievel's Snake River Canyon jump. "That hit a chord in society," Mr. Arledge says. "He

was nonestablishment. Whether he got over the canyon didn't mean anything"—assuming, presumably, that he lived. "But the fact that he tried struck a chord."

CBS capitalized on the appeal of the fiscal equivalent of physical danger in presenting the \$100,000 "winner-take-all" tennis match between Jimmy Connors and Rod Laver in February. It really was not winner take everything and the loser nothing; professionals do not play for nothing. In losing Mr. Laver earned about \$50,000 from the promoter of the event, IMG. Nevertheless, the match was a substantial success for CBS, scoring an impressive rating—11.7—for a Saturday afternoon, and winning an Emmy.

Two months later, Mr. Wussler, feeling he was on to something, repeated with the Connors-John Newcombe "winner-take-all" (a match promoted by Mr. Connors's manager, Bill Riordan, in which the winner reportedly took about \$500,000, the loser about \$300,000). Again, he scored a success, though one not as impressive. Somehow, the carnival atmosphere generated by ABC's rival attraction of ex-heavyweight champion George Foreman taking on five unworthy opponents in a Toronto ring had almost as much appeal as the drama of Connors-Newcombe and what was billed as a \$250,000 winner-take-all-show in Las Vegas. The Nielsen score: 10.3 for CBS, 9.9 for ABC (which carried the event in a *Wide World of Sports* segment). The money was good, though. CBS, which had sold minutes in the Connors-Laver match for \$30,000, in-

creased the price to \$55,000-\$60,000 for Connors-Newcombe.

It may well be that there is substance to Mr. Wussler's comment: "We are in the entertainment business. Television entertains and informs, and sports has to cut across both lines." (And he means it. He had hoped to sign Carl Reiner and Mel Brooks to describe a demolition derby to be seen on CBS's anthology, *Sports Spectacular*, but was unable to persuade the pair. So now he is seeking another comedy team.)

Or, as Mr. Arledge suggests, simple peer-group pressure may be a factor in the selection of events to cover. He had cited his willingness to travel around the country and talk to people about their sports interests as part of the reason for ABC's success in sports, then said: "If you spend all your time in Westchester county and '21,' that's what accounts for all the tennis on the air. Everyone talks about tennis and you get the impression everyone's looking at it. But across the country, they really don't care that much about it. They'd rather watch wrestling." The ratings, he added, prove his point. Whether it is the Westchester-'21' syndrome or, as Mr. Arledge says, a felt obligation to present "over-all coverage," ABC broadcasts its share of tennis—25 hours of it last year.

But then, Mr. Arledge has had his setbacks too. A few years ago, ABC lost a major attraction—the National Basketball Association games—to CBS. (ABC was so furious about that loss that it went to court seeking an injunction to prevent CBS

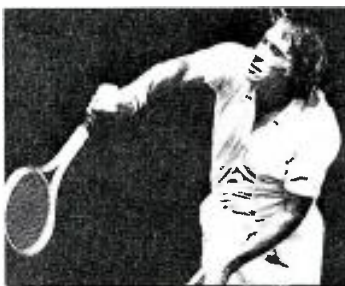
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It premiered this past weekend.

It's called "Grandstand," and its unique format will permit NBC viewers to see top sports events from around the world . . . most of them **live**.

During the football season—when "Grandstand" will be seen primarily on Sundays—it will be a pre-game, half-time and post-game show. So the accent will, naturally, be on football.

Of course, the climactic action of major league baseball will come in for its share of attention, too—right through World Series time.

But once football and baseball are over, "Grandstand" will take on an international flavor. On a given Sunday, for example, it might offer a live telecast of the final minutes of a soccer match from England; a horse race—also live—from Toronto; and a mini-cam feature on a

"GRANDSTAND"

STAND"



fast-breaking story in Mexico City.

Hosting the entire show from a New York studio will be veteran sportscaster Jack Buck. Perhaps best known as the long-time voice of baseball's St. Louis Cardinals, Jack has also distinguished himself as a reporter of everything from Big Ten basketball to pro football's Super Bowl. He's **good**.

From his New York anchor post, Jack will be bringing the varied elements of each show together; interviewing prominent sports figures; and updating sports results as he receives them.

NBC has long held network leadership in the live coverage of big-time sporting events.

"Grandstand," which we believe to be the most ambitious wrap-around sports program ever devised, is certain to add a big plus to that already prestigious record.

NBC SPORTS

Carl Lindemann and NBC Sports: the emphasis is on live

At NBC Sports, one senses a distinct chill whenever another network is mentioned as number one in sports. After all, NBC does more *live* sports coverage than either ABC or CBS. And the events, generally, are Tiffany quality—the Rose Bowl and Orange Bowl, the World Series and the All-Star Game, American Football Conference games and, every other year, the Super Bowl. No wrist-wrestling.

The chief architect of the NBC Sports program is Carl Lindemann Jr., a native of Hackensack, N.J., whose speech patterns reflect more his years at Phillips Exeter Academy and the Massachusetts Institute of Technology than the New Jersey flats. He joined NBC in 1948 as a student engineer, cut his teeth on production as an associate producer in 1953 of *The Kate Smith Hour*, and, by 1963, had moved up to his present job as vice president of NBC Sports.

Mr. Lindemann, now 52, does not get as much publicity as his competitors, particularly ABC's Roone Arledge. In part, that's not his style; in part, too, it's not NBC's style.

There was the time last spring—that bad time—when the announcement came that ABC had pulled half the major league baseball package out from under NBC. The newspapers were full of the story, but the quotes from NBC were sparse. Indications were that NBC wanted to cut short the controversy and the agony. At the time, Mr. Lindemann said, "It seemed that I don't care. But I care." And one could almost see the juices flow.

The loss of half the baseball package was one of the valleys most careers cross at one time or another. There have been peaks, too. Like the one in 1964, shortly after Mr. Lindemann took over as head of NBC Sports, when he persuaded NBC to



Lindemann

part with \$42 million for a five-year contract with the then-struggling American Football League. The contract was not only enough to lure the new league away from ABC but to help establish it as legitimate competition for the NFL, which in turn led to the merger of the two leagues.

And last year, it was NBC that did the crowing—in an ad on the back page of the *New York Times*, on Jan. 3—when the ratings for television football coverage showed not only that NBC was the only network registering an increase over its 1973 performance but that it had outranked CBS for the first time.

This year, there is probably nothing that Mr. Lindemann would like better than to repeat that success. But if anything comes close it would be a desire to set a new standard of excellence for World Series coverage for ABC to shoot at next year. As Mr. Lindemann says, he cares.

from televising the games. But the suit, accusing the NBA team owners and CBS with conspiracy and the owners of negotiating in "bad faith" was dismissed.) And there was that Foreman business. Mr. Arledge says that when the promoter, the celebrated Don King, suggested it, he saw it in macho terms—a man who had lost his heavyweight title and felt he had lost his manhood with it would fight five men in succession in an effort to prove he was not washed up. And the event did generate considerable interest; newspapers and the newsweeklies sent first-team writers to cover it. But all that the ex-heavyweight champion proved in the ring was his poor judgment in associating with ring ruffraff. Today, Mr. Arledge acknowledges that the match was an "embarrassment" and a "fiasco."

Mr. Arledge can afford such candor. In the first quarter of 1975, ABC's eight weekend sports shows—*Sunday Wide World of Sports*, *Saturday Wide World of Sports*, golf tournaments, *American Sportsman*, *Superstars*, *Championship Auto Racing*, *Howard Cosell Sports Magazine* and *Pro Bowlers Tour*—finished one through eight in the Nielsen ratings; in the second quarter facing strong competition—the finals of the National Collegiate Athletic Association basketball playoffs, on NBC, and the windup of the National Basketball Association season on CBS, among other events, ABC still placed five weekend programs in the top 10. What's more, the two highest rated individual sports programs were ABC's—the Muhammed Ali-Ron Lyle heavyweight championship fight (27.8)

and the Kentucky Derby (18.9).

And while NBC's Lindemann and CBS's Wussler say their operations earn profits for their respective networks, they do not say it with the same broad self-satisfied smile that Roone Arledge does in discussing his department's success. "Sports is very profitable," he said the other day, stressing the "very." "It's one of the more profitable divisions of the company."

Indeed ABC treats its sports department as a major profit center, one that is of critical importance to the network in view of the grim year it had in prime-time program ratings.

In July, ABC reported a sharp drop in first-half net income as a result of those ratings. (BROADCASTING, July 28). So the pressures on him, Mr. Arledge says, are considerable. "We can't go into anything planning to lose money on it ... Every time I want to do a sports event, I have to look at it in terms of the P&L to a much greater extent than the other two networks' sports departments do."

Difficult as ABC's over-all financial condition may make Mr. Arledge's job, he has managed to convert some weaknesses into strengths. The idea of presenting professional football in prime time might not have seemed like a good idea, until the question was asked, "Compared to what?" Compared to ABC's regular prime-time programming, which was normally weaker than that of the other networks, it was a good idea. ABC's ratings for Monday night football slipped somewhat last fall, from 21.2 to 19.5. But ABC officials cite such reasons as a presidential

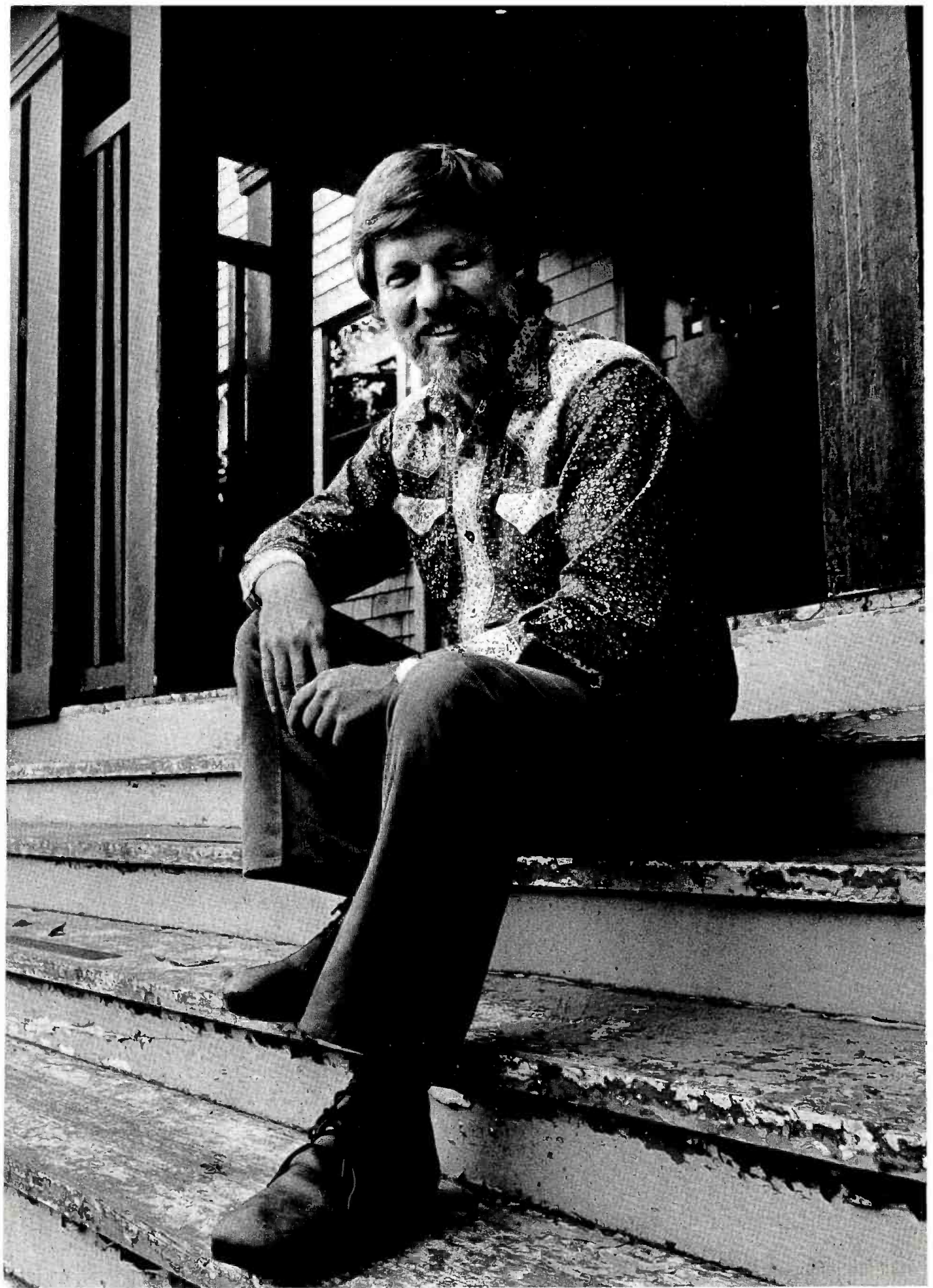
speech, a blockbuster movie "Godfather") on NBC, and Rhoda's wedding on CBS, as well as some games that failed to stir much enthusiasm. And as Jim Spence, ABC Sports vice president for program development, notes, five years ago, when ABC began Monday night football, a 30 share would have been considered a success. "Now a 33 share is discussed in negative terms." (This year, of course, Monday night football meets CBS's rating champion, *All in the Family*, 9 p.m., after *Rhoda* and then *Phyllis* have, presumably, drawn a major share of the home audience to the CBS channel. "It will," Mr. Arledge says, "be interesting to see what we do.")

Monday night is also proving a convenient berth for NCAA football games, those played early in the season when they would otherwise compete for viewers with Saturday baseball. Last year, ABC persuaded Notre Dame and Georgia Tech to move their game from Saturday, Sept. 7, to Monday night, Sept. 9. Earlier this month, Missouri-Alabama and Notre-Dame-Boston College were seen on ABC on Monday nights.

Now, ABC is persuaded that Monday night baseball makes sense, too. The network's willingness to give up more Monday nights than NBC would played a part in a Baseball Commissioner Bowie Kuhn's decision to divide the baseball package between NBC, which had carried baseball, including the World Series, since 1947 and had had an exclusive contract with baseball since 1966, and ABC. There were other factors, too, of course—baseball's interest in exposure on two networks in-

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JOHN KORTY



"Being picked to direct 'The Autobiography of Miss Jane Pittman' was a big surprise to me. Of all the directors considered, I was probably the youngest and least established in terms of the industry. On the other hand, I had been making films outside of Hollywood for twenty years, so I was not exactly a beginner.

"It was the scale of that production that was new to me. We had about fifty different locations within Louisiana and Mississippi, eighty speaking parts, hundreds of extras and, according to our wardrobe department, about a thousand costume changes.

"Making the film was like running a small army. Six days a week, we left at 6:30 a.m. in a caravan of about fifteen vehicles. One morning I realized I was dreaming that someone ran into us and I was able to go to the hospital for a nice rest. It was like a war, too, in the way that hardships and problems can draw people together. We suffered heat, humidity, near-hurricanes and lots of hungry ants and mosquitos, but we suffered them together. And the end result made all that seem worthwhile.

"I really can't take any credit for Cicely Tyson's performance. As soon as she had the part, she started working on it by herself, visiting several elderly women and studying their voices and movements. By the time she got to Louisiana, she was so convincing that whenever she came out of her trailer in that makeup, someone would rush to take her arm and help her to the set. But once she was under the lights and the cameras were rolling, we all knew we were watching a great actress at work.

"After an experience like that, it's hard to be satisfied with other jobs. That's why I'm still here in Mill Valley, working on my own projects. We've turned an old house into a small studio with offices, editing rooms and some space for animation, which is my other love. We've done a lot of the letter and number spots for 'Sesame Street' and 'The Electric Company' and now we are finishing a series for a new show, 'Vegetable Soup,' which tries to answer children's questions about race and ethnic identity.

"But the new film I'm most pleased with is an adaptation of a short story by John Updike titled, 'The Music School.' It's part of a series on American short stories being funded by the National Endowment for the Humanities for public television. I was able to photograph 'The Music School' myself, as I had 'The Crazy-Quilt' and my early features. We used the new 16 mm Eastman color negative II film 7247, but when we looked at rushes, we felt as though we were working in 35 mm. I had always liked the look of color negative, but the sharpness of 7247 makes 16 mm usable in many new ways. I used a great deal of natural sunlight and window light inside our locations and the finished film has a very luminous quality, which fits the story beautifully.

"Since I worked as a one-man production company for a long time, I still identify with 'filmmakers' more than directors. We are the ones who drive labs crazy because we follow our films through the maze like bloodhounds. But we do that because we're really excited about film. We see creative possibilities, not only in the shooting, but all the way through the processing, printing and optical work. On several of my films, I've determined the final printing lights myself, scene by scene.

"Over the last twenty years, I've tried almost every brand of film I could lay my hands on, and I learned a lot doing that. But eventually you need more than a single film; you need a choice to work with and that's where you can't beat Eastman film. There are so many choices that a filmmaker has a full keyboard of effects to play—different kinds of color, contrast and grain structure. It can also be economical too, because if you test something on 7247, you can be pretty sure of the effect on 5247.

"One of the scraps of paper in my desk is a running list of technical questions to ask Joe Semmelmayr, our local Kodak man. It seems like every other shipment we send off is marked 'Test Roll'—usually trying something we're not supposed to do. 'The Music School' intercuts 7247 with 4X negative, for instance. Some experiments work, some don't, but we're building up a lot of information. And when you've got this many variables to deal with, you have to have a few constants to depend on. Eastman film is one of them."

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Pete Rozelle and the painless extraction of \$606 million

The man responsible for separating the TV networks from more of their money than probably any other individual is Pete Rozelle, commissioner of the National Football League. The total, by his unadvertised estimate, is \$606 million in NFL rights payments since 1961, the year after he became commissioner (not counted in the \$606 million are TV collections of the old American Football League prior to its 1966 merger with the old NFL into the present NFL).

What is more remarkable than the amount of money extracted, however, is that it almost certainly could have been more—probably a lot more. “He’s fair,” says one broadcast veteran. “He’s got a good product, he knows what it’s worth and he doesn’t go for that last pound of flesh—though he could get it if he tried.” Certainly he has been able to up the ante at every negotiation. The networks are currently in the second year of a four-year contract that reportedly adds up to \$54.6 million a year. The figure apparently is in the right ballpark: Mr. Rozelle says the league’s 26 teams receive more than \$2 million a year each in rights money.

The 49-year-old commissioner is described by men who have dealt closely with him as a tough, hard but straight-forward bargainer who does his homework, knows what he wants and pursues it with intelligence, determination and charm. At the bargaining table he is clearly in command for his side. “He sets the tone, he sets the price and he is the one who says when a deal has been made,” according to one broadcast source. Another says he cannot recall that Pete Rozelle ever compromised on an asking price: “Generally he doesn’t come down on the price at all. He decides what his product is worth and he sets the price and says this is it. But he knows the marketplace and he knows what the networks can get [from sponsors] and his price is realistic. Besides that, you know that when he makes a deal, he delivers.



Rozelle

You know you won’t have different club owners coming in with different ideas. When he says something will happen, you know it will happen.”

Broadcast associates also agree that Pete Rozelle is, as one put it, “unflappable, always in total control of himself.” He was busy last week, however with something that seemed in danger of getting out of hand—the NFL players strike—but broadcast and other associates said his composure remained undented as he planned and instituted strategy designed to head it off. “He hasn’t yet lost his cool,” said one. For the most part he was working quietly, behind scenes—another Rozelle hallmark. He is not a headline hunter.

Away from the bargaining table he is said to be reserved, even shy at first. “He’s not the kind who walks into a room and immediately commands attention,” a business friend reports. “He listens a lot. If there are differences of opinion, he listens to all sides. But when he speaks up, people listen to him.”

stead of one and the money that would be available from two networks—the \$92.8 million that baseball will receive over the next four years is reportedly \$20 million more than was provided in NBC’s last contract.

But with baseball talking in terms of more Monday night games than the 15 on this year, NBC was talking in terms of fewer. For baseball produces ratings of about 12, while solid entertainment programs do about 18 or 20. And those who work in the arcane field of translating ratings into dollars say that over a four-year period, Monday night baseball could cost NBC \$20 million. Not that NBC was carrying Monday night baseball as a public service; the World Series, league championships and All-Star games that went with the package made it all worthwhile. Now, NBC will alternate in covering those prestigious, money-making items with ABC next year, 18 in each of the succeeding three, and NBC, 25 Saturday games.

Although “TV’s Great Diamond Heist,” as *TV Guide* headlined its story on the episode, added to Mr. Arledge’s prestige as a wheeler-dealer, there are some on Madison Avenue who are more impressed with the nerve they say was exhibited by John Lazarus, baseball’s director of radio and television, who negotiated the deal. “If baseball is talking to NBC and ABC, and the ABC deal does not work out, and baseball has to go back to NBC, they’re in trouble, unless they have a second backup,” according to one stu-

dent of such matters. “It was a major gamble.”

Mr. Lazarus, who discusses these things in the cadences of a businessman, brushes off talk of a gamble. He says he held discussions with all three networks about the baseball package and that NBC was aware baseball was obliged to discuss “all alternatives.” But he says, “We didn’t see it as a gamble, but as something we constructed very carefully. Going in, it was a little trying”—a nice bit of understatement considering the anguish and agony with which NBC greeted baseball’s decision to sell half of its package to ABC. “But we had done our homework. We were in as strong a position as possible. We knew what we wanted, and where we wanted to go, and built from there.”

(Mr. Lazarus, who has worked for NBC and then ABC before joining the baseball commissioner’s office, last month re-joined ABC as vice president, sports sales [BROADCASTING, Sept. 1].)

Whoever was the key man in the “heist,” the pressures being exerted by Roone Arledge, who became president of ABC Sports in January 1968, are adding a new dimension to the competition among the networks. And it is not only because of the skillful manner in which he has concocted a winning combination out of barrel-jumping and heavyweight championship fights on *Wide World of Sports*. It was his success in securing the rights to the Kentucky Derby that seemed to shake his competitors—particularly CBS, which

regarded it as an act of war. Bob Wussler, who produced the coverage of the political conventions in 1964, 1968 and 1972 before being named manager of CBS’s WBBM-TV Chicago in 1972—was brought back to New York as vice president for sports and given the mission of overtaking ABC.

“CBS is number one in prime time, number one in daytime, number one in news,” he says. “We want to be number one in sports.”

He has undertaken his mission with a zest that has impressed Mr. Arledge. CBS is “much more aggressive than it was,” he says. (But he takes some of the shine off the compliment by saying CBS “copies” ABC in the events it presents and in the production techniques it uses. Of course, he says NBC copies ABC too.) Mr. Wussler’s aggressiveness depends in large part on CBS’s financial resources. CBS paid \$600,000 for the Connors-Newcombe match, for instance, and \$300,000 (topping NBC’s offer) for the dream race between Foolish Pleasure and Ruffian that ended in tragedy. In addition, CBS picked up the world swimming championships in Cali, Colombia, in July and will present the Pan American Games in October. What’s more, CBS will carry 12 golf matches next year, six more than this year and only one less than ABC, and it dried its tears over the loss of the Derby with a five-year contract with the New York Racing Association to broadcast 10 major stakes races.

Mr. Wussler has also taken a direct bead on *Wide World of Sports*. He has increased the budget for *Sports Spectacular*, by "50 to 60%," he says, and is scheduling it for 4:30-6 p.m. Saturday, giving it a half-hour lead on *Wide World*. The fixed time spot should help also; the program has bounced back and forth between Saturday and Sunday.

One of the satisfactions in his first year on the job was the improvement in the ratings for the NBA coverage, from 8.1 to 8.5. The rating would have been better but for the fall-off in the championship round as compared with 1974. The average for the season was up 16%, but with Golden State Warriors polishing off the Washington Bullets in four straight games in the finals, the rating for that element dropped 24% from the 12.4 that was achieved in the seven-game series between the Boston Celtics and the Milwaukee Bucks in 1974. And the Celtics are the best television draw in the league, and the Bucks' Kareem Abdul-Jabbar, now with the Los Angeles Lakers, the biggest personal draw. (Can such statements about drawing power be made with certainty? "Absolutely," says CBS's director of sports program development, Kevin O'Malley.)

For those whose business it is to produce television coverage of sports events, there is no escaping the fact that the sport or the event involved is what attracts the viewers. A Howard Cosell may have become enough of a personality in his own right to affect the ratings of events he covers. (But he may even repel as many viewers as he attracts.) And baseball fans may have appreciated that additional camera in center field that NBC is using to improve its coverage of baseball.

But for the most part, once the level of professional competence that networks achieve routinely has been reached, there is probably not a great deal that a sports department can do to enhance the attractiveness of an event. As NBC's Carl Lindemann said after watching Billie Jean King defeat Evon Goolagong Cawley 6-0, 6-1 in the Wimbledon championship (covered by NBC), "Robert Altman [director of, most recently, the film "Nashville"] could have directed the coverage of that, and it would have been dull."

But that does not mean the networks cannot affect the ratings of a sports schedule. Mr. Wussler can be instructive on that regarding CBS's coverage of the NBA games. "We talk to the league in August, to work out the schedule of games we'll put on television. We can ask that a game—one expected to generate a great deal of interest—be played on Sunday [when the games are telecast], if the necessary arrangements can be made with the arena. Then we review the schedule on a month-to-month, week-to-week basis. We might have Los Angeles at Washington scheduled but, on the basis of conditions at the time, decide we would rather have Seattle at Boston."

There was also more to NBC's improving NFL ratings than the luck of the matchups. NBC had some exciting teams

to cover in the American Football Conference—Denver, New England, Houston, Oakland and Buffalo—but Carl Lindemann did not count on that. CBS not only has the advantage of covering more of the senior teams in the league but of covering teams in seven of the top eight markets in the country; NBC, on the other hand, covers teams in only two of those markets. Yet, the AFC, for the first time last year, outdrew the NFC in terms of home viewers, as NBC's rating for NFL coverage increased from 13.2 to 14, and CBS's dropped, from 14.3 to 13.7. The secret, or part of it, at least, seems to lie in the manner in which the games were routed around the network.

NBC and CBS are obliged by their contracts with the league only to transmit a team's away game back to its home market. Beyond that, they may send games where they choose, and with each network televising six or seven games every Sunday, a considerable amount of choosing is possible. NBC appears to have taken advantage of that opportunity far more than did CBS. Chet Simmons, vice president for NBC sports production, ran an operation that reconfigured regional networks every week as events indicated which games were likely to be strong attractions.

Mr. Wussler says things will be different this season. "A lot of work has been done on what NFL games will go where, including non-NFL cities," he said recently. "The regional setup we followed was es-

Patchwork. The escalating ambitions of TV sports coverage—and the increasing complexity of common carrier interfacing—has given rise to a new brand of communications entrepreneur. A principal among them is the Robert Wold Company of Los Angeles and New York, which in calendar 1975 will arrange some \$4-5 million in interconnections for 4,000 individual sports remotes, both radio and television.

The World organization arranged the first conventional (as opposed to experimental) domestic satellite broadcast on Aug. 9 this year, a Milwaukee Brewers-Texas Rangers game relayed from Milwaukee to Fort Worth. Four carriers were involved: Wisconsin Bell for telephones and internal circuits in the stadium, Midwestern Relay Co. for a microwave patch from Milwaukee to Chicago, Western Union for the uplink from its Chicago earth station to the Westar satellite stationed 23,000 miles above the Earth, and the downlink to Dallas, and AT&T for terrestrial lines from Dallas to Fort Worth, where the game was broadcast by KXAS-TV. "It was an example of what there's going to be much more of in the future," says Bob Wold.

tablished in the early 1960's and hasn't changed, although tastes and conditions change."

Nor is Mr. Wussler stopping with what he hopes will be a better engineered schedule. He is dressing up his announcer staff with new faces, most of them familiar to NFL fans—Sonny Jurgensen, Hank Stram, Paul Hornung and Alex Hawkins. One broadcasting pro has also been recruited—Vin Scully, who has made his reputation as a first-class baseball announcer.

Mr. Wussler failed, however, to land Warner Wolfe, of WTOP-TV Washington, in the net he had cast for new personalities. Mr. Wolfe, the most popular television sportscaster Washington has had in years, decided instead to join Boone Arledge's stable. (But ABC can lose in the competition for announcers, too. Don Meredith, the Dallas Cowboys graduate who contributed to the chemistry that made Monday night football a success, was wooed away after the 1973 season by NBC, which was able to give him not only sports assignments but acting roles—which is where he seems to think his future lies.)

CBS is also prepared to make an annual television event of the "heavyweight championship of tennis." The network has acquired the television rights to the matches for the next 10 years from the promoter, Caesar's Palace. And on Feb. 28, Jimmy Connors, the "defending champion," will face on Caesar's Palace's court in Las Vegas a presumably worthy but yet to be selected challenger in a \$250,000 "winner-take-all" contest. Plans for the "heavyweight championship of tennis" matches and the Feb. 28 event were announced at the U.S. Open Championships at Forest Hills, on Sept. 5, when it probably seemed a more exciting idea than it did two days later, after Connors lost his U.S. Open championship—the third major title (the Australian Open and Wimbledon were the other two) that he has lost this year.

Meanwhile, over at Rockefeller Center, Carl Lindemann, who has headed NBC's sports department since 1963, probably recalls that 11 years ago it was he who was sending shock waves through the tight little circle of network executives. With then-NBC President Robert Kintner, he helped elevate the old American Football League to true major league status—and started it on its way to a merger with the NFL—by giving it \$42 million for a five-year contract. The network that lost the rights in that deal: ABC.

Today, he finds himself forced to make adjustments in what he regards as a class operation. NBC carries more hours of sports than the other networks—378 last year compared to about 350 at each of the others—and much more of it live—366 compared to 263 at CBS and 229 at ABC, according to NBC and Nielsen figures. And this year, the margins are expected to widen, with NBC projecting some 400 total hours, CBS about 360 and ABC, 350. What's more, NBC owns the rights to some of the most lucrative events in

Mark McCormack and his IMG: middlemen to sports superstars

Mark H. McCormack is one of those fortunates who arrive on the scene at the right moment. For him, it was a time when sport was big business but when the folks who were making it big—the athletes—needed someone to help them to a larger share of the rewards. In helping them he has helped himself, and in the process invented a new kind of conglomerate—the sports conglomerate.

His International Management Group not only represents athletes in contract negotiations but also provides a host of related services—everything from public relations to tax planning and representation in selling endorsements. Its fees for those services range from 25% to 50% of the gross. And nonathletes are also among IMG's 200 clients, as are corporations; IMG shows them how to use sports to sell their products.

The clientele is blue chip: Arnold Palmer, Gary Player, Brooks Robinson, Jean Claude Killy, Fran Tarkenton, among the athletes; hair stylist Vidal Sassoon and model Jean Shrimpton, among the nonathletes, and Hertz, Texaco and United Airlines among the corporations.

Nor does Cleveland-based IMG stop there. Its 10 companies, which operate out of 12 offices around the world, include some that were created to capitalize on the personalities and services of IMG's clients. There is, for instance, Trans World International, the largest producer of sports films, which has created a series of Superstars happenings on ABC, Jean Claude Killy appearances on CBS and that first "heavyweight championship" of tennis last February, featuring Jimmy Connors and Rod Laver.

Mr. McCormack, 44, got into IMG by the back door. A lawyer, he was also an amateur golfer, and was often asked for locker-room opinions about legal-financial matters, like endorsements. After reviewing some of the contracts, he decided his friends on the links were not being treated fairly, and decided they needed representation. One of his first clients was Arnold Palmer, whom Mr. McCormack had met years earlier in a college golf match: Mr. McCormack played for William and Mary, Mr. Palmer, for Wake Forest. In 1959, Mr. Palmer was earning some \$60,000 annually; two years later, with Mr. McCormack's help, his annual



McCormack

earnings were \$500,000. And in 1971, NBC purchased Arnold Palmer Enterprises for a reported \$15 million.

Mr. McCormack talks of himself as a "manager of people and concepts." He is no doubt that. *Sports Illustrated* calls him "the most powerful man in professional sport." He may be that, too.

sports—the Rose Bowl and Orange Bowl games, which are broadcast back-to-back; the Super Bowl in alternate years; the NCAA basketball championships, and through this year, the complete baseball package, with its All Star game, league championships and World Series. There was also, last fall, the satisfaction in passing CBS in the NFL ratings.

But with half of the baseball package lost to ABC and with hockey a victim of low ratings, 1974-75 was less than a successful year for NBC Sports. So there will be changes. An indication of NBC's willingness to adjust was the stiff competition it offered CBS in bidding for the Foolish Pleasure-Ruffian race. (NBC does not normally seek special head-to-head events.) Another was the all-star event in July featuring World Team Tennis players—legitimate in the sense that world-class players were involved, but seeming to smack more of made-for-television event than a Wimbledon tournament.

But more than those things is *Grandstand*, the new Sunday afternoon series involving a wrap-around concept of sports coverage which is based on a BBC program. Each week, *Grandstand* will be built around a major event—football in

the fall, golf and tennis starting in January—with the network providing sports news, features and live pickups from other events before and after the main event, and even during it (half-time of a football game, for instance). Thus, NBC might provide a tennis match in Paris, return to cover a golf match in the U.S., and then do a soccer match in London—as much as five hours in all.

NBC is also counting on additional conventional sports programming. Its contract with TVS will provide it annually with about 90 regular-season college basketball games, including 10 doubleheaders, January through March (BROADCASTING, May 19). And it plans to cover six golf matches in 1976, compared to the two it is doing this year.

Important as the heads of the network sports operations consider their plans for 1976, it is obvious they are also thinking further ahead—to 1980, and the Olympic Games to be held in Moscow in the summer and Lake Placid, N.Y., in the winter. Messrs. Arledge, Wussler and Lindemann and/or others from the networks have made several trips to both places in hopes of ultimately winning the minds if not the hearts of the necessary officials. Although

network brass discuss their plans in as guarded a manner as the military discusses war plans, which is about what is involved, it seems that bargaining has not yet gotten down to the hard dollars-and-cents stage yet. But tension is beginning to build.

Whoever succeeds in winning the rights to the Olympics will have a winner. Like the Celtics' drawing power, that is a verity. As for the rest of sports on television, there may be somewhat less certainty. Last year's ratings, for football, baseball and hockey, may give some pause. But not to the men who run the network sports departments. For them, football was hurt by Rhoda's wedding; baseball by a short World Series (five games) and hockey... well, it never was popular in Texas and Florida.

In their business, fall is the start of a new year. And the hope that is associated with the start of every new year is, along with ambition, an essential ingredient in the fuel that keeps them going in their "very competitive business."

This special report was written by Leonard Zeidenberg, senior correspondent, Washington.

A closer race in prime time for networks

No habit patterns seen yet as early-season sampling goes on, but program chiefs are already eyeing mid-season replacements

The margins of difference in ratings among the three television networks have narrowed sharply at the start of the 1974-75 season. CBS-TV is in the number-one position it occupied during most of last year with NBC-TV second and ABC-TV third.

But it was ABC's programing executives who seemed the most upbeat in their analysis of the premiere week (Sept. 8-14) whereas their counterparts at CBS and NBC tended to dwell almost as much on their problem areas as on their strong points. For example, Ed Vane, the vice president and national program director of ABC, was quick to note that, in comparison to premiere week 1974, ABC was up 4% this year while NBC was down 14% and CBS showed a 7% decline. (In actual Nielsen numbers, CBS went from a 20.1 average rating for premiere week 1974 to an 18.6 this year, NBC from 20.5 to 17.6,

and ABC climbed from a 16.5 in 1974 to a 17.2 in 1975.)

CBS won four nights (Monday, Tuesday, Thursday and Saturday) and ABC two (Wednesday and Sunday), with Friday going to NBC. But despite CBS's apparently solid performance, its vice president for programing, Lee Currilin, was casting a realistic eye on some of the time slots that could prove troublesome. "I'll confess I was somewhat disappointed with Saturday, which has always been so strong for us in the past," he told BROADCASTING last week. "In particular, I was not too thrilled with *Doc's* performance." *Doc* (8:30-9 p.m., NYT) is a pivotal sitcom that bridges two of last season's hit comedies, *the Jeffersons* at 8 and *The Mary Tyler Moore Show* at 9. On Sept. 13, *Doc* managed only a 15.6 rating and 30 share and was wiped out in that half-hour by the five-year-old *Emergency* on NBC (20.3 rating and 39 share).

And, although winning its time period with an 18.4 rating and 36 share, *The Jeffersons* finished a good 12 share points lower than *All in the Family's* average as CBS's Saturday lead-off over the last few years. *All in the Family* has been moved this season to Monday at 9 p.m.

NBC Executive Vice President Mike Weinblatt contends that the premiere-week results were, for the most part, unrepresentative of the way viewer patterns will sort themselves out by October. "A triumph of the publicity machine" is the phrase used by Mr. Weinblatt to de-

scribe many of the shows that scored big ratings and he added, "It was a week of sampling and stunting."

On the matter of sampling, Mr. Weinblatt said: "*Beacon Hill* got big numbers initially with a heavy promotional campaign, but the show subsequently dwindled off. The same thing could happen with ABC's new situation comedies like *Welcome Back, Kotter*, *When Things Were Rotten* and *On the Rocks*. They got good first-week sampling, but that doesn't mean the public likes them. You have to wait and see if their ratings hold up in the second and third weeks."

By stunting, Mr. Weinblatt means "the policy of taking a strong show and elongating it for premiere week." He cites three 60-minute series that kicked off their new seasons with special two-hour telecasts (*Hawaii Five-O*, *Kojak* and *S.W.A.T.*), plus the half-hour sitcom, *M*A*S*H*, which rolled in with a 60-minute episode (Friday, Sept. 12, 8-9 p.m.; its regular time period is 8:30-9 p.m.).

"To me, the most gratifying result of the week," he continued, "is NBC's continued dominance on Friday night, despite the fact that CBS threw the special episodes of *M*A*S*H* and *Hawaii Five-O* at us, and ABC put on a James Bond movie ('Diamonds Are Forever')." NBC's *Sanford and Son*, *Chico and the Man* and *The Rockford Files* won their Friday time periods, although "Diamonds Are Forever" came on strong at 10 p.m. (with a 38 share for that hour) to beat out

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NBC's *Police Woman* (a 32 share from 10 to 11 p.m.). NBC won the night with a 20.6 rating, and ABC and CBS wound up with identical Friday ratings of 16.8.

ABC's Ed Vane was "very encouraged" by the fact that "only two of our news shows sampled below a 30 share" (*Barbary Coast* and *Mobile One*). He also pointed out that in Nielsen's MNA's, the 70 markets in which all three networks are directly competitive, ABC tied for first with CBS, each of them averaging an 18.3 rating for premiere week, trailed by NBC's 17.0 rating.

Three new shows broke into the top 10 for the week ended Sept. 14: the sitcom *Phyllis* (CBS, Monday, 8:30-9 p.m.), which got a 25.2 rating and 42 share, good for third place; *Switch* (CBS, Tuesday, 9-10 p.m.), which got a 22.9 rating and 29 share to finish seventh; and *Starsky and Hutch* (ABC, Wednesday, 10-11 p.m.), which had a 22.0 rating and 41 share and wound up 10th. In conspicuous contrast to last year, when four of its new shows became almost instant hits (*Chico and the*

Man, *The Little House on the Prairie*, *The Rockford Files* and *Police Woman*), NBC placed only one of its new shows in the top 40 for the week, the cop series, *Joe Forrester* (Tuesday, 10-11 p.m.), which punched in with a 19.3 rating and 36 share to finish 23d.

At the very bottom of the week's list, in 66th place, was *Three for the Road* (CBS, Sunday, 7-8 p.m.); on Sept. 14, it logged an invisible 6.9 rating and 14 share), and Lee Currlin said, "The show's a severe problem for us, and we're wrestling with it." Only 70% or so of the CBS affiliates are clearing *Three for the Road*, many of the abstainers rejecting it, according to industry sources, because after pro-football doubleheaders on the network it's the only slot available for their early-evening newscasts. Mr. Currlin said CBS may wind up riding with the series until the end of the football season, when *60 Minutes* (Sunday, 6-7 p.m.) returns, and then—as one possibility—push *60 Minutes* up a half-hour to 5:30, leaving affiliates with the 6:30 slot for their newscasts.

Other shows that hit rock bottom in the

ratings during premiere week were *Mobile One* (ABC, Friday, 8-9 p.m., with a 9.7 rating and 17 share), *The Montefuscos* (NBC, Thursday, 8-8:30 p.m., with an 11.7 rating and 21 share), *Barbary Coast* (ABC, Monday, 8-9 p.m., with a 12.0 rating and 21 share) and *Fay* (NBC, Thursday, 8:30-9 p.m., with a 13.0 rating and 22 share). These shows are all on the endangered-species list, and, with all three networks laying heavy stress on second-season development, changes could be in the offing within a couple of months.

CBS's Lee Currlin says that the five pilots that narrowly missed getting berths on the fall 1975 schedule are now the leading candidates for second season, which at CBS could arrive as early as mid-November, according to Mr. Currlin. The five are Lorimar Productions' *The Blue Knight*, a 60-minute police series (based on a novel by Joseph Wambaugh) starring George Kennedy; *One Day at a Time*, a Norman Lear sitcom about a divorced woman trying to rear two children; *Shell Game*, from Thoroughbred Productions, with John Davidson as a con man turned legiti-

How the critics and the public vote on new shows

The numbers are up, and the critics' predictions are in. The ratings and shares correspond here and there with the reviewers' opinions.

The critics were mostly on target for Monday's new entries. At 8 p.m. *Barbary Coast* (ABC) and *Invisible Man* (NBC) turned up failing ratings against the CBS line-up of *Rhoda* and *Phyllis* (8:30 p.m.). *Phyllis* did even better than its proved lead-in, with a 42 share and 25.2 rating to *Rhoda*'s 40 and 22.8. The critics had few raves for *Barbary Coast*, which pulled only a 12 rating and 21 share, felt *Invisible Man*'s special effects would soon wear thin (its thin rating was 16.3 with a 28 share); and cheered Cloris Leachman's performance in *Phyllis*.

On Tuesday, *Joe and Sons* (8:30 p.m.) on CBS dropped to a 17.1 rating and 30 share from its lead-in, *Good Times* with a 21.6 rating and 39 share. Its opposition, *Welcome Back, Kotter* (ABC), also scored 17.1 and 30; both shows make NBC's *Movin On* (9 p.m.) look poorly with a 13.9 rating and 25 share. To the critics, *Joe and Sons* was unremarkable except for Jerry Stiller's minor, but well received, part in the opening episode. *Kotter* got a tough going-over, its subject—problems of an urban high school—seeming ill-timed. *Switch* (CBS, 9-11 p.m.) was deemed far-fetched but watchable—and the audience did watch, giving it a 22.9 rating and 39 share, leaving behind the tested *Rookies* (ABC) and *Police Story* (NBC) with 28 and 26 shares, respectively. NBC's new *Joe Forrester* took a 19.3 rating and 36 share opposite *Beacon Hill* (CBS) and *Marcus Welby, M.D.*

(ABC). The critics questioned the need for more cops on NBC.

Wednesday's only new show at 8 p.m., *When Things Were Rotten* (ABC), grabbed a 19.5 rating and 36 shares, beating *Little House on the Prairie* (NBC) by three share points and *Tony Orlando and Dawn* by eight. Critics had said the new Mel Brooks farce would be unusual television.

Doctor's Hospital, NBC's 9 p.m. entry, fell below *Cannon* (CBS) and *Baretta* (ABC), with a 15.8 rating and 27 share. It had not been well received by most critics. Two new shows at 10 p.m. drew widely separated ratings, ABC's *Starsky And Hutch* winning a 22 rating and 41 share, against CBS's *Kate McShane*'s 14.1 rating and 26 share. *Petrocelli*, already entrenched on NBC, drew a lowly 13.8 rating and 26 share. Reviewers agreed the cops and chases on *Starsky And Hutch* were nothing new, but several complimented the team's acting; some praised Anne Meara (*Kate McShane*), though her story line was deemed unoriginal.

NBC's Thursday line-up washed out against the established *Waltons*. Critics though *The Montefuscos* and *Fay* (NBC) would be on surer footing, but they gleaned only 21 and 22 shares, respectively. *On the Rocks* premiered to less favorable reviews but pulled a competitive 18.8 rating and 32 share. NBC's evening went downhill in ratings from there, with most critics shredding the *Ellery Queen* (9 p.m.) detective story but praising *Medical Story* (10 p.m.) for its realism. Friday at 8 p.m., ABC suffered a 9.7 rating and 17 share for *Mobile One*, which critics described as too busy.

Doc (CBS, Sat. 8:30 p.m.) slumped to a 30 share after a 36 share lead-in from *The Jeffersons*. It will be opposite the live *Howard Cosell* on ABC, which critics will review this week.

Sunday's offerings, *Three for the Road*

(CBS) and *Swiss Family Robinson* (ABC) took 14 and 31 shares, respectively. Critics ventured accurately that the time slot would hurt ratings.

Following is a sampling of critical appraisals of the new series:

Swiss Family Robinson (ABC, Sunday, 7)

"What Irwin Allen, the producer, hath wrought for the films 'The Poseidon Adventure' and 'The Towering Inferno' he is now attempting to inflict on television, using a scale suitably reduced for the small screen. The result transforms what is supposed to be a shipwrecked Swiss family struggling for survival on a tropical island into all-American mannequins getting back to nature and roughing it in a setting that could be Malibu or Nantucket. All of this is seasoned lightly with minidisasters." John J. O'Connor, *New York Times*.

"Disaster producer Irwin Allen has put his wind machines, fire-makers and water swirlers to work again, and it's just one physical crisis after another for the shipwrecked Robinson gang. The oversimplified title of this kiddie-oriented episode is 'The Typhoon.' It should have been called 'Obstacle Course.'" Anthony



mate who works on cases for his brother, a defense attorney; *Force Four*, a hard-action police series out of Universal; and Universal's *The Keegans* (executive producer: George Eckstein), a melodrama about a wealthy Irish-American family that finds itself enmeshed in organized crime and political corruption.

NBC, which lost its chance to beat out CBS in the 1974-75 prime-time sweepstakes when its second-season replacements headed straight for the cellar, will not make the same mistake again, according to Mike Weinblatt. He said NBC's three hottest sitcom candidates are *Grady*, a spinoff of *Sanford and Son*, to be produced by Norman Lear's Tandem Productions; *The Cop and the Kid*, which focuses on "the warm and comedic relationship" between a middle-aged bachelor and a young black boy, under the auspices of Playboy Productions; and *The Practice*, starring Danny Thomas as a "rough-edged, cantankerous, 'Last Angry Man'-type doctor," which will be produced by Mr. Thomas's own company.

ABC's vice president in charge of

prime-time development Mike Eisner said the network has already filmed six episodes of *Heaven Help Us*, starring Carl Reiner, and taped six episodes of *Viva Valdez*, two sitcoms produced by Columbia Pictures Television. In addition, Mr. Eisner said, ABC is high on the pilots of *The Family*, a 60-minute drama out of Spelling-Goldberg, and *How the West Was Won*, a 60-minute western saga for family hour, starring Eva Marie Saint and James Arness, produced by Al Ruddy and MGM.

Other projects that could be whipped into shape for second season, according to Mr. Eisner, include *Superstar!*, a Quinn Martin spinoff from his *Streets of San Francisco*, about a New York cop who settles in San Francisco; *Melvin Purvis*, starring Dale Robertson as a 1930's G-man, out of Dan Curtis Productions; *Harry's Angels*, a Spelling-Goldberg pilot focussing on three sharp-witted women employees of a male private eye who's never seen on camera; and *Almost Anything Goes*, a co-production of Bob Banner, David Wolper and Beryl Vertue, which was the only new summer-replace-

ment series to lure a substantial audience and which is described as an elaborate 60-minute sports/game show featuring crack-brained contests between frenzied competitors.

Three performers are being groomed as variety-show hosts, according to Mr. Weinblatt: Rich Little, whose pilot racked up a 41 share on Sept. 3, Dick Van Dyke and MacLean Stevenson.

Sixty-minute dramas, Mr. Weinblatt continued, will probably be chosen from among *The Lives of Jenny Dolan*, a melodrama starring Shirley Jones as a newspaperwoman, produced by Ross Hunter in association with Paramount Television; Columbia Pictures Television's *Willie and the Fargo*, about a pair of black detectives who do their case-solving with tongue in cheek; and three pilots from Universal Television: *McNaughton's Daughter*, about a successful woman public defender; *The Oregon Trail*, a western with Rod Taylor, the two-hour pilot of which will air Nov. 15; and *Malloy*, starring Raymond Burr as "a flamboyant lawyer."

LaCamera, Boston Herald American.

"... needs at least two doctors—one for scrips and one for trees ... lugubrious debut ... where the dialogue makes Tarzan sound like Oscar Wilde." *Dick Adler—Los Angeles Times.*

Three for the Road (CBS, Sunday, 7)

"Premiere episode a contrived childish story about the older son's fear of height is one long commercial for the rich man's sport of hang-gliding ... *Three for the Road* is so juvenile, viewers actually are cued by the music when something sinister, mysterious, or momentous is happening. And in the next week's second episode, the villains wear dark clothes and the good guys are in white, which should give you an idea of the programs regard for viewer's brain power." *Steve Hoffman, Cincinnati Enquirer.*

"It's old fashioned TV, but the father-son relationship is touching and the scenery is glorious." *Bill Barrett, Cleveland Press.*

"The people are fine, the settings are natural, the stories have a nice moral. It's all a matter of dynamics, however, which is what the show lacks. Disney won't worry about this one." *Jerry Krupnick, Newark Star Ledger.*

"... leaves you pleased for more than one reason ... is kept free of the static of excessive emotionalizing. [Camerawork is] a lyric of space and form and color." *Morton Moss—Los Angeles Herald-Examiner.*

The Family Holvak (NBC, Sunday, 8)

"If you don't want to watch Cher's belly button or if the *Six Million Dollar Man* is too inflationary ... you might tune in. What's more, you might find a certain kind of old-fashioned pleasure from watching something that is just plain nice." *Sander Vanocur, Washington Post.*

"The commodity being pushed heavily



is traditional virtue, which is distinctly attractive when the competition consists of CBS's *Cher* ... and ABC's *Six Million Dollar Man* ... Unfortunately the basic *Family Holvak* vehicle gets off to a weak start." *John J. O'Connor, New York Times.*

"An hour-long yawn and a waste of the acting talents of Julie Harris." *John Camper, Chicago Daily News.*

Barbary Coast (ABC, Monday 8)

"... is the type of program in which, when bagpipes are playing in an adjacent room, a character goes to the doorway, pulls some heavy curtains across it, and the sounds of bagpipes are totally silenced. The production is bad throughout with such touches of unreality." *John J. O'Connor, New York Times.*

"The *Barbary Coast* atmosphere and saloon setting, at least, might satisfy the appetites of those who miss Kitty, Matt Dillon, Doc and the Long Branch Saloon." *Kay Gardella, New York Daily News.*

"It is hilarious to watch one of America's rauchiest eras—the 1880's *Barbary Coast*—being sanitized into a hunkey-dorey juvenile cartoon suitable for TV's new family hour. Almost, but not quite, beneath contempt." *Gary Daab, Chicago Tribune.*

"This show is the nearest we have to a western on any of the network schedules and if you enjoy westerns ... you have to be tolerant. The flavor throughout is reminiscent of any number of old movies and therein lies its charm." *Don Freeman, San Diego Union.*

"... a couple of good actors, William Shatner and Doug McClure, and various gaudy ingredients that could add up to a vibrant western swashbuckler. But it doesn't ..." *Morton Moss, Los Angeles Herald-Examiner.*

"They flooded the backlot of Paramount and called it a TV series ... Its distinguishing feature is that all the streets of its mock-up 1870's California town are thick with mud." *Tom Shales, Washington Post.*

The Invisible Man (NBC, Monday, 8)

Invisible is a solemn dish—in fact, congealed. Even the actors are leftovers ... The only energy anyone has expended on this program is in the hounding of cliches, as though they were truffles." *John Leonard, New York Times.*

"... the invisible gimmick might be all right for a one-time shot, but as a steady diet it could wear thin on television." *Kay Gardella, New York Daily News.*

"... a harmless piece of fluff with absolutely no prayer of threatening the CBS double-whamm, of *Rhoda* and *Phyllis*." *Gary Deeb, Chicago Tribune.*

"A child of 10 might enjoy this family-hour series, but adults may find the special effects wear a little thin after a few episodes." *John Camper, Chicago Daily News.*

"If you've seen one invisible man, you've seen them all." *Sander Vanocur, Washington Post.*

Phyllis (CBS, Monday, 8:30)

"She won't be as witty as *Rhoda*, true, and her series doesn't have the pace, zip and focus of *The Mary Tyler Moore Show*,

of which hers is a spinoff, but [Phyllis] has its own particular charm. It also has Cloris [Leachman], a gal with a fine acting record, who is always full of surprises. She's indeed worth a viewing gamble for a



few weeks to see what direction her life takes..." *Kay Gardella, New York Daily News.*

"Phyllis is not working very well, at least initially, and the basic reason could be fatal. On *The Mary Tyler Moore Show*, Phyllis was very funny as a somewhat eccentric secondary character using the virtually perfect Mary as an audience sounding board. On her own, Phyllis is a hysteric in search of a center of sanity. The comic perspective has been switched, and the result is annoyingly without focus." *John J. O'Connor, New York Times.*

"... that selfish, patronizing egomaniac you used to enjoy hating is about to warm her way into your hearts ... Phyllis is a cinch to be the comedy smash of the season." *Gary Deeb, Chicago Tribune.*

"... a surefire hit on CBS with Cloris Leachman now on her own ... This show could serve as an illustrative model in how to stitch together a comedy series." *Don Freeman, San Diego Union.*

"She is always on stage ... She is loud, extravagant of gesture, and indifferent to nothing ... underneath she is as hard as steel. [She] is indestructible. In other words she's a pain in the neck and all these characteristics have been incorporated into her new TV character ..." *Terrence O'Flaherty, San Francisco Chronicle.*

"... probably the most likable new series of the year, and the one most likely to succeed as well." *Tom Shales, Washington Post.*

Welcome Back, Kotter (ABC, Tuesday, 8:30)

"Tuesday night viewers will be treated to a heavy-handed infantile sleazy piece of garbage ..." *Gary Deeb, Chicago Tribune.*

"When the laugh track sounds as if it is on the verge of nervous breakdown, the show is in trouble. *Welcome Back, Kotter* is in trouble." *John J. O'Connor, New York Times.*

"... gets my award as the worst new program of this year, last year and next year. Everyone in the cast is a repulsive caricature of the people in an urban high school. The acting is bad, the writing is bad and the jokes are not funny." *John*

Camper, Chicago Daily News.

"... sharp young comedian, Gabe Kaplan ... bland show that is amusing but lacks the biting humor of the original. Granted, the original seemed a little too vulgar and tough for this viewer." *Jim O'Brien, Philadelphia Daily News.*

"This so-called 'comedy' has got its values and 'humor' strangely mixed-up. Fun is fun, but ... is completely negative ... completely unbelievable and unfunny ... *Kotter* is neither good entertainment nor good programing." *Rex Polier, Philadelphia Bulletin.*

"Ideally, television should be able to deal with any issue, comedically or seriously, but defending *Kotter* along those lines is complicated by the fact that it is, indeed, sometimes hard to see what's funny about a group of students rising from their desks to threaten the teacher." *Tom Shales, Washington Post.*

"... is a cruel joke played upon the losers among us. It is difficult to determine which is the most objectionable—the producers, the writers, the souped-up laugh track or the network executives ... The show can be criticized for its writing quality, its vulgarity, etc., with an expectation of disagreement ... But in the more subtle area of exploitation, there is very little room for opposing argument." *Terrence O'Flaherty, San Francisco Chronicle.*

"... left us baffled ... The treatment of the material is such that you don't know how you're to take [Gabe] Kaplan and his kids." *Morton Moss, Los Angeles Herald-Examiner.*

Switch (CBS, Tuesday, 9)

"... the great viewing public gets super con men and super swindlers raised to the level of heroes ... By performance's end, [the 'sick-o'] almost becomes sympathetic, while the two heroes look more and more like sadistic rip-off artists. The series would seem to have a slight problem." *John J. O'Connor, New York Times.*

"... an elegant, stylish romp ... viewers should merely suspend their disbelief and enjoy." *Gary Deeb, Chicago Tribune.*



"Cops turned private eyes are a staple on the networks. The confidence man with charm has always had unfailing appeal through the years. Together they will move mountains. Or get someone else to

move them ... I didn't believe one word of the script but the production is as slick as a con man's pitch. What I liked most was the opportunity of watching Eddie Albert going at full-bore." *Don Freeman, San Diego Union.*

"Despite some misgivings I enjoyed the premiere. The dialogue occasionally sparkles and Albert brings a needed grace to his role. It is diverting and I think harmless for children." *Bill Granger, Chicago Sun Times.*

"Robert Wagner and Eddie Albkrt make a personable private investigation pair, but the convoluted method by which they resolve the case may become wearing, not only on their prey, but even on the viewer." *Tony LaCamera—Boston Herald American.*

Joe and Sons (CBS Tuesday, 8:30)

"... if the first episode is representative, it could end up being called 'The Jerry Stiller Show ... The [Stiller] routine forges ahead with the courage of its zaniness. A few more as good and *Joe and Sons* could make the survival list." *John J. O'Connor, New York Times.*

"... is another one of those sitcoms without a story ... little did I know that the incredibly slow opening was setting up the appearance of Jerry Stiller ... the next 15 minutes of this episode turns into the funniest quarter-hour of the season ..." *Marvin Kitman, Newsday.*

"Jerry Stiller steals the show ... pumps a lot of life into what otherwise is just another stereotyped ethnic comedy that depends too much on slapstick humor to carry the ball ... If some improvements aren't forthcoming in a hurry the show could be left at the post." *Gary Deeb, Chicago Tribune.*

Joe Forrester (NBC, Tuesday, 10)

"It is not particularly memorable, but it is also not blatantly insulting. *Joe Forrester* prompts only one question: Does TV, at this stage, need another cop show?" *John J. O'Connor, New York Times.*

"This series is recommended for any television viewer who hasn't had enough shooting and dying and screaming from bereaved relatives on the other crime shows. I don't need any more gore." *Marvin Kitman, Newsday.*

"Certainly America can always use another good cop, but television has enough. *Joe Forrester* ... can claim a certain production quality and reliable Lloyd Bridges in the title role, but otherwise, zilch." *Tom Shales, Washington Post.*

When Things Were Rotten (ABC, Wednesday, 8)

"What we have here ... is a welcome assault on middle-class sanity; a wild, uninhibited piece of tasty nonsense from the overheated brain of comedy genius Mel Brooks." *Gary Deeb, Chicago Tribune.*

"Mel Brooks said, 'This is going to be one of the top-10 shows in just a little

while.' Nothing is certain in television, but I think he is probably right." *Lee Winfrey, Philadelphia Inquirer.*

"... Mel Brooks's newest work seems to be based on the creative principle of



robbing from the rich (his movies) and giving to the poor (TV sitcom). I think what Brooks has given us is, to use his technical expression, drek." *Marvin Kitman, Newsday.*

"I recommend this show, if only because it is one of the few new programs that is at all unique—a welcome relief from the ... sitcoms, cop shows, medical dramas and dull-but-wholesome family shows." *John Camper, Chicago Daily News.*

"I laughed 14 times during the first episode ... which makes this Mel Brooks series about Robin Hood the comic hit of the new season. Laughing at *When Things Were Rotten*, however, should not be mistaken for chuckling at the wit of George Bernard Shaw or Gary Trudeau. There is no social comment whatsoever here, simply good, dumb fun ... The big question here is can they keep it up?" *Dick Adler, Los Angeles Times.*

Funny? Yes. Constantly funny? No. So what else is new? That is the way we have learned to take Brooks. It's either a yuk or a yeeuch ... *Sander Vanocur, Washington Post.*

Doctor's Hospital (NBC, Wednesday, 9)

"*Doctor's Hospital* is so bad that it makes you want not to throw up for fear that if you did you might be forced to check into Lowell Memorial hospital ... paints its drama in simple-minded primary colors with great melodramatic brushstrokes." *Gregg Kilday, Los Angeles Times.*

"With the help of the more message-laden *Medical Story*, also on NBC and also produced without sanction from the American Medical Association, *Doctor's Hospital* could drive Marcus Welby and his medical knights right off the air." *Tom Shales, Washington Post.*

"... is a good, slick melodrama and stacks up favorably with its genre now on the air." *Bob Brock, Dallas Times Herald.*

"It's a glossed-over hospital drama that goes through a lot of motions but never gets in too deep ..." *Kay Gardella, New York Daily News.*

"Perhaps some network executive may

decide that the presence of doctors on the TV has reached plague proportions. Perhaps further contamination will be prevented." *John J. O'Connor, New York Times.*

"This must be the TV year for putting down aging surgeons, with youth leading the attack. Before the season is over, viewers may find themselves suffering from greying-doctor phobias. Apart from its overworked theme, which is no minor reservation, the initial episode of *Doctor's Hospital* adds up to a generally slick production." *Anthony LaCamera, Boston Herald American.*

Starsky and Hutch (ABC, Wednesday, 10)

"... two allegedly tough undercover cops from the sausage factory of producer Aaron Spelling. If you dug *The Mod Squad*, this hyper-kinetic trash is right up your alley." *Gary Deeb, Chicago Tribune.*

"... still another exercise in man-boy fantasy. The partners in this case are undercover police agents ... [the debut] gives the producers an opportunity to combine the screeching of car tires with the pathos of growing old in an uncaring society. Primetime TV, it seems, is without shame." *John J. O'Connor, New York Times.*

"... It's like watching *Baretta* with double vision—all cute acting tricks, screaming stunt drivers and stupid plots." *Dick Adler, Los Angeles Times.*

"... it's all cars and chases from there on in. An extraordinarily ordinary series." *Kay Gardella, New York Daily News.*

Kate McShane (CBS, Wednesday, 10)

"... Anne Meara as a Boston lawyer with lotsa Irish relatives and very little dramatic innovation ... besides miserable logic, the program boasts at least one hysterical attempt at reality. One character refers to a famous lawyer named 'Perry Foreman.' Uh, that's Percy, pal." *Gary Deeb, Chicago Tribune.*

"... like most TV series, *Kate McShane* is less interested in exploring differences than in plucking easy emotions. Still, Miss Meara, after a disastrous pilot for the series, is settling into her role with an attractive New Yorkerish charm." *John J. O'Connor, New York Times.*

"The best series in the history of television was *The Defenders* and I'm almost convinced that CBS has a series nearly of that calibre in *Kate McShane*." *Cecil Smith, Los Angeles Times.*

"... it's definitely not comedy, there is no proof yet available that it's serious either. The initial installment ... might better have been entitled 'Kate McShane, Girl Attorney' or 'The Kid's First Case.'" *Morton Moss, Los Angeles Herald Examiner.*

"... One of those shows that raises topical controversies only so far as they can be made into melodramatic hay. But Anne Meara, as Kate, is so winning and warm in the title role that much can be forgiven." *Tom Shales, Washington Post.*

The Montefuscos (NBC, Thursday, 8)

"Warmth and sun permeate *The Montefuscos*, a lively half-hour entry ... it is treated with affection and that's a welcome change; nor is the emphasis on family unity to be deplored. Yes, some of the action may be exaggerated, but such exaggeration—as in *The Mary Tyler Moore Show* or any other—is part of comedy." *Anthony LaCamera, Boston Herald American.*

"[The] pace of [*The Montefuscos*] is good; the set is warm and inviting and the writing by co-creators and executive producers Bill Persky and Sam Denoff, sharp and bright. The two men redeemed themselves after the *Big Eddie* fiasco on CBS, which they're also responsible for." *Kay Gardella, New York Daily News.*

"We are, obviously, snugly ensconced in the world of stereotype ... the technique is all depressingly familiar but, in the case of the premiere episode ... it is also surprisingly effective." *John J. O'Connor, New York Times.*

"The newest ethnic comedy is *The Montefuscos*, which catches an exuberant open-hearted Italian family in the throes of a domestic crisis of one sort or another ... The cast members deserve credit for not overdoing the stereotyped mannerisms that are usually presented in such situations. Yet there is need of an air of credibility to give the humor more meaning." *Percy Shain, Boston Globe.*

"Family hour fun in its high-energy, ethnic way. *The Montefuscos* does have a most likeable cast and the all-important camaraderie, some call it chemistry, of the players is clearly evident." *Bob Brock, Dallas Times-Herald.*

"Shows with an ethnic flavor are bigger than ever on TV this year, but here the flavoring has been applied with a bulldozer." *Tom Shales, Washington Post.*

On the Rocks (ABC, Thursday, 8:30)

"ABC should get two-to-20 for this outrage, but it is the TV viewers who will be paying the medium's debt to society by watching it." *Marvin Kitman, Newsday.*

"... with the national issue of rampant crime uppermost in many minds, *On the Rocks* couldn't be less timely—or less hilarious. It is *Hogan's Heroes* 1975-style." *Anthony LaCamera, Boston Herald American.*

"The humor on *On the Rocks* is shallow and the premise questionable. *On the Rocks* should end up there quickly." *Bob Brock, Dallas Times Herald.*

"After the tragedy of Attica, after numerous exposes of the gross inadequacies of the American penal system, a TV comedy set in a prison can very well be considered insensitive, to say the least ... What is even more unsettling. *On the Rocks* does contain a reasonable quota of effective gags." *John J. O'Connor, New York Times.*

Fay (NBC, Thursday, 8:30)

"... was originally intended for a late time slot on NBC so the life of a divorced



woman could be freely explored. Since it's now slated for 8:30 p.m. Thursday, caution is the keyword. But no great harm seems to be done. It's a good 30-minute outing, with a fine performance by Lee Grant in the title role, plus some good supporting players." *Kay Gardella, New York Daily News.*

"Miss Grant is a stylish and competent actress but the best lines go to Joe Silver as her ex-husband and Audra Lindley as her nosy neighbor girlfriend. They steal every scene from the start. Unless the network is just suckering us in with the premiere episode of *Fay*, perhaps the 'family hour' won't be thoroughly sanitized after all." *Bob Brock, Dallas Times-Herald.*

"The situation is acceptable but the comedy, despite Miss Grant's sophisticated and attractive performance, is noticeably strained ... Dumped into an annoyingly slick format ... tired routines indicate that *Fay* is already in trouble." *John J. O'Connor, New York Times.*

"The theme music for *Fay* is 'My Feet on the Ground.' After you have watched Lee Grant and Joe Silver for half an hour, your head may be in the clouds. *Fay* should be a winner." *Sander Vanocur, Washington Post.*

Ellery Queen (NBC, Thursday, 9)

"Now for the greatest television mystery of all time. How did [the premiere] episode of *Ellery Queen* ... ever get on the air? It is another case of the medium taking a successful mystery hero and altering him to the point of not being recognizable." *Kay Gardella, New York Daily News.*

"... obviously is striving to bring back

the old-fashioned mystery-story format which winds up with all the suspects gathered in one room and a brilliant sleuth pointing out the killer. Unfortunately, the premiere hour doesn't do right by the mystery or the format." *Anthony LaCamera, Boston Herald American.*

"The executive producers, William Link and Richard Levinson, see the series, which is set in the 1940's, as 'an old fashioned Valentine to the classic murder mystery.' The first episode, unfortunately, is more of a tired testimonial to boredom." *John J. O'Connor, New York Times.*

"We think there's a mystery about *Ellery Queen* ... We're still trying to figure out why Jim Hutton ... receives so stingy an amount of time on the screen in the bowing of the show where he's the alleged lead." *Morton Moss, Los Angeles Herald-Examiner.*

"... you may have noticed that there is often quite a drop in quality between the 90-minute pilot for a new series and its final realization as a 60-minute weekly drama. Unfortunately the evidence is in ... Ellery is as guilty as the rest ... there is an overabundance of campy acting ... The problem is that [Jim Hutton] doesn't arrive on the scene of the crime until the show's final 15 minutes." *Gregg Kilday, Los Angeles Times.*

Medical Story (NBC, Thursday, 10)

"The program is a 'first' for television; it's a medical show that actually jolts viewers out of the sorry impression that doctors are saints—warmhearted, dedicated benevolent gentlemen who make house calls at the slightest hint of pain." *Gary Deeb, Chicago Tribune.*

"Goodness knows, *Medical Story* is a drug on the market. This one starts where the others leave off. It's honest and even cynical about the medical profession and the way hospitals are run. It's a crazy way to start a series, running down the profession it ostensibly seeks to glorify" *Percy Shain, Boston Globe.*

"If the [premiere] is a criterion for the series, *Medical Story* will have a long run." *Val Adams, New York Daily News.*

"This anthology series opens with a strong, two-hour story focusing on a questionable hysterectomy ... Jose Ferrer portrays one of the senior surgeons in the

melodramatic style of an old movie 'heavy,' thereby weakening the over-all drama ... If only because it unsuitably stacks the cards for the dedicated intern and against all his unwavering elders, the opening episode will not sit at all well with some members of the AMA." *Anthony LaCamera, Boston Herald American.*

"Unlike *Marcus Welby M.D.*, which could have been devised by the medical establishment for the propagation of positive images, *Medical Story* seeks a more 'realistic' portrait of doctors and hospitals ... *Medical Story* will undoubtedly make waves." *John J. O'Connor, New York Times.*

Mobile One (ABC, Friday, 8)

"The television industry has finally decided to give us a glimpse of the goings on in a TV newsroom in *Mobile One* ... In one day he [reporter, played by Jackie Cooper] does enough work for a week ... Nobody gets in too deep in the hour. It just keeps moving at a fast pace and deals with subjects in the dilettante fashion television frequently does." *Kay Gardella, New York Daily News.*

"There's no doubt that *Mobile One* is the busiest hour of the year, maybe of all time. They packed so much action into it, scatter-brained fashion, that it became one great big ludicrous blob. This show will die of exhaustion before the cold weather arrives." *Percy Shain, Boston Globe.*

"... a new Jack Webb exercise in mobility, like its predecessors it seems fascinated with the movement of wheels and equipment and the shrieking sounds therefrom—the apparent Webb concept of drama." *Anthony LaCamera, Boston Herald American.*

"One fairly reliable sign of network jitters about a new television show is when they keep changing the name. Thus when ABC takes a pilot called 'Mobile Two' and renames it for a series entitled 'Mobile One,' it is reasonable to suspect that somebody is worried that it soon may be 'Mobile None.'" *Lee Winfrey, Philadelphia Inquirer.*

"... can be faulted unto death for being unreal, but it obviously isn't the slightest bit concerned about reality ... the series is an animated comic strip. It is blithely meaningless. But when it cynically exploits serious issues such as the First Amendment and the press, *Mobile One* and its gross mindlessness become insulting." *John J. O'Connor, New York Times.*

"... doesn't leave much room to hope that producer William Bowers, and executive producer Jack Webb really do see the series as a chance to needle some of local TV news's more ludicrous balloons." *Dick Adler—Los Angeles Times.*

Doc (CBS, Saturday, 8:30)

"That initial stanza of *Doc* has a few bright moments to offset some extremely dull ones, but over-all, the storyline and dialogues are annoyingly predictable. Recommended viewing despite the fact that the premiere leaned too heavily on

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stereotyped characters mouthing too many gags that were more lighthearted than humorous." *Pete Rahn, St. Louis Globe Democrat.*

"One of the nicest things you can say about *Doc* is that it is one of the few series about a medico that doesn't frighten the bejabbers out of you . . . Ironically, niceness may be the thing that does "*Doc*" in quickly. "*Doc*" is an oasis in a prime-time desert of noise and unpleasantness. Yes, "*Doc*" is nice, but nice guys seldom finish first in the Nielsens. *Bob Brock, Dallas Times Herald.*

"Produced by the same people who bring you *The Mary Tyler Moore Show*, this new series is entirely sweet, heart-warming, good, and decent and dull. It just sits there nicely, which won't be enough for survival in the hysterical competitions of prime-time TV." *John J. O'Connor, New York Times.*

"This is one of the season's best. As Joe Bogart, a doctor in an old-fashioned neighborhood, [Bernard] Hughes gives a warm, ingratiating performance, with lots of snap and bite in it . . . Try it, you'll like it." *Kay Gardella, New York Daily News.*

"... the plot struck me as being a little too fetching . . . Cutesy-wootsey isn't our taste." *Morton Moss—Los Angeles Herald-Examiner.*

"The opening script was lively, original and funny . . ." *Terrence O'Flaherty—San Francisco Chronicle.*

Popularity of movies on TV is falling off, says Goldenson

ABC chief tells Hollywood producers that series get better average ratings despite blockbuster pictures

Leonard H. Goldenson, chairman and chief executive officer of the American Broadcasting Companies, last week told a group of high level motion picture and television studio chiefs that the day of the high-rated feature film on TV is coming to an end.

Theatrical movies appearing on network TV last season, he told members of the Hollywood Radio and Television Society, averaged a 28.4 share against an average 31.4 share for regular TV series. He pointed out that it was last year that two of the four most-watched movies in history were on television—"The Poseidon Adventure" and, in two parts, "The Godfather." He also said that made-for-TV movies averaged no better than theatrical product.

Television, Mr. Goldenson said, "has now worked its way through almost the entire backlog of Hollywood's production. At a time when fewer movies are being made, we are only two or three years behind the studios' current output."



Goldenson

Listening intently to Mr. Goldenson's views were leading members of the Hollywood community, including such studio chieftains as Frank Rosenfelt, MGM; Dennis Stanfill, Fox; Sidney Jay Sheinberg, MCA; Donn Tatum, Disney; Frank Wells, Warner Bros.; Alan J. Hirschfield, Columbia; Barry Diller, Paramount.

Mr. Goldenson said he thought the mini-series format that is proposed by NBC for "The Godfather"—a combination of "Godfather I and II" plus unused footage—may well be a pattern for future years: related versions of a single production, each tailored to its own medium and each enhancing the appeal of the other."

The ABC chairman also saw more and more video-tape productions for TV—not only as a electronic technology for an electronic medium but also as a cost saver. And, he continued, there are technologies that are available or on the horizon that may well have an impact on television, or certain segments of it.

Take circular polarization, he said; if it indeed comes into use, it may well have a negative impact on CATV—particularly for those subscribers who need the improved signal that cable provides. TV circular polarization provides for the transmission of a station's signals both horizontally and vertically and is said to eliminate ghosting and to increase the strength of received signals.

And, he continued, improved UHF tuning standards for receivers will have the effect of improving UHF reception, which in turn should have an impact on established VHF stations, most of which are network affiliates.

Even such promises for cable TV as facsimile printing of newspapers or shopping by television can be accomplished on regular TV stations, Mr. Goldenson said.

The point is, he said, the new technologies—and he included video cassettes and video disks among them—have not yet found their markets. They "have not yet shown us what it is that people will pay to see in the home." The future of all forms of entertainment is going to rest on "new creative ideas and new creative talents to execute them," he said.

FCC throws out the first of the citizen agreements

KTTV relinquished too much control in signing pact, including blacklist of children's programs, with NABB, says commission

The Oct. 1, 1973, broadcaster-citizen group agreement that helped trigger the FCC's re-evaluation of policies and practices regarding such agreements has finally been subjected to commission scrutiny, and it failed to pass muster.

The agreement was between Metromedia's KTTV(TV) Los Angeles and the National Association for Better Broadcasting. It was filed with the commission along with a withdrawal of NABB's petition to deny KTTV's renewal application.

But the agreement, the commission now says, is not in accord with commission policies as enunciated in its statement on such agreements released last June. That statement stresses the point that the ultimate responsibility for programing and station operations rests with the broadcaster. Accordingly, the commission said, the agreement lacks "force and effect."

The provisions of the agreement particularly disturbing to the commission involved programing. The commitment in-

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O'Sullivan position prevails. Announcement of an agreement between KTTV(TV) Los Angeles and the National Association for Better Broadcasting—voided by the FCC last week (see adjacent story)—sent a chill through the industry two years ago (BROADCASTING, Oct. 8, 1973). But the most outspoken critic, the one who attempted to rally other syndicators and in the end the only one to pursue the case all the way to the FCC was Kevin O'Sullivan, president of Worldvision Enterprises.

In his filing with the FCC and in speeches at the time, Mr. O'Sullivan took aim at "censorship by outside pressure groups." Left to stand, he said, it would become precedent encouraging other stations to execute similar agreements. He called a meeting of syndicators in New York that fall, seeking to enlist their support, and then, on his own in April 1974, took the case to the FCC.

At issue, specifically, was a list of 123 programs on a "blacklist" and "graylist" made part of the KTTV agreement. The 42 series on the so-called blacklist—those KTTV agreed not to show at all—were all animated programs. They ranged from *Amazing Three*, *Aquaman*, *Astro Boy* and *Batman* through *Superman*, *Tom & Jerry*, *Top Cat* and *Ultraman*. KTTV was carrying—and therefore had to drop—only three: *Batman*, *Superman* and *Aquaman*.

cluded Metromedia's recognition of the importance of programing designed for children of all races which depicts and reinforces positive values. And it contained Metromedia's promise to provide exposure for local creative programing efforts and to produce a local, youth-oriented public affairs program.

The agreement also contained KTTV's agreement to ban certain programs from its schedule. It listed some 40 cartoon and animated series Metromedia considered unsuitable for broadcast because of excessive violence. Another provision committed KTTV not to air some 80 other series before 8:30 p.m. without a warning to parents that the material is intended for adult viewing.

Some of these provisions, the commission said in a letter to Frank Lloyd, of Citizens Communications Center, counsel for NABB, could be interpreted as diluting Metromedia's responsibility for programing.

The commission cited two specific concerns about the agreement.

One referred to Metromedia's statement that "it will comply with and be bound by the 15-page commitment..." Further, the agreement seeks to bind not only the parties involved but also "their successors and assigns."

The commission said the agreement seems to restrict KTTV to fixed and unchangeable types and amounts of programing and thus improperly infringes on the licensee's responsibility. And, the commission added, the parties "have no right or authority" to make the provisions of the agreement binding on any future owner of KTTV.

The second aspect disturbing to the commission was the agreement not to broadcast specific programs. "The commission is neither authorized nor willing to become a program censor," the letter to Mr. Lloyd said. "We are equally unwilling to permit our licensing procedure to become a vehicle for placing the commission

in the role of a censor." To the extent the agreement would do that, the commission added, "it could have no force or effect."

The commission's action left in effect NABB's petition to deny KTTV's renewal, since the withdrawal motion was predicated on the agreement. Mr. Lloyd said he would have to confer with his client to determine whether the petition was to be withdrawn. However, a Metromedia official noted that the station has been abiding by the agreement.

Mr. Lloyd indicated he did not regard the commission letter as a series setback. "We are going to have to rewrite our agreements to make them not so binding," he said.

The commission vote on the letter to Mr. Lloyd was 5 to 2, with Commissioners Benjamin L. Hooks and Glen C. Robinson dissenting.

Commissioner Robinson, in a separate statement, argued, as he has before, that the commission ought not to involve itself in reviewing such agreements. Although a licensee may not delegate his responsibility to determine and serve the public interest, the commissioner said, "any agreement which purports to accomplish such a delegation is null and void so far as the commission is concerned."

He suggested the commission treat most agreements simply as memoranda of understandings between the licensee and members of the public—"understandings which we need neither approve nor disapprove." Only in the special case, where a licensee has gone so far as to raise the question of his continued fitness to operate the station in the public interest should the commission intervene, he said.

Program Briefs

Blacks in America. Role of blacks in history of U.S. will be focus of series of four half-hour programs being prepared by J. Walter Thompson Co., New York, for

The 81 series on what became known as the graylist—programs KTTV agreed not to run earlier than 8:30 p.m. without first broadcasting a warning to parents—were five-action and included a high percentage of widely popular off-network shows.

Among those on the list were *Gene Autry*, *The Avengers*, *Bat Masterson*, the live-action *Batman*, *Have Gun Will Travel*, *Hawaiian Eye*, *High Chaparral*, *Lone Ranger*, *Man from UNCLE*, *Marshal Dillon*, *Name of the Game*, *Peter Gunn*, *Range Rider*, *Ramar of the Jungle*, *Rawhide*, *Surfside Six*, *Sunset Strip*, *Untouchables*, *Voyage to the Bottom of the Sea*, *Wild Wild West* and *Zane Grey Theater*.

Worldvision made clear in its petition to the FCC (BROADCASTING, April 15, 1974) that it was not objecting to renewal for KTTV "absent the agreement," and that Worldvision's own direct interest was limited to eight series out of the 123, none of which had been licensed to KTTV. But Mr. O'Sullivan drew a bead on the agreement's scores of programs beyond the handful licensed to KTTV. The station, he said, has every right to make its own programing decisions and to refuse to buy programs it considers unfit. "What we do question," he said, "is its right to defame and denigrate program material it does not have under license and that also may be licensed to other stations in its broadcast territory."

showing on at least 50 TV stations in next year or two. Series is being produced by JWT Productions in association with Dimensions Unlimited, New York, black production company. Titled *Light From Blackness: 200 Years*, series will have individual episodes called "The Inventive Mind"; "A Spirit of Courage"; "Politics and Protest"; and "Art: The Soul and the Falling." Thompson is attempting to interest single sponsor in series for sale to stations on cash basis. Spokesman said programs may be offered to as many as 100 stations, depending on desire of advertiser.

Delayed. A.C. Nielsen Co. said its meter-based overnight TV ratings for Chicago, originally to start in October, will be launched instead with report for December. Installation is proceeding satisfactorily, officials said, but field testing may not be completed in time to meet original target.

'Adams' list grows. Station total for *Don Adams' Screen Test*, MCA TV's first-run prime-time-access series, has mounted to 83, including 21 of top-25 markets and 52 of top-50.

Sports flashbacks. New 60-second TV sports feature, *One Great Moment in Sports*, has been released for syndication by Alcare Communications, Wayne, Pa. Package is designed for inclusion in local sportscasts with narration by either the station's sportscaster or by using Alcare's voice-over of veteran sportscaster Al Meltzer. Film is devoted to notable instances in sports over last four decades. It is being produced in cooperation with Tel-Ra Productions and was unveiled at last week's Radio-Television News Directors Association convention in Dallas.

Anderson's new show. Syndicated columnist Jack Anderson will be host of Mutual Radio's *Ask Jack Anderson* that begins

Sept. 27. It will feature Mr. Anderson answering listeners questions on "political, economic and news topics of interest." Greatest moments in broadcasting and political humor will make up lighter side of show.

Viacom scorecard. Viacom announced latest station line-up for three of its most active syndicated series. *The \$25,000 Pyramid*, prime-access game show, has locked up 90 markets; *Don Kirshner's Rock Concert*, weekly 90-minute counter-cultural variety show, which plays mostly on weekend late-nights, has barter deals in 90 markets, and off-network *Gunsmoke* reruns have logged sales in 65 markets.

18 take advice. Metromedia Producers Corp., New York, announced its *For a Better Life* series of two-minute service features (advice on psychological problems) has been sold in 18 markets. Series is created and presided over by clinical psychologist Sonya Friedman, and is geared for insertion into nightly news programs. Line-up includes WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington and WCVB-TV Boston.

Expands. Krishane Enterprises Inc., Sherman Oaks, Calif., announces formation of broadcast services department in addition to its commercial productions division. Firm, which is headed by Kris Erik Stevens, weekend air personality on KKDJ(AM) Los Angeles, is syndicating five-minute, nostalgia radio program, *The Way We Were*, and recently introduced series of customized aids for radio stations (introductions, featurettes, etc.).

Nothing up my sleeve. Four Star Entertainment Corp., Beverly Hills, Calif., announces availability of 26 half-hour TV shows, *The Wonderful World of Magic* Series can also be broadcast as 12 one-hour specials and features 122 international magicians.

NOW asks networks to give women more positive role

It sees some promise in success of shows with female stars but says more needs to be done

The Committee on the Image of Women in the Media of the New York chapter of the National Organization for Women met with programing executives from all three networks just prior to premiere week to discuss development of pilots and revision of broadcast standards relating to women. They gained goodwill assurance on both scores, with the promise of more programs with positive roles for women.

Meeting with NOW national president, Karen DeCrow, and other NOW representatives at CBS-TV were Tom Swafford, VP of program practices, and Alan Wagner, VP for prime-time, Mae Helms, director of program clearance, and John Kiermaier, corporate VP-human resources.



Faulk revisit. A dark page in broadcasting's history—the use of blacklists in the 1950's—is the subject of the Oct. 2 broadcast of "Fear on Trial", a two-hour movie (9-11 p.m., NYT) by CBS.

The story concerns John Henry Faulk, a folksy, homespun, Texas-born radio disk jockey who was on WCBS(AM) New York in those years and who lost his job and couldn't get another because he was accused of being a Communist, or a Communist-sympathizer by Aware Inc., an anti-Communist group that focused on Communist influence in the entertainment industry.

Mr. Faulk sued for libel and won a \$3.5-million judgment against Aware Inc.; unfortunately the principal angel of the anti-Communist group died before the end of the trial and Mr. Faulk collected virtually nothing.

Mr. Faulk is shown above (right) at his home near Madisonville, Tex., with Stanley Chase, producer of the TV movie. Mr. Chase was a CBS mailroom messenger during the time of Mr. Faulk's troubles. The TV film was a production of Alan Landsburg Productions, with Lamont Johnson as director. Emmy-award winner David Rintels wrote the script, based on Mr. Faulk's own account of his trial. William Devane, who played the part of President Kennedy in *Missiles of October* broadcast, plays the Faulk role; George C. Scott, the Louis Nizer role. Mr. Nizer represented Mr. Faulk in the lawsuit.

Present at the meeting at ABC were Joyce Snyder, coordinator for media, NOW; Alice Sant Andrea, coordinator of the New York chapter, NOW image committee, and researcher Amy Kahn. Representing ABC were Ed Vane, senior VP-national program director, and Jim Duffy, president, ABC-TV Network.

At NBC-TV, the same NOW representatives met with Bob Howard, president, and Mike Weinblatt, executive vice president.

The outcomes of those meetings, according to both NOW and network sources: ABC and NBC have loaned the committee a copy of their standards and practices manuals (CBS has no equivalent written manual). NOW submitted a proposal for revising NBC's manual to include language on sex discrimination, currently under consideration. The word filtering down from ABC program chief Fred Silverman is that new programs are in development which feature female leads in unoffensive contexts. A NOW representative discussed the need for sensitivity on the subject of rape on TV and the committee asked for a female network anchor appointment. No commitment on those subjects was obtained. CBS acknowledged that television has a way to go in improving portrayals of women, but noted the increased numbers of female-lead shows. The network refused interference with "literary license" in response to requests that it censor language offen-

sive or derogatory to women (specifically, the use of the word "broad" by Kojak).

Reviewing the 69 prime-time shows, the image committee said the line-up is as follows: 62% (43 programs) are male-oriented or feature male leads—the majority of these (17 programs) being ABC series; 13% (nine programs) are female-oriented or have female leads—of which seven are on CBS, two on NBC; 25% (17 programs) are of general or family orientation, with no sexual classification.

The nine shows with strong female roles are *Phyllis* and *Kate McShane*, both new this season, *Rhoda*, *Maude*, *The Mary Tyler Moore Show*, *Carol Burnett Show* and *Cher*, all on CBS; *Fay*, new this season, and *Police Woman*, both on NBC.

"The medical area is a disaster," the NOW spokeswoman said of programing in that vein, asserting that women are either not shown at all or are depicted as emotionally unstable or unfit for the profession. The American Medical Women's Association, New York, has registered a complaint with the image committee.

"There is a 10-year gap between the changing roles of women and the images of women portrayed nightly on television," according to a NOW spokeswoman, NOW's hope is that with women's-name shows (*Kate McShane*, *Phyllis*, *Rhoda* and *Maude*) topping the ratings and with the promise of more already secured from the networks, the macho series may be muscled aside.

The Broadcasting Playlist™ Sep 22

These are the top songs in air-play popularity in two categories on 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 day in which it appears. A () indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Contemporary

Over-all-rank		Title (length)	Artist-label	Rank by day parts			
Last week	This week			6-10a	10a-3p	3-7p	7-12p
4	1	Fallin' in Love (3:13)	Hamilton, Joe Frank & Reynolds—Playboy	1	1	1	2
2	2	Get Down Tonite (3:06)	K.C. & Sunshine Band—TK Records	2	2	2	1
1	3	Jive Talkin' (3:43)	Bee Gee's—RSO	4	3	4	3
6	4	Rhinestone Cowboy (3:18)	Glen Campbell—Capitol	3	4	5	11
7	5	Fame (3:30)	David Bowie—RCA	10	8	3	4
5	6	Someone Saved My Life Tonight (6:45)	Elton John—MCA	5	5	6	5
23	7	Run Joey Run (3:52)	David Geddes—Big Tree	8	7	7	7
8	8	Love Will Keep Us Together (3:15)	Captain & Tennille—A&M	11	6	9	6
9	9	Could It Be Magic (3:37)	Barry Manilow—Arista	7	9	8	9
3	10	At Seventeen (3:56)	Janis Ian—Columbia	6	10	11	8
28	11	Mr. Jaws (2:03)	Dickie Goodman—Private Stock	9	11	10	14
14	12	Why Can't We Be Friends (3:45)	War—United Artists	15	13	13	10
11	13	One of These Nights (3:29)	Eagles—Asylum	12	14	15	12
10	14	How Sweet It Is (To Be Loved by You) (3:33)	James Taylor—Warner Bros.	13	15	12	22
12	15	Dance with Me (2:59)	Orleans—Asylum	16	12	17	16
25	16	Ballroom Blitz (3:17)	Sweet—Capitol	23	21	16	13
18	17	Wasted Days & Wasted Nights (2:41)	Freddy Fender—ABC	17	16	20	15
13	18	I'm Sorry (3:29)	John Denver—RCA	14	17	19	20
19	19	Feelings (3:27)	Morris Albert—ABC	19	18	21	25
20	20	Brazil (3:14)	Ritchie Family—20th Century	21	20	24	17
17	21	Fight the Power (5:05)	Isley Bros.—T-Neck	26	30	14	23
38	22	Games People Play (3:29)	Spinners—Atlantic	24	19	25	19
39	23	It Only Takes a Minute (3:13)	Tavares—Capitol	20	25	26	21
22	24	Rocky (3:34)	Austin Roberts—Private Stock	22	22	23	24
26	25	Do It Any Way You Wanna (3:15)	Peoples Choice—TSOP	18	23	18	32
47	26	Black Superman All (3:32)	Johnnie Wakelin—Pye	30	26	22	18
31	27	Bad Blood (3:12)	Neil Sedaka—Rocket	34	28	27	26
27	28	Ain't No Way to Treat a Lady (3:26)	Helen Reddy—Capitol	27	31	30	30
16	29	There's Nothing Stronger Than Our Love (2:52)	Paul Anka—United Artists	25	29	28	40
21	30	That's the Way of the World (3:08)	Earth, Wind & Fire—Columbia	29	27	32	34
37	31	How Long (Bet You Got a Chick on the Side) (3:30)	Pointer Sisters—ABC	31	24	33	38
34	32	Tush (2:14)	Z.Z. Top—London	28	32	29	35
15	33	Feel Like Making Love (3:03)	Bad Co.—Swan Song	40	39	31	27
29	34	Daisy Jane (3:07)	America—Warner Bros.	37	36	36	29
35	35	Miracles (3:25)	Jefferson Starship—Grunt	39	38	35	31
44	36	Who Loves You (4:04)	Four Seasons—Curb/Warner	38	37	39	33

Over-all-rank		Title (length)	Artist-label	Rank by day parts			
Last week	This week			6-10a	10a-3p	3-7p	7-12p
42	37	Midnight Blue (3:25)	Melissa Manchester—Arista	35	35	34	39
30	38	Third Rate Romance (3:22)	Amazing Rhythm Aces—ABC	32	34	37	42
41	39	I'm Not in Love (3:40)	10 C.C.—Mercury	36	45	38	36
—	40	What a Difference a Day Makes (3:12)	Esther Phillips—Kudu	33	43	40	41
33	41	The Hustle (3:27)	Van McCoy—Avco	45	41	45	28
32	42	Gone at Last (3:45)	Paul Simon & Phoebe Snow—Columbia	42	33	43	47
24	43	Solitaire (4:40)	Carpenters—A&M	41	42	46	50
—	44	Magic (3:30)	Pilot—EMI	46	*	41	43
36	45	Listen to What the Man Said (3:53)	Paul McCartney—Apple	43	44	47	44
43	46	Rockford Files (3:06)	Mike Post—MGM	48	40	44	48
—	47	Lyn' Eyes (tktk)	Eagles—Asylum	47	48	42	49
—	48	To Each His Own (3:23)	Faith, Hope & Charity—RCA	44	49	50	*
—	49	Swearing to God (3:58)	Frankie Valli—Private Stock	*	*	*	37
—	50	When You're Young & in Love (3:17)	Choice 4—Stax	*	46	49	*

Country

3	1	Blue Eyes Crying in the Rain (2:17)	Willie Nelson—Columbia	1	2	1	1
2	2	Daydreams about Night Things (2:21)	Ronnie Milsap—RCA	5	1	2	2
8	3	San Antonio Stroll (2:45)	Tanya Tucker—MCA	2	3	5	3
5	4	(Turn Out the Light and) Love Me Tonight (2:18)	Don Williams—Dot	4	4	4	7
7	5	Don't Cry Joni (2:10)	Conway Twitty—MCA	3	5	3	8
10	6	I Hope You're Feelin' Me (2:59)	Charlie Pride—RCA	6	6	6	11
11	7	Home (2:10)	Loretta Lynn—MCA	7	8	7	13
14	8	What in the World's Come Over You (2:30)	Sonny James—Columbia	8	10	8	14
15	9	Funny How Time Slips Away (3:02)	Narvel Felts—ABC/Dot	9	9	10	9
19	10	What's Happened to Blue Eyes (2:17)	Jessi Colter—Capitol	13	7	11	15
16	11	Rocky (3:38)	Dickie Lee—RCA	11	11	12	10
21	12	Heart to Heart (2:45)	Roy Clark—ABC/Dot	15	12	9	16
—	13	Thanks (2:26)	Bill Anderson—MCA	10	13	15	25
23	14	Another Woman (3:07)	T.G. Shepard—Melodyland	14	15	14	24
—	15	I Should Have Married You (3:10)	Eddie Rabbitt—Elektra	16	16	13	23
17	16	Bandy the Rodeo Clown (2:54)	Moe Bandy—GRT	19	14	16	22
—	17	This Is My Year for Mexico (2:45)	Crystal Gayle—United Artists	18	17	17	*
—	18	A Poor Man's Woman (3:32)	Jeannie Pruitt—MCA	20	18	18	*
1	19	I'm Sorry (3:29)	John Denver—RCA	12	19	20	5
4	20	Rhinestone Cowboy (3:18)	Glen Campbell—Capitol	17	20	21	6
—	21	If You Ever Change Your Mind (2:45)	Ray Price—Columbia	25	21	19	*
25	22	Say Forever You'll Be Mine (2:45)	Dolly Parton & Porter Wagoner—RCA	21	22	22	20
18	23	Bringing It Back (3:07)	Brenda Lee—MCA	22	23	23	*
—	24	Stay Away from the Apple Tree (2:46)	Billy Jo Spears—United Artists	23	24	24	21
—	25	Cry Like a Baby (2:24)	Joe Stampley—ABC/Dot	24	25	25	*

Storer plans pay cable for four areas

Talks under way with suppliers for service in three California, one Georgia localities

Storer Broadcasting Co. will enter the pay-cable field in early 1976, when it will initiate pay programming service to its CATV subscribers in Ventura county, Calif. Storer also plans pay cable for its systems in nearby Orange county, Northern California and southern Georgia.

Negotiations are under way with Home Box Office Inc., Theta Cable of Los Angeles ("Z Channel") and Optical Systems ("Channel 100" service), according to Ken Bagwell, vice president of Storer's CATV division. He said it is likely that more than one program supplier will be chosen to serve different parts of the country. Storer will use either satellite or microwave for delivery of pay programming, depending on the program suppliers chosen.

HBO is the only supplier to offer satellite distribution service so far. Either Optical or Theta could serve Storer's California systems via terrestrial microwave, but pay cable operations for southern Georgia appear to hinge on an HBO-type service. If satellite distribution is used for all of the systems, then Storer anticipates a need for four or five earth stations, depending on whether its largest system (Sarasota, Fla.) will be included later. (Storer presently leases a channel on its Sarasota system to Motorola Entertainment for pay-cable service.)

Most of the Storer cable systems are small and not viable for pay cable operations, Mr. Bagwell said. Accordingly, Storer plans to establish four interconnected "complexes" of systems either by land-line or microwave. Already microwave links are being set up to fuse together Storer's systems in the Albany, Ga., area. Once interconnected, Storer's 11 systems in Georgia should provide a potential pay market of some 30,000 subscribers. Land-lines will be used in Orange county to link Storer's CATV systems there, accounting for nearly 25,000 subscribers. Another 30,000 subscribers. Land lines will be used in Thousand Oaks, West Lake, Agoura, Ojai and Ventura county area. Storer's systems in Northern California, which include the Sonoma county area, would bring in another 25-30,000 subscribers.

A year-old survey conducted by Storer in the Southern California area (which includes both Ventura and Orange counties), indicated between 30% and 40% of its CATV subscribers would be interested in pay programming. "Hot and heavy action" can be expected in that area fairly soon, Mr. Bagwell observed. Storer hopes to



Here's how. Richard F. Shively, president of Telesis Corp., points to a model of an earth station that will be built at Lafayette, Ind., to distribute Home Box Office programming throughout the state. The Indiana multiple cable system operator plans to distribute the HBO package from Lafayette to its systems in Alexandria, Bloomington, Carmel, Elwood, Franklin, Greencastle, Jasper-Huntingburg, Lebanon and Martinsville, all Indiana, and Henderson, Ky., via CARS (community antenna relay service) microwave. Telesis presently operates the CARS system to bring Chicago stations to Indiana cable operators. Besides HBO's movie and sports package, Telesis plans to offer specialty programs provided by the advertiser-supported Target Network Television of Kansas City, Mo. the expected start-up date for both services is March 1. The HBO package will be received via satellite; the TNT package will be provided on tape. Robert Wormington, (c), president of TNT, has indicated plans for a satellite network on his own (BROADCASTING, May 26). James Heyworth, senior vice president of HBO, is on the right.

have pay operations going in all of the initial four complexes in the next 18 months, Mr. Bagwell said.

Storer now serves 140,000 cable subscribers in California, Florida, Georgia and Alabama.

Bill of fare for NCTA board meeting

Poles, rebuild date, FCC redefinition of cable on the agenda for Sarasota

"Project '77," pole rates and the regulatory redefinition of cable television are the big three items on the agenda for the National Cable Television Association's Sept. 22-24 board meeting at the Colony

Beach hotel in Sarasota, Fla.

The board is expected to formulate a posture on the FCC's rulemaking concerning alternatives to the now-canceled March 1977 cable rebuild deadline. Comments in that rulemaking are due at the commission Oct. 3.

NCTA board members are also expected to discuss the pole-attachment rate controversy. Negotiations with AT&T on that subject fell apart two weeks ago (BROADCASTING, Sept. 8). It is uncertain at this time, however, whether the board will emerge with a new stance.

The board is also due to deal with the FCC's proposed changes in its definition of cable, which would, among other things, raise the minimum number of subscribers that exempts a system from commission regulation from 50 to 250. There is considerable support for this proposal in the industry.

Another change proposed by the commission, however, gets mixed reviews from cable. Some who view multipoint distribution services as a rival want it put under FCC regulation; some who use it as an adjunct service disfavor federal controls. Staff members will give the board a report on MDS in various markets and the relationship of MDS to cable operations.

Also on the agenda is the associate committee's report on possible membership changes. There is the possibility that a new membership category for noncable entities, such as city governments, and individuals, such as educators, would be created.

Political cablecasting will also be addressed by the board. NCTA plans to develop a program for cable system coverage of candidates in the '76 elections.

AT&T goes local with pole issue

Letter to Wiley explains failure by company to resolve issue on national level or with NCTA; negotiations to be carried out on state level; California and Pennsylvania special cases

AT&T has advised the FCC that it will proceed to resolve the cable pole attachment issue at the local level on a state-by-state basis. The prospects for a national settlement have been "fully and exhaustively explored" over the last five and a half years, said AT&T in a letter to FCC Chairman Richard Wiley, and a negotiated settlement with the National Cable Television Association does not appear likely at this time. A similar letter was sent to Mr. Wiley a week earlier by Bud Hostetter, NCTA pole committee chairman, which drew the same bleak conclusions for a negotiation settlement but continued to put faith in regulatory resolution by the commission.

AT&T outlined its "compromise approach" in conducting negotiations at the

state level for pole rate increases. In two-thirds of the states where cable attaches to Bell poles, fees would remain the same for at least two years, AT&T said. Those states represent about 58% of Bell pole attachments nationwide, according to AT&T.

In six states fees would be adjusted to be equal, but not to exceed, the fee levels charged for other cable systems in those states. Out of an approximate 266,000 attachments in those six states, proposed increases would apply to about 85,000 poles. The total increase, estimated AT&T, would account for \$56,000 per year and would represent an average increase of 66 cents per pole.

In eight other states fees would be increased approximately 87 cents per pole adding revenues of about \$385,000 per year, said AT&T. Those increases would affect nearly 444,000 pole licenses.

Two states—California and Pennsylvania—the two states with the most cable systems—which represent 530,000 and 250,000 pole licenses respectively would be treated as special cases, said AT&T.

In the case of Pennsylvania, a separate agreement negotiated in 1971 calling for fee increases over a period of years was never implemented because it was contingent on a national settlement. AT&T now intends to go ahead and renegotiate the proposal at the local level.

In California any fee adjustments could not take place before July 1, 1976, because advance notice six months before the semi-annual billing date must be given. Pole rates are presently being reviewed by the California State Legislature.

AT&T pointed out that in California as well as 11 other states, annual fees charged by Bell companies have not changed since 1954. In 17 states, including Pennsylvania, fees have remained at the same levels for 10 years or more.

More pay via MDS

Microband Corp., a New York-based multipoint distribution service operator, has announced it will distribute pay-TV programs to cable systems, apartments and hotels in the Miami and St. Louis areas.

Midwest Corp., operator of the "Private Channel Club" in Miami, will provide the pay programming package to Americable Inc., which serves 2,000 subscribers in Homestead, Naranja Lakes and the surrounding area. Americable's headend is located in Homestead, 35 miles from the MDS station in downtown Miami.

Cinema 8 Productions Inc. will provide the Private Channel Club in the St. Louis area to Madison County Cable Vision, which serves 4,500 subscribers from its headend in Alton, Ill. The headend is 30 miles from the MDS transmitter at Clayton, Mo.

Private Channel Club service will also be offered to apartments and hotels in both cities.

According to Microband, MDS is cur-

rently being used to feed approximately 20% of all pay-TV subscribers.

A Scientific-Atlanta offer at \$65,000

Top earth station manufacturer reduces its unit price \$10,000; mass production and prospect of bulk deals make it possible

Scientific-Atlanta, the current front runner among earth station manufacturers tooling up for cable system needs, has reduced its per unit price to \$65,000. The \$10,000 price reduction was announced in response to the "mass produced" status of the standard model 10-meter earth station, according to an S-A spokesman.

Currently, S-A is producing earth stations at the rate of two per week and a second set of plant tooling will enable even faster production. Most other companies are either offering earth stations on a component basis—custom made for the client—or have a limited number of stock models available for immediate purchase (BROADCASTING, July 7, Sept. 8).

The announced price reduction is also—in part—a reaction to Transcommunications Corp.'s plans to form group purchases by assembling individual cable operators into bulk buys. Transcommunications had claimed it could offer S-A earth stations to bulk buyers at \$66,500 on orders of 20 earth stations (BROADCASTING, Aug. 25). In view of the price cut, Transcommunications is recommending that cable operators deal directly with S-A. According to Robert E. Button, a co-founder of the Transcommunications cable and broadcast consulting firm, the company had handled more than 50 orders, including potential requests, for earth stations.

Cable Briefs

Marketing for cable. Greg Liptak, Communications Properties Inc.; Tom Willett, Continental CATV Inc.; Gail Sermersheim, Telesis Corp.; Dave Lewine, Times Mirror Co. and other cable marketing professionals are contemplating formation of cable TV marketing society. Makeup and structure of such organization is wide open; idea jelled at close of pay-cable marketing seminar held in Chicago Sept. 11-12. Response to independently organized seminar was good and sentiment was expressed to form professional society to deal with cable marketing aspects—including pay cable—on regular basis much like Broadcast Promotion Association for broadcasters.

Feasible. Metz and Jarvis Associates Inc., Newtown, Pa., cable consultant, has been selected to conduct feasibility study on cable television for Pittsburgh.

Remote cable tuner. Keeble Selectra, Canadian firm, is marketing remote control TV tuner with 32-channel capacity. Keeble

Selectra tuner is being manufactured at Sparton of Canada Ltd., London, Ont., and sells for under \$100. Unit is first of kind, according to company, as it enables CATV subscribers to use remote clickstop tuning as do VHF-only watchers. Device is size and weight of pocket calculator, can be used at distances up to 25 feet and at 45 degree angles to TV set. Tuner sends ultra high frequency to receiver unit installed atop TV set. Ten-button calculator which serves as remote tuner is random access and need not select channels in progressive order. By adding module to inside of receiver unit, tuner can be modified to unscramble pay-cable programming channels.

Another to Tele-Media. Cablevision Inc.'s system serving Key West and Marathon, both Florida, was sold to Tele-Media for price in excess of \$3 million. Seller is John Spottswood. Buyers, Robert Tudek and Everett Mundy, own systems in Pennsylvania (BROADCASTING, Aug. 25), Ohio and West Virginia. System serves 10,000 subscribers and has 140 miles of plant. Broker: Ed Whitney.

Extra mileage. GTE Sylvania Inc. has been awarded contract by Telecommunications Inc. to construct 200-mile addition to its 180-mile cable system serving Dover, N.J. Construction will incorporate Sylvania Pathmaker transmission equipment and provide 20-channel service which includes Home Box Office Inc.'s pay programming channel. When completed, Dover system will pass in excess of 60,000 homes.

It happened. Community Cable Corp.'s system serving Naples, N.Y. was shut down midnight Sept. 1 as ordered by state cable commission (BROADCASTING, Sept. 1). Bids for new franchise will be opened in mid-September.

Sports consultant. Home Box Office Inc. has announced appointment of Trans World International Inc. as sports programming consultant for HBO pay TV network. TWI will assist HBO in acquiring rights to sports events and developing new program concepts as well as provide production facilities. TWI is television rep for American Basketball Association, World Football League and Wimbledon and U.S. Open Tennis Championships.

Illegal in Carlsbad. FCC has ordered Carlsbad (Calif.) Cable TV to show cause why it has continued to operate, despite commission denial of its certificate of compliance application year ago. Commission denied certificate on franchise grounds, since cable system held only temporary license from city. Cable system's principals are: Tom Shea, Wayne McKenna and Paul Montesorro; all local people.

Prejudged and left out. Citizens for Cable Awareness and its member organization, Philadelphia Community Cable Coalition, have petitioned FCC to reconsider its decision on three-tier regulatory framework (BROADCASTING, Aug. 18). Commission has deferred altering federal-state-local setup and put issue on

Congress's doorstep. But, according to PCCC and Citizens, decision was predetermined in commission's own premise for rulemaking to remedy "duplicative and excessive overregulation of cable." Viable alternative, said two citizens groups, is to turn over much regulatory authority to states once national communications policy is established.

Paper drive. National Cable Television Association is seeking papers to be presented at management and technical sessions of next year's convention in Dallas, April 4-7. Abstracts and proposals are due at NCTA by Nov. 1. Management sessions will focus on pay cable, federal, state and local regulation, copyright and financing. Suggested topics include: market evaluation, microwave use, franchise renewal, budgeting and leased channels rates. Emphasis for technical papers will be on satellite and distribution technology, system design, maintenance and testing.

Program co-op. Four California cable systems have agreed to jointly produce one half-hour public affairs program per month for bicycle distribution to all California Cable Association member systems. Initial phase of operation will be evaluated by association. Systems involved with production: Mission Cable, San Diego; Theta Cable, Los Angeles; Viacom, San Francisco, and Big Valley Cablevision Continental Cablevision, Stockton, Calif. Program will be *Meet the Press*-type show.

Appealed. NBC has petitioned U.S. Court of Appeals for District of Columbia Circuit for review of FCC's pay cable rules. Appeal joins others, presented by both broadcasters and cable operators, pending before same court (BROADCASTING, Aug. 18).

Series appeal. California Cable Association asked FCC for immediate action on opening up series programming to pay cable. Commission deferred action on several proposals to determine which series could be made available to pay cable, when it adopted revised pay cable rules (BROADCASTING, March 21). Present rules bar any program with interconnected plot or characters from pay exhibition.

Funding Cable Funding

Cable Funding Corp., New York, a lending organization that is 45% owned by Geneve Corp., a holding company also based in New York, said last week it is having discussions on a plan to acquire Geneve through the issuance of debentures and warrants. A Cable Funding spokesperson said the transaction, if completed, would be the equivalent of Cable Funding's raising about \$12 million. Cable Funding, which currently has an interest in a Maryland cable TV system as security for a loan, would have consolidated assets totaling \$25 million if the Geneve acquisition goes through, officials said, and probably would change its own name to Geneve Corp.

Equipment & Engineering

Temple professor offers plan for all-VHF service

Kittross would divide country in rectangular cells for reallocation that would not be made on basis of market size

John M. Kittross, professor of communications and associate dean of Temple University, Philadelphia, has developed what he calls "a modest proposal to restructure American television to have all the advantages claimed for cable and UHF without using either." Some may quarrel with the use of the adjective "modest" in the title, but not with the contention that a restructuring would result.

The purpose of the proposal, presented in a paper to a convention of the Association for Education in Journalism, would be to achieve the chief priority of the FCC's 1952 Sixth Report and Order for allocating television service—to provide at least one television service to all parts of the United States.

The proposal would actually do far more than that. It calls for a scrapping of the present allocation system, under which channels are assigned to markets generally according to their size, and the establishment of one based on a technologically determined "rectilinear grid pattern." Professor Kittross says the system would be similar to one adopted under International Telecommunications Union auspices in Europe and Africa.

Essentially, the grid would result in "cells" with sides about 175 miles long, and with the "north-south" and "east-west" lines intersecting in some 100 places. And since the distance between intersections would satisfy the commission's requirements for co-channel separations in Zone I, seven VHF channels—2, 4, 5, 7, 9, 11, and 13—could be located at each intersection without co-channel or adjacent-channel interference.

There are other elements of the proposal. One calls for the use of a second grid to assure service to all parts of the country. It would result in each part of the country being served by at least five VHF channels, two-thirds of the country by as many as 12 channels.

And if UHF channels were used, and if the distance between transmitter clusters was reduced to 150 miles (which Professor Kittross says is feasible) two-thirds of the country would be within range—80 miles—of at least 67 television channels, the rest, 33 or 34 channels.

The proposal does not end with a discussion of the rectilinear grid patterns. It goes on to call for a separation of the transmitter and programing functions. Indeed, it suggests that "a separate, possibly public or at least cooperative, corporation

should be established to build and operate the physical facilities" on a "nonprofit basis." Its income would be earned from programmers, who would be licensed by the FCC.

Besides assuring greatly increased television service, the proposal offers the possibility of considerable financial savings, according to Professor Kittross. He says that with a VHF-only system, the number of TV stations on the air would be increased by 50% but that transmitter personnel savings each year would approximate \$15 million.

Professor Kittross indicates he is aware that the proposal is not likely to generate instant enthusiasm. For he says that although the ideas "may provide vast public benefits . . . it may be that they only will serve as a stimulus to think more radically about basic assumptions and axioms about television frequency allocation and assignment than has been acceptable in the past." But even that, he says, would be worthwhile.

Boom forecast for satellite hardware

Research firm sees sales increase to \$800 million for 1976; Hughes's large share of market cited

Communications satellites, earth stations, associated equipment and related products form a worldwide market that will account for more than \$4 billion in sales between now and the early 1980's, according to a 325-page study by the market research firm of Frost & Sullivan, New York.

F&S said last week that the study anticipates an "exceptional growth rate" that will climb from \$460 million in 1974 to \$800 million in 1976 but probably level off to about \$650 million a year by 1980.

The study sees a continuation of the downtrend in costs of satellite earth stations that already has dropped the typical outlay from \$12 million in 1962 to less than \$5 million this year, with further economies expected from use of uncooled parametric amplifiers, unmanned earth stations, digital techniques and solid-state components, among other factors.

F&S concludes that Hughes Aircraft Co. has captured 80% of the market for communications satellites and also builds a lot of the microwave components and subsystems, but says opportunities for independent suppliers abound in other areas such as telemetry gear, repeaters, power supply converters and battery controllers.

There are also burgeoning opportunities in peripheral equipment such as teletype, TV monitors, microwave links and power supplies, and the study also emphasizes that new industries are turning to satellite communications and at least 20 countries, including Brazil, Indonesia and Iran, expect to establish independent or regional networks. Expenditures for U.S. domestic and International Telecommunications Satellite Consortium (Intelsat) earth sta-

tions alone "will come to hundreds of millions of dollars," F&S said.

Copies of the report are available at \$595 each from Frost & Sullivan, 106 Fulton Street, New York 10038.

Is outer space out of view in Zenith gadget?

Advertisers begin to wonder what their messages may lose in new home-zoom device

Concern has arisen in advertising circles over Zenith Radio Corp.'s new line of television receivers with the "Space Command 1000 Remote Zoom Control" feature. The device enables the home viewer to zoom into a picture by enlarging the center two-thirds of his TV picture by as much as 50%.

The question of what happens to visual information displayed in the other third of the TV screen—the corners and edges—has disturbed some advertising people. Lincoln Diamant, president of Spots Alive, a New York commercial production firm, and director of the Broadcast Advertising Producers Society of America, claims the device degrades picture quality of 525-line television into 350 lines, in taking only a portion of the original picture and then blowing it up to fill the 525-line screen. The problem, as seen by Mr. Diamant, is the effect the zoom device may have on commercial content standards. Disclaimers or notices required by either industry or federal regulations could conceivably be zoomed out of the picture by a viewer using the new device.

A Zenith spokesman explained that the viewer would be aware of not seeing the whole picture frame by a light on the TV control console while the zoom was being used.

AM stereo subject of group study

The National Association of Broadcasters, the Electronic Industries Association and the Institute of Electrical and Electronic Engineers' Group on Broadcasting will meet in a joint study later this month to determine the best method for AM stations to broadcast in stereo. At the request of the FCC the three groups have formed the National AM Stereophonic Radio Committee, and will evaluate the various systems and components for standard stereo broadcast. The results will be reported back to the FCC for future rulemaking.

The action is similar to the work performed in the late 1950's that led to FM stereo broadcasting and studies now in progress looking toward four channel quadraphonic FM broadcasting.

The committee's first meeting is scheduled for Sept. 24 at NAB headquarters in Washington.

Technical Briefs

Changes. Electronic Industries Association is currently revising RS-170 standard for monochrome television studio facilities. Work includes establishing tolerances, specifications and measurement techniques for subcarrier frame identification and time base errors. EIA's next committee meeting to study revisions will be in its Washington headquarters, Sept. 24 and is open to all interested engineers.

New from Orban. Kurt Orban Co. has announced Optimod 8000, combined FM stereo limiter and generator, marketed by Orban/Broadcast, San Francisco. Unit features lowpass filter to eliminate overshoot, harmonic distortion below .25% level and closed loop techniques to control pilot amplitude, gain ratio and pilot phase.

Canadian rep. Collins Radio Group of Rockwell International Corp., Dallas has appointed Applied Electronics Ltd., Toronto as authorized representative for Collins broadcast products in Canada, Northwest Territories and Yukon. Applied Electronics also has offices in Montreal and Calgary, Alberta.



Image maker. Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass., is marketing "TV Frame Grabber" that stores live TV images and then prints or transmits signs over voice grade telephone lines on frame-by-frame basis. Two resolutions are available. System is designed to function as record-making device, monitoring commercials and providing isolated frames of televised spots.

Little slam. Collins Radio, Dallas, will provide eight of nine FM transmitters to be installed on Canadian National Tower in Toronto. Combined contracts total \$250,000 and provide for two Collins 20-kw 831G-2 transmitters to be supplied to CHFI-FM, CHUM(FM) and CBL-FM; all Toronto and two Collins 831G-1 20-kw transmitters for CFRB(FM) Toronto. Transmitters will be installed at 1,200-foot level tower being built at cost of \$29.5 million. Collins will also provide stations with automatic switching equipment.

Endangered species. Corning Glass Works has closed down its last production line for glass bulbs for black-and-white television tubes but will continue producing them in Taiwan, following industry trend that started several years ago. Corning spokesman described action, taken at Albion, Mich., plant and affecting 250 workers, as economic move, saying domestic production for black-and-white tubes was no longer profitable. Other companies have taken similar steps. RCA, for instance,

discontinued domestic black-and-white tube manufacture in 1971, now continues that activity only in Brazil.

New. Micro-Trak Corp., Holyoke, Mass., has introduced model 6440 audio control console for broadcast application. Full stereo board can handle input from two turntables, one primary microphone, three auxiliary inputs and one auxiliary microphone.

New lens. Rank Precision Industries Inc., Des Plaines, Ill., has made available Cooke Varo-Kinetel, 16 mm zoom lens that can shoot at any focal length between nine and 50 mm. With maximum angular view field of 60 degrees, lens can shoot as close as 230 mm from front of lens and 450 mm from film plane at constant aperture of f/2.2. Lens weighs 2.3 pounds and can be used for hand-held-shootings.

CBS protests IBEW invitation to NABET

CBS filed an unfair-labor practice complaint with the National Labor Relations Board in Los Angeles because the International Brotherhood of Electrical Workers wanted a representative of the National Association of Broadcast Employees and Technicians to sit in on negotiations under way between the network and IBEW.

The bargaining between CBS and IBEW for a new contract covering CBS technicians in New York, Los Angeles, Boston, St. Louis, San Francisco and Washington began Sept. 8 and is being held in San Diego. The present IBEW contract with CBS expires the end of this month.

The CBS complaint charges that IBEW's invitation for NABET to have a representative sit in on the negotiations is a breach of good-faith bargaining. NABET, CBS said, does not represent any CBS employees but does represent technicians and other employees of ABC and of NBC. Therefore, it added: "IBEW's inclusion of NABET in the negotiations represents an unlawful restraint upon the company's effort to bargain in good faith because it inhibits full consideration of the company's proposals." Those proposals, CBS maintained, involve confidential business plans.

Split use of 2025-2035 mhz

The FCC has proposed utilization of 2025-2035 mhz frequency band by government earth stations for earth-to-space transmissions for tracking, telemetry and telecommand at Wallops Island, Va., Seattle and Honolulu. The government use of the band would be on a co-equal basis with nongovernmental operations including television pick-up and television studio-to-transmitter link.

At present, the 2025-2035 mhz band is granted to both government and outside groups on a case-by-case basis. The rule change was requested for the Geostation-

ary Operational Environmental Satellite System, a federal project that will provide short-range forecasting and weather warnings.

Comments on the proposed change are due at the FCC by Oct. 22. Reply comments are due Nov. 3.

FCC pleads for more latitude in rate changes

Wiley testifies on Hill about present restrictions in handling common-carrier cases

A bill to increase the authority and lengthen the time the FCC has to deal with rate changes of communications common carriers was the subject of hearings before the Senate Communications Subcommittee last week.

The bill, proposed by the FCC has three provisions: (1) to extend from 30 to 90 days the period of notice a common carrier must give before a tariff may be changed; (2) to extend from three to nine months the period during which the FCC can suspend a rate change, and (3) to give the FCC the power to either grant or suspend part of a rate change, or to grant temporary authorization. FCC Chairman Richard Wiley, in testimony on the bill, said the commission under current law may only suspend or implement a rate change in full. It cannot implement part and suspend the rest. And it cannot now implement changes temporarily.

Mr. Wiley told the Communications Subcommittee, with Chairman John Pastore (D-R.I.) presiding, that "the commission's authority to process tariffs filed by communications common carriers

is no longer adequate to the task." He said current rate change filings are a good deal more complex (many run to 8,000 or more pages, he said) and the commission's over-all docket is heavier than when the existing laws were drafted.

Mr. Wiley's position was opposed at the hearings by some common carrier companies, such as AT&T, whose senior vice president, Edward Crosland, argued that passage of the bill (S. 2054) would result in delay rather than speeding up of the regulatory process. He and others were particularly concerned about the second provision of the bill that would permit a nine-month suspension. Newton Minow, former FCC chairman, now with Sidley & Austin, Chicago, a law firm that regularly represents AT&T, said long freezes on rate increases could deprive the common carrier company of needed revenues and could undermine its ability to attract capital.

Warren Baker, executive vice president and general counsel of United Telecommunications Inc., said "depriving carriers of needed revenues is not a benefit to the telephone subscribers nor the sine qua non of public interest. It can only result in inadequate service to the subscriber."

Mr. Wiley, however, denied that the bill will result in delay. "To the contrary" he said, "we believe that this legislation will result in an over-all acceleration of the administrative process."

FCC looking for answers

Looking towards the 1979 World Administrative Radio Conference, the FCC has issued a request for the following information: the alignment of the international table of frequency allocations with domestic

allocations, the impact of small earth station terminals on communications service, and the federal government's request for access to a substantial portion of the spectrum in the 100-1215 mhz band.

The commission had earlier sought comments on satellite-to-home services (BROADCASTING, Aug. 11). Each inquiry is in preparation for formulating a joint U.S. position to be presented at the 1979 WARC meeting by the FCC, the Office of Telecommunications Policy and the State Department.

CB wants more space

Citizen band radio licensees have increased from 44,000 in 1959—when the service first got off the ground—to 1.5 million today with nearly 200,000 applications filed at the FCC every month, according to CB users who are requesting more spectrum space for their service. They expect close to 3 million licensees by the end of 1975.

CB groups, including the Affiliated League of Emergency Radio Teams, Radio Emergency Associated Citizens Teams, and the U.S. Citizens Radio Council along with CB publications and 37 suppliers and distributors of CB equipment, have requested the FCC to "expeditiously" issue a further rulemaking looking towards the establishment of a Class E service for CB use.

The commission had proposed setting up a Class E service in the 220-225 mhz band—now part of the spectrum reserved for amateur radio operators—although it deferred action. CB users say action is needed to meet the "explosive public demand" needs for CB licenses. (CB currently uses Class D service at 27 mhz on a shared basis with industrial users.)

Broadcasting's index of 134 stocks allied with electronic media

Stock Symbol	Exch.	Closing Wed Sept. 17	Closing Wed Sept. 10	Net change in week	change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ARC	ARC	N 17 5/8	18 1/8	- 1/2	- 2.75	28 3/8	12 3/8	6	17,187	302,920
CAPITAL CITIES	CCB	N 35 1/2	35 3/4	- 1/4	- .69	43 1/2	19 1/2	12	7,208	255,884
CRS	CRS	N 44	43 1/8	+ 7/8	+ 2.02	53 1/8	20 1/8	11	28,313	1,245,772
CONCERT NETWORK*			1/4		.00	7/8	1/8		2,200	550
COX	COX	N 19 1/2	19 1/8	+ 3/8	+ 1.96	26 1/2	9 3/8	10	5,812	113,334
GROSS TELECASTING	GGG	A 9 1/8	9 1/4	- 1/8	- 1.35	13 5/8	6 3/8	6	800	7,300
LIN	LINB	O 6 1/2	7	- 1/2	- 7.14	9 1/8	2	7	2,373	15,424
MOONEY	MOON	O 2	2		.00	3 5/8	1	5	385	770
RAHALL	RAHL	O 5 1/2	5 5/8	- 1/8	- 2.22	6 1/4	1 3/4	11	1,297	7,133
SCRIPPS-HOWARD	SCRP	O 18	18 1/2	- 1/2	- 2.70	22	13 1/2	6	2,589	46,602
STARR	SBG	M 3 1/2	3 5/8	- 1/8	- 3.44	9	3 1/4	3	1,091	3,818
STORER	SBK	N 14 1/2	15 1/2	- 1	- 6.45	20 5/8	10 7/8	7	4,571	66,279
TAFT	TFB	N 18 7/8	19 3/8	- 1/2	- 2.58	27 1/4	10 3/4	6	4,045	76,349
WOODS COMM.*			1/2		.00	1 1/4	1/4	4	292	146
TOTAL									78,163	2,142,281
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 2	2		.00	2 1/2	3/4	12	1,248	2,496
AVCO	AV	N 5 1/8	5 1/4	- 1/8	- 2.38	8 7/8	2 1/8	1	11,481	58,840
BARTLELL MEDIA	BMC	A 7/8	1	- 1/8	- 12.50	2 3/8	5/8	1	2,257	1,974
JOHN BLAIR	BJ	N 4 5/8	4 5/8		.00	7 1/2	3 1/2	22	2,403	11,113
CAMPDOWN IND.*			1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N 5 7/8	6 1/2	- 5/8	- 9.61	6 1/2	1 1/2	22	4,164	24,463
COMBINED COMM.	CCA	N 8 1/4	8	+ 1/4	+ 3.12	16 1/8	5 1/8	5	4,673	38,552
COWLES	CWL	N 7 3/8	7 1/2	- 1/8	- 1.66	8 7/8	3 7/8	7	3,969	29,271
OUN & BRADSTREET	DNB	N 26	25 5/8	+ 3/8	+ 1.46	36	14 5/8	17	26,514	689,364
FAIRCHILD IND.	FEN	K 6 1/8	6 1/8		.00	8 3/4	3 3/4	5	4,550	27,868

	Stock symbol	Exch.	Closing Wed. Sept. 17	Closing Wed. Sept. 10	Net change in week	1 change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
FUQUA	FQA	N	4 5/8	5	-	3/8	-	7.50	10 3/4	3 1/8	8	8,086	37,397
GANNETT CO.	GCI	N	29 3/4	32 1/4	-	2 1/2	-	7.75	38 1/2	20 1/2	18	21,108	627,963
GENERAL TIRE	GY	N	15 5/8	15 3/4	-	1/8	-	.79	18 1/4	10 1/4	5	21,523	336,296
GLOBETROTTER	GLRTA	O	1 5/8	1 5/8				.00	4 3/4	7/8	8	2,783	4,522
GRAY COMMUN.		O	7	7				.00	8 1/2	5	5	475	3,325
HARTE-HANKS	HHN	N	16 3/4	17 5/8	-	7/8	-	4.96	19 3/8	6	11	4,369	73,180
JEFFERSON-PILOT	JP	N	26 7/8	27 1/8	-	1/4	-	.92	38 1/4	20 1/2	11	24,066	646,773
KAISER INDUSTRIES	KI	A	8 5/8	8 7/8	-	1/4	-	2.81	11 3/8	4 1/4	5	27,575	237,834
KANSAS STATE NET.	KSN	O	3 1/2	3 1/2				.00	4 1/8	2 3/4	6	1,815	6,352
KINGSTIP	KTP	A	5 7/8	6	-	1/8	-	2.08	6 3/4	1 1/2	11	1,154	6,779
KNIGHT-RIDDER	KRN	N	24 1/4	25 1/2	-	1 1/4	-	4.90	32 3/4	9 1/4	16	8,305	201,396
LAMB COMMUN.*		P	1 1/4	1 1/4				.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 1/8	18 5/8	-	1/2	-	2.68	19 3/8	10 3/4	10	3,352	60,755
LIBERTY	LC	N	9 7/8	9 7/8				.00	15 5/8	7 1/8	5	6,762	66,774
MCGRAW-HILL	MHP	N	9 1/2	10 1/8	-	5/8	-	6.17	13 1/2	5 1/2	8	24,569	233,405
MEDIA GENERAL	MEG	A	13 5/8	13 1/2	+	1/8	+	.92	32 3/4	13 1/2	5	3,604	49,104
MEREDITH	MDP	N	8 3/4	9	-	1/4	-	2.77	13 3/8	8	4	3,003	26,276
METROMEDIA	MET	N	12 1/2	12 3/4	-	1/4	-	1.96	15	4 1/2	10	6,553	81,912
MULTIMEDIA	MMED	O	12 1/2	13	-	1/2	-	3.84	14 1/4	8 3/4	8	4,389	54,862
NEW YORK TIMES CO.	NYKA	A	11 3/4	12 5/8	-	7/8	-	6.93	14 1/2	6 3/4	7	10,938	128,521
OUTLET CO.	OTU	N	12	12 1/2	-	1/2	-	4.00	62	7	4	1,387	16,644
POST CORP.	POST	O	6 1/4	6 1/4				.00	16 1/2	4 3/4	25	870	5,437
PSA	PSA	N	4	4 1/8	-	1/8	-	3.03	10	1 1/2	8	3,181	12,724
REEVES TELECOM	RBT	A	1 5/8	1 3/8	+	1/4	+	18.18	3	5/8	7	2,376	3,861
ROLLINS	ROL	N	17 1/2	17 1/8	+	3/8	+	2.18	22	6 1/2	12	13,404	234,570
RUST CRAFT	RUS	A	6 1/8	6	+	1/8	+	2.08	10 1/4	5 1/8	5	2,328	14,259
SAN JUAN RACING	SJR	N	8 1/4	8 1/4				.00	13 3/8	5 1/2	6	2,509	20,699
SCHERING-PLOUGH	SGP	N	47 5/8	48	-	3/8	-	.78	74 3/8	44 3/4	20	53,938	2,568,797
SONDERLING	SDS	A	6 1/4	6	+	1/4	+	4.16	10	3 1/2	4	727	4,543
TECHNICAL OPERATIONS	TO	A	3 3/8	3 5/8	-	1/4	-	6.89	6 3/4	2 3/8	4	1,344	4,536
TIMES MIRROR CO.	TMC	N	14 7/8	15 1/4	-	3/8	-	2.45	19 1/2	9 1/4	9	33,814	502,983
WASHINGTON POST CO.	WPO	A	23	24 7/8	-	1 7/8	-	7.53	28 3/4	14 3/4	8	4,751	109,273
WOMETCO	WOM	N	13 1/2	13 5/8	-	1/8	-	.91	16 7/8	6 1/4	9	5,775	77,962
TOTAL										373,705	7,344,390		

Cablecasting

AMECO**	ACD	O	1/4	3/8	-	1/8	-	33.33	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AELBA	O	1 1/2	1 1/2				.00	2 1/8	1/2	12	1,672	2,508
AMERICAN TV & COMM.	AMTV	O	12	12				.00	19 1/4	5 1/2	21	3,304	39,648
ATHENA COMM.** *		O	1/4	1/4				.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4 3/8	4 5/8	-	1/4	-	5.40	24 1/8	2 1/2	8	8,390	36,706
CABLECOM-GENERAL	CCG	A	6	5 7/8	+	1/8	+	2.12	7 1/4	1 1/2	11	2,560	15,360
CABLE FUNDING	CFUN	O	5 3/4	6	-	1/4	-	4.16	7 3/8	3 7/8	144	1,121	6,445
CABLE INFO.		O	3/4	1/2	+	1/4	+	50.00	1 1/4	1/8	2	663	497
COMCAST		O	2 1/2	2 1/2				.00	3 1/4	3/4	10	1,708	4,270
COMMUNICATIONS PROP.	COMU	O	2	2 1/8	-	1/8	-	5.88	3 1/2	1	13	4,761	9,522
COX CABLE	CXC	A	10 3/8	11 3/8	-	1	-	8.79	15 7/8	3 3/4	16	3,560	36,935
ENTRON	ENT	O	1/2	5/8	-	1/8	-	20.00	1 1/2	3/8	4	1,358	679
GENERAL INSTRUMENT	GRL	N	9 1/4	9 1/2	-	1/4	-	2.63	17 1/8	5/8	6	7,201	66,609
GENERAL TV		O	5/8	5/8				.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	17 3/8	16 1/8	+	1 1/4	+	7.75	17 3/8	4	15	966	16,784
TELE-COMMUNICATION	TCOM	O	3 1/2	3 3/8	+	1/8	+	3.70	6 3/8	7/8	2	5,181	18,133
TELEPROMPTER	TP	N	5	5 1/2	-	1/2	-	9.09	9	1 3/8	11	16,604	83,020
TIME INC.	TL	N	53	52 3/4	+	1/4	+	.47	59 1/4	24 7/8	11	9,960	527,880
TOCOM	TOCM	O	2 1/2	2 3/8	+	1/8	+	5.26	4 7/8	1 3/4	6	634	1,585
UA-COLUMBIA CABLE	UACC	O	7 3/4	8 1/4	-	1/2	-	6.06	12 3/4	3 3/4	11	1,714	13,283
UNITED CABLE TV	UCTV	O	2 5/8	2 3/4	-	1/8	-	4.54	4 5/8	1/4	5	1,879	4,932
VIACOM	VIA	N	8 1/8	8	+	1/8	+	1.56	9 1/4	2 5/8	11	3,665	29,778
VIKOA**	VIK	A	1 3/8	1 3/8				.00	4	1/2	1	2,534	3,484
TOTAL										83,760	919,514		

Programming

COLUMBIA PICTURES	CPS	N	5 7/8	5 7/8				.00	9 1/2	1 5/8	23	6,748	39,644
DISNEY	DIS	N	41	41 1/2	-	1/2	-	1.20	54 3/4	18 3/4	22	29,755	1,219,955
FILMWAYS	FWY	A	5	4 5/8	+	3/8	+	8.10	6	2 1/8	6	1,792	8,960
FOUR STAR			3/8	3/8				.00	1 3/8	1/8	1	666	249
GULF + WESTERN	GW	N	19 5/8	19 5/8				.00	42 1/2	18 3/8	3	14,470	283,973
MCA	MCA	N	68 7/8	69 3/4	-	7/8	-	1.25	81	19 1/4	9	8,478	583,922
MGM	MGM	N	14 5/8	15 1/8	-	1/2	-	3.30	32 1/2	9 1/4	6	12,180	178,132
TELE-TAPE** *		O	1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	3 7/8	3 7/8				.00	5	1 1/4	8	943	3,654
TRANSAMERICA	TA	N	7 1/4	7 7/8	-	5/8	-	7.93	10 3/8	5 1/2	11	64,945	470,851
20TH CENTURY-FOX	TF	N	12 1/4	12 1/8	+	1/8	+	1.03	14 7/8	4 1/2	12	7,547	92,450
WALTER READE**	WALT	O	1/2	1/2				.00	1/2	1/8		4,296	2,148
WARNER	WCI	N	17 3/8	17 3/8				.00	20 7/8	6 7/8	7	16,718	290,475
WRATHER	WCO	A	3 1/4	4	-	3/4	-	18.75	8 1/8	1 1/4	6	2,229	7,244
TOTAL												172,957	3,182,204

Service

BBDO INC.	BBDO	O	15 3/4	15 3/4				.00	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	32 5/8	36 1/2	-	3 7/8	-	10.61	46	23 3/4	7	10,000	326,250
DOYLE DANE BERNBACH	DOYL	O	9 1/2	10 1/4	-	3/4	-	7.31	11 7/8	5 5/8	5	1,816	17,252
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	2,121	18,293
GREY ADVERTISING	GREY	O	6 3/8	6 1/2	-	1/8	-	1.92	8 3/8	1	4	1,213	7,732
INTERPUBLIC GROUP	IPG	N	14 1/4	15 3/4	-	1 1/2	-	9.52	19	8 1/8	5	2,249	32,048
MARVIN JOSEPHSON	MRVN	O	5 3/4	6 1/8	-	3/8	-	6.12	9 3/4	3 1/4	4	1,800	10,350
MCI COMMUNICATIONS	MCIC	O	2	2				.00	6 1/2	1		13,339	26,678
MOVIELAB	MOV	A	1 3/8	1 3/8				.00	1 3/4	1 1/2	7	1,407	1,934
MPO VIDEOTRONICS	MPO	A	3 3/4	3 7/8	-	1/8	-	3.22	4	1	21	537	2,013

	Stock Symbol	Exch.	Closing Wed. Sept. 17	Closing Wed. Sept. 10	Net change in week	1 change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
NEEDHAM, HARPER	NDHMA	O	4 7/8	5	-	1/8	-	2.50	7 1/2	3 5/8	7	853	4,158
A. C. NIELSEN	NIELB	O	18	17 1/8	+	7/8	+	5.10	28	7 3/8	17	10,598	190,764
OGILVY & MATHER	OGIL	O	17 1/4	16 1/2	+	3/4	+	4.54	23 1/2	10	6	1,805	31,136
J. WALTER THOMPSON	JWT	N	6	6 5/8	-	5/8	-	9.43	12	4 1/4	8	2,649	15,894
UNIVERSAL COMM.*		O	1/4	1/4				.00	3/4	1/8		715	178
TOTAL										55,512		724,496	
Electronics/Manufacturing													
AMPEX	APX	N	4 7/8	5	-	1/8	-	2.50	8 3/8	2 1/4	5	10,885	53,064
CCA ELECTRONICS*	CCAE	O	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/8	1	8	2,319	4,058
COHU, INC.	COH	A	2 3/4	2 5/8	+	1/8	+	4.76	3 7/8	1 1/4	31	1,617	4,446
CONRAC	CAX	N	15 3/4	16 3/4	-	1	-	5.97	21 3/4	10	7	1,271	20,018
EASTMAN KODAK	EASKD	N	87 1/2	88 1/8	-	5/8	-	.70	108 3/4	63	22	161,347	14,117,862
GENERAL ELECTRIC	GE	N	42 5/8	44	-	1 3/8	-	3.12	65	30	14	182,885	7,795,473
HARRIS CORP.	HRS	N	20 3/4	21 7/8	-	1 1/8	-	5.14	33 1/2	13 1/8	14	6,160	127,820
HARVEL INDUSTRIES*	HARV	O	3	3				.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	O	2 1/4	2 3/8	-	1/8	-	5.26	7 1/2	1 1/4	4	2,730	6,142
MICROWAVE ASSOC. INC	MAI	N	14 1/2	16 1/2	-	2	-	12.12	26 7/8	9 3/4	7	1,320	19,140
3M	MMM	N	49 5/8	51 1/2	-	1 7/8	-	3.64	80 1/2	7 5/8	25	114,240	5,669,160
MOTOROLA	MOT	N	42 7/8	42 5/8	+	1/4	+	.58	61 7/8	34 1/8	20	28,198	1,208,989
N. AMERICAN PHILIPS	NPH	N	17 3/4	18	-	1/4	-	1.38	24 1/4	11 1/4	9	12,033	213,585
OAK INDUSTRIES	OEN	N	7 3/4	8 1/8	-	3/8	-	4.61	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	16 1/4	17 1/4	-	1	-	5.79	21 1/2	9 7/8	13	74,547	1,211,388
ROCKWELL INTL.	ROK	N	21 7/8	22 1/2	-	5/8	-	2.77	28 3/8	18 3/8	7	30,913	676,221
RSC INDUSTRIES	RSC	A	1 7/8	1 3/4	+	1/8	+	7.14	2 1/4	1/2	6	3,440	6,450
SONY CORP.	SNE	N	8 7/8	8 7/8				.00	29 7/8	4 3/4	23	172,500	1,530,937
TEKTRONIX	TEK	N	33	34 1/2	-	1 1/2	-	4.34	47 3/4	18 1/2	12	8,671	286,143
TELEMATION	TMT	O	1 3/4	1 3/4				.00	2 3/4	1	10	1,050	1,837
VARIAN ASSOCIATES	VAR	N	12 7/8	13 1/8	-	1/4	-	1.90	17 3/4	6	12	6,838	88,039
WESTINGHOUSE	WX	N	13 1/4	14 1/8	-	7/8	-	6.19	26	8 1/2	37	87,024	1,153,068
ZENITH	ZE	N	20 1/8	20 1/4	-	1/8	-	.61	31 5/8	10	84	18,797	378,289
TOTAL										931,785		34,586,381	
GRAND TOTAL										1,695,882		48,899,266	
Standard & poor's Industrial Average			92.3	93.9	-1.6								

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (Big price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and lows are drawn from
trading days reported by Broadcasting.
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share figures
for the last 12 months as published by Standard &
Poor's Corp. or as obtained through Broadcasting's
own research. Earnings figures are exclusive of ex-
traordinary gains or losses.
†††Stock split.

* P/E ratio computed with earnings
figures for last 12 months published
by company.
† No annual earnings figures are
available.
** No P/E ratio is computed; com-
pany registered net losses.

Fates & Fortunes®

Media

Dorothy M. Conway, director, domestic cash management, CBS Inc., New York, elected assistant treasurer, reporting to Haskell MacCawatt, VP and treasurer of CBS.

Newly elected officers, Northern California Broadcasters Association: **Peter V. Taylor**, VP/general manager, KFOG(FM) San Francisco, president; **Mickey Luckoff**, VP/general manager, KGO(AM) San Francisco, VP; **Cliff Hunter**, VP/general manager, KYA(AM) San Francisco, secretary; **James P. Hickey**, VP/general manager, KKHI(AM) San Francisco, treasurer.

Cynthia Patrasso, on-air promotion coordinator, WGN Continental Broadcasting, Chicago, named promotion coordinator, WFLD-TV Chicago.

George J. Beaudet, VP/general sales manager, WZMF(FM) Menomonee Falls, Wis., named VP/general manager.

Thomas K. Paine, operations, production man-

ager, noncommercial WFCR(FM) Amherst, Mass., named radio director, Greater Toledo Educational Television Foundation.

George H. Rogers Jr., director of development, noncommercial WCET(TV) Cincinnati, resigned to enter private industry.

Barry Solomon, awards administrator, NBC, New York, named manager, awards.

Bill Bailey, air personality, KIKK(AM) Pasadena-Houston, Tex., named public relations director/air personality, KENR(AM) Houston.

Daniel Dworkin, account executive, WSLT-AM-FM Ocean City, N.J., named operations manager.

Broadcast Advertising

William A. Morris, with Blair Television's NBC sales unit in New York, promoted to director of sales strategy, responsible for all of Blair Television's research, programing, computer and promotion operations. He succeeds **Dick Gideon**, who resigned earlier to be broadcast consultant

for, among others, Blair Television.

Louis Severine, director of FM Network sales, ABC Radio Network, appointed Eastern sales manager for ABC Radio's four network services—American Contemporary, Information, Entertainment and FM.



MacDonald

Robert B. MacDonald, senior VP, director of marketing services, Needham, Harper & Steers, New York, appointed director of media for BBDO New York, succeeding **Edward Y. Papazian**, who has resigned to pursue outside business interests. **Allan Miller**, manager of media and marketing-EDP applications for NH&S, assumes Mr. MacDonald's duties with title of director of media and media research of NH&S. **Caroline R. Jones**, creative supervisor, BBDO, New York named NH&S VP.

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Jeffrey Schadow, marketing executive, NBC-TV New York, appointed manager, sales development and merchandising.

Ogden Nield, account executive, Norton Simon Communications, New York, appointed writer/creative group head, Gardner Advertising, New York.

Arnold J. Kleiner, group sales manager, Television Advertising Representatives, New York, named general sales manager, WIZ-TV Baltimore. Both are Group W-owned.

Allan Thompson, national sales manager, KQV(AM)-WDVE(FM) Pittsburgh, named general sales manager.

Elliot Bass, national sales manager, WXIA-TV Atlanta, named general sales manager.

John Chervokas, VP, creative director, William Esty Co., New York, named senior VP, creative director, Warwick, Welsh & Miller same city.

Bob Bassindale, associate creative director, Tatham-Laird & Kudner, New York, named creative director. **Mike Hoynes**, account supervisor, TL&K, named corporate, industrial business development director, New York.

Walter J. O'Brien, management supervisor; **Larry A. Olshan**, media director, J. Walter Thompson, Chicago, named senior VP's.

Biggs Tabler, national sales manager, WHAS-TV Louisville, Ky., named general sales manager.

Victor Wiesel, media planner, Tatham-Laird & Kudner, Chicago, named media supervisor, Needham, Harper & Steers, Chicago.

James C. McCaffrey, account executive, WIP(AM) Philadelphia, named general sales manager, KLIF(AM) Dallas.

Susanne Grayson Townsend, VP/creative director, William Esty Co., New York, named to same position, Foote, Cone & Belding, New York.

Donald A. (Chips) Barrabee, assistant to president, Katz Television, New York, named sales manager, Katz's Atlantic Team, New York.

Carol Ingwersen, senior associate, Vitt Media International, New York, named VP/senior associate.

Nancy Lea Sutton, VP, creative supervisor/writer, Grey Advertising, New York, named group creative director.

Charles J. Hamm, executive VP, client services, F. William Free & Co., New York, named president/chief operating officer.

William H. McPherson II, production staff, National Teleproductions of Indianapolis/Chicago, named broadcast producer, Ruben, Montgomery & Associates, Indianapolis.

Lidle Flammia, media planner, McKinney, Silver & Rockett, Raleigh, N.C., named media director, Carmichael & Co., Durham, N.C.

Jeanette Leverrier, media planner/buyer, Kal, Merrick & Salan, Washington, named assistant media director.

Programing

Warren V. Bush, VP in charge of production, creative affairs, Wolper Productions, Hollywood, has formed Bush Productions Inc., Hollywood, to produce dramatic TV series, specials and theatrical motion pictures.

Larry Berkowitz, general counsel, Newburger, Loeb & Co., New York brokerage firm and formerly chairman of Neo Flasher Industries, Los Angeles, has joined business affairs department of Columbia Pictures Television Hollywood.

Tony Conigliaro, former Boston Red Sox outfielder, named sportscaster, WJAR-TV Providence, R.I.



MacPhail

William C. MacPhail, former VP, sports, CBS Television Network, New York, on Oct. 1 joins Robert Wold Co., Los Angeles, as VP and New York manager. He will head expansion of firm that services radio, TV and cable, working from office at 160 Central Park South, New York 10019; (212) 247-2120.

Bradford Berry, sales, KPHX(AM) Phoenix, named sports director, KPAZ-TV Phoenix.

Carol A. Witherspoon, executive producer, WLWC(TV) Columbus, Ohio, named production manager. She is succeeded by **Richard O'Dell**, producer/director.

Thelma Rollins, program department, WTVJ(TV) Miami, named assistant director, program operations.

Rick Talley, *Chicago Tribune*, sports columnist, named sports reporter/commentator, WGN-AM-TV Chicago.

Bill Frink, sports director-announcer, WLS-TV Chicago, named to sports staff of affiliated WLS(AM) there.

J.C. Howe, staff announcer, WQWQ-FM Muskegon, Mich., named programing manager.

Broadcast Journalism

Frank Anthony, reporter, WOR-TV New York, named news director.

Rick Sallinger, reporter/anchor, WERE(AM) Cleveland, named to same position, WMAQ(AM)-WNIS(FM) Chicago.

Rick Davis, anchorman/reporter, WBSV-TV New York, named correspondent, NBC News, San Francisco.

Mary Ann Michaels, feature reporter, WLWD(TV) Dayton, Ohio, named consumer reporter, WLWC(TV) Columbus, Ohio. Both are Avco stations.

Bobbie Craddock, weekend anchor, WDSU-TV New Orleans, named reporter, WBBM-TV Chicago.

Monica Kaufman, reporter/anchor, WHAS-TV Louisville, Ky., named reporter, WSB-TV Atlanta.

Terry DeVine, AP correspondent, Sioux Falls, S.D., named regional membership executive for Wisconsin, Minnesota, Dakotas.

Scott M. Davis, reporter, WIZM(AM) La Crosse, Wis., named news director, KAUS-AM-FM Austin, Minn.

Dan Dennison, news director, KGUC(AM) Gunnison, Colo., named to same position, KSTR(AM) Grand Junction, Colo.

David Greer, newscaster, WHND(AM)-WIINE(FM) Monroe-Birmingham, Mich., named news director.

Katherine Bartley, assistant press information manager, WBBM-TV Chicago, named assistant editorial director.

Stephen H. Schwartz, news producer, KSL-TV Salt Lake City; **James Gordon**, Boston freelance writer, producer/director, named co-producers, *Eyewitness Magazine* show, KDKA-TV Pittsburgh. **Charles R. Darling**, senior cinematographer/assistant editor, KMGH-TV Denver, named cinematographer for show.

John Bacevicius, news director, WZBN(AM)-WKZN(FM) Zion, Ill., named news editor/producer, noncommercial WSSR(FM) Springfield, Ill. He is succeeded by **Gil Peters**, formerly staff announcer, WYEN(FM) Des Plaines, Ill.

Cable

Hugh Bramble, with American Television & Communications Corp., Columbus, Ohio, named director of operations, Viacom Communications' Cypress Cable TV of Dayton, Ohio. **Richard S. Weigand**, accountant with Coopers & Lybrand, New York, named director of finance and administration, Cypress Cable TV of Dayton, Ohio.

James R. Griffith, VP, finance, Penntech Papers Inc., New York, named VP/treasurer, American Television & Communications Corp., Denver.

Michael Hind-Smith, general manager, M-H Video, Toronto, named president/chief executive officer, Canadian Cable Television Association, Ottawa. He succeeds **Robert C. Short**.

Equipment & Engineering

Richard B. Smith, VP, marketing, United Computing Systems, Kansas City, Mo., named assistant VP, sales, Westar Transmission Services division of Western Union, Upper Saddle River, N.J. He will head sales of Westar satellite services in video, broadband data markets.

Robert W. Flanders, VP-director of engineer-

ing, McGraw-Hill Broadcasting, Indianapolis, and **James E. Boyd**, VP-engineering, Scripps-Howard Broadcasting, Cleveland, named members of engineering committee of Association of Maximum Service Telecasters, Washington.

M. Mark Pluck, project engineer, Conrac Division, Conrac Corp., Covina, Calif., named color engineering supervisor.

Samuel C. Johns, sales manager, Data Products Division, Robins Industries, Commack, N.Y., named sales manager, Robins-Fairchild Division.

John Wilson, customer service group manager, Lynch Communication Systems, Reno, Nev., named quality assurance director.

Allied Fields

Joseph A. Mansi, director of communications for Metromedia Inc., New York, has formed his own public relations firm, J.A. Mansi & Co., with Metromedia among initial clients. 136 East 57th Street, New York 10022; (212) 688-4530.

Clifford Ancier, promotion assistant, noncommercial WOUB-AM-FM-TV Athens, Ohio, named promotion specialist, Arbitron, New York.

Charles E. Sherman, associate chairman, Department of Communications Arts, University of Wisconsin at Madison, named chairman, Department of Telecommunications, Indiana University at Bloomington.

James Hamilton, director, Basilean Films Inc., Washington, named coordinator of film studies, Morehead State University, Morehead, Ky.

Dave Boylan, general manager, WRMN(AM)-WJKL(FM) Elgin, Ill., named management consultant, Ron Curtis & Co., executive search agency, Chicago.

Raymond J. Kimball, law clerk to chief justice, Superior Court of Massachusetts, joins law firm of Shack & Mendenhall, Washington.

Deaths

Glenn E. Riggs, 68, retired network radio announcer, died Sept. 12 at his home in Malaga,

Spain. His career began in 1925 as chief announcer at KDKA(AM) Pittsburgh. In 1938 he joined NBC then later went to ABC. Shows he announced included *Jungle Jim*, *Vic and Sade* and *Bing Crosby Show*. He is survived by his wife, Lyn, one daughter and one son.



Redhead

Hugh M. Redhead, 55, president of Campbell-Ewald Co., Detroit, killed in plane crash Sept. 12 near Ohio in western Pennsylvania. Mr. Redhead joined Campbell-Ewald in January 1968, from Mellon Bank in Pittsburgh. He is survived by his wife, Joan, and three daughters. Also killed in private

plane were **H. Walton Cloke**, 56, VP, public relations/advertising, Rockwell International, Pittsburgh; pilot and co-pilot.

A. Arthur Crawford, 70, retired electronics engineer and first owner of KCBH(FM), now KJOI(FM), Los Angeles, died Sept. 14 in Los Angeles of cancer. He is survived by his wife, Jean Elizabeth, and two sons, Arthur K. (account executive for KBCA(FM) Los Angeles) and David L.

George A. McMoran, 66, who retired in 1971 as senior VP and chief financial officer of Cunningham & Walsh, New York, died Sept. 12 in Point Pleasant (N.J.) hospital. He is survived by his wife, Edith; two sons, George A. Jr. and Bruce, and one daughter, Judith A.

John McGiver, 62, actor, died Sept. 9 of heart attack near his West Fulton, N.Y., home. Mr. McGiver's 20-year acting career included television appearances on *Kraft Theater*, various network situation comedies and his own short-lived show, *Many Happy Returns*. He is survived by his wife, Ruth, and 10 children.

Walter Tetley, 60, veteran radio actor (*Buck Rogers*, *Fred Allen Show*, among others), died of cancer Sept. 6 in Hollywood.

For the Record®

As compiled by BROADCASTING, Sept. 8 through Sept. 12 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. Doc.—Docket. 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 starts

■ *KBIN Council Bluffs, Iowa—Authorized program

operation on UHF ch. 32 (578-584 mhz); ERP 245 kw vis, 24.5 kw aur. HAAT 317 ft.; ant. height above ground 320 ft. Action Aug. 21.

■ *WJWJ-TV Beaufort, S.C.—Authorized program operation on UHF ch. 16 (482-488 mhz); ERP 339 kw vis, 67.6 kw aur. HAAT 1,227 ft.; ant. height above ground 1,260 ft. Action Aug. 28.

■ WRJA-TV Sumter, S.C.—Authorized program operation on UHF ch. 27 (548-554 mhz); ERP 457 kw vis, 91.2 kw aur. HAAT 1,163 ft.; ant. height above ground 1,150 ft. Action Aug. 28.

AM action

■ Harlan, Ky., **AM proceeding**: Radio Harlan (WHLN[AM]Harlan) and Eastern Broadcasting Co. (Docs. 19614-5)—FCC granted application of Eastern Broadcasting Co. for new AM. Action was in response to petition by Eastern for reconsideration of Jan. 7, 1975, FCC decision denying its application and granting application of Radio Harlan for renewal of its license for WHLN Harlan. FCC granted 1470 khz, 1 kw-D. P.O. address Ivy Street, Harlan 40831. Esti-

mated construction cost \$17,700; first-year operating cost \$36,000; revenue \$42,000. Principals: Harold P. and Donald G. Parsons (each 50%). Messrs. Parsons have real estate and other business interests in Harlan. Action Sept. 5.

FM applications

■ *Kokomo, Ind.—Kokomo-Center Township Consolidated School Corp. seeks 89.1 mhz, 10 w. P.O. address: 100 W. Lincoln Rd., Kokomo 46901. Estimated construction cost \$1,142; first-year operating cost \$2,700. Principal: Neil Kunkle, instructor. Ann. Sept. 11.

■ Sparks, Nev.—Pendor Communications seeks 98.3 mhz, 1 kw., HAAT 434 ft. P.O. address: Box 1354, Zephyr Cove, Nev. 89448. Estimated construction cost \$21,939; first-year operating cost \$20,000; revenue \$60,000. Format: adult contemporary. Principal: Philip D. and Elise M. Doersam (100% jointly) have 20% interest in KGLR(FM) Reno. Ann. Sept. 10.

■ Mandan, N.D.—Central Dakota Enterprises seeks

104.9 mhz, 3 kw., HAAT 287 ft. P.O. address: Box 1836, Bismarck, N.D. 58501. Estimated construction cost \$82,150; first-year operating cost \$50,000; revenue \$72,000. Format: Standard pop, talk, religious. Principals: Nonstock corporation is made up of Harold Erickson, president of Christian Enterprises, licensee of KGLE(AM)-KIVE(FM) Glendive, KGVW-AM-FM Belgrade, KURL-AM-FM Billings, KALS(FM) Kalispell, all Montana and KKIM(AM) Albuquerque, N.M.; Lewis S. Robinson, retail store manager; Walter Sherman, insurance representative, L.E. Wood, cement contractor and Alvin J. House, jeweler and gift shop owner. Ann. Sept. 10.

■ *Jefferson, Ohio—Agape School seeks 90.9 mhz, 5.5 kw., HAAT 372 ft. P.O. address: R.D. No. 3, Jefferson 44047. Estimated construction cost \$38,000; first-year operating cost \$2,000. Principal: Myron J. Hubler Jr. is chairman and treasurer on nonprofit educational organization. Ann. Sept. 10.

FM action

■ Pella, Iowa, **FM proceeding**: Pella Communications and Tulip City Broadcasting Co., competing for 103.3 mhz (Docs. 20283-4)—ALJ Joseph Stirmer granted application of Tulip City Broadcasting Co., for new FM in summary initial decision. In order adopted Sept. 3, Judge Stirmer granted joint petition for approval of agreement between Tulip City and Pella Communications in which Dwaine F. Meyer, Pella's sole principal, would acquire one-third interest in Tulip City and Pella's competing application would be dismissed. Judge granted 103.3 mhz, 59 kw, HAAT 339 ft. P.O. address: 2047 Winnebago Street, Madison, Wis. 53704. Estimated construction cost \$26,800; first-year operating cost \$30,000; revenue \$60,000. Principals: Joseph L. Stone (331/3%), station manager, and Earl W. Fessler (331/3%), owner, both of WMFM(FM) Madison, Wis., now sold to Midcontinent Broadcasting Co. of Wisconsin. Dwaine F. Meyer is lawyer in Pella and owns real estate and investment firm. Action Sept. 5.

FM starts

■ *WJEL Indianapolis—Authorized program operation on 89.1 mhz. Action Aug. 28.

■ WKWI Warsaw, Va.—Authorized program operation on 101.7 mhz, ERP 1.9 kw, HAAT 235 ft. Action Aug. 29.

Ownership changes

Applications

■ WSBP(AM) Chattahoochee, Fla. (1580 khz, 1 kw-D)—Seeks assignment of license from Radio Station WSBP to Soundway Broadcasting Co. for \$95,000. Seller: Roscoe Fleetwood, owner, wishes to sell station due to health reasons. Buyer: Edwin O'Connor is video switcher for WTVG(TV) and announcer for WDOD-AM-FM both Chattanooga and is applicant for new FM in Dayton, Tenn. Ann. Sept. 11.

■ WDGM(FM) Leesburg, Fla. (106.7 mhz, 50 kw)—Seeks assignment of license from Heard Broadcasting to Magic Box Media for assumption of liabilities up to \$271,000. Seller: Donald G. Manuel, president. Assignor has recently sold WLBE(AM) Leesburg. Buyers: Edward W. Englander, Norma Kaplan and James J. Shipley (331/3% each). Mr. Englander is auto dealer, Ms. Kaplan has interest in retail furniture stores and Mr. Shipley is marketing consultant. Ann. Sept. 2.

■ WAYX-AM-FM Waycross, Ga. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 102.5 mhz, 100 kw)—Seeks assignment of license from Radio Station WAYX to Radio Waycross for \$350,000. Seller: Omnibus Inc., parent of WAYX, Harry W. Farmer, president, is also selling WBLU(AM) Salem, Va. (see below). Buyers: William G. Brown, Clinton G. Moor (47% each) et al. Mr. Brown is manager and stockholder and Mr. Moor is operations manager of WACX(AM) Autsell, Ga. They also own engineering firm and 1/3 interest each in WMOG(AM) Brunswick and WTIF(AM) Tifton, both Georgia. Ann. Sept. 11.

■ WEIC-AM-FM Charleston, Ill. (AM: 1270 khz, 1 kw-D, 500 w-N; FM: 92.1 mhz, 2.2 kw)—Seeks assignment of license from Community Communications Associates to Withers Broadcasting of Eastern Illinois for \$325,000. Sellers: John F. and Emmy Lou Hurlbut (51% jointly) own WVMC(AM)-WSAB(FM) Mt. Carmel, Ill. Buyer: James K. Withers (100%) has interest in WMIX-AM-FM Mt. Vernon Ill., KMGO-AM-FM Cape Girardeau, Mo. and restaurants and owns real estate agency in Cape Girardeau. Ann. Aug.

Call letters

Applications

Call	Sought by
	New AM's
KANI	Beverly Ann Irish, Wharton, Tex.
	New FM's
WNFM	Norman A. Thomas, Dayton, Tenn.
WFTA	Itawamba County Broadcasting Co., Fulton, Miss.
KAAP-FM	William F. and Anne K. Wallace, Santa Paula, Calif.
KLUK	Cass County Broadcasting Co., Atlanta, Tex.
*WKKC	Kennedy-King College, Chicago
*KOTO	San Miguel Educational Fund, Telluride, Colo.
	Existing TV
WFBM-TV	WRTV Indianapolis
	Existing AM
WNYG	WBAB Babylon, N.Y.
	Existing FM's
KXO-FM	KNEU El Centro, Calif.
WGUD	WPEN Pascagoula, Miss.
WFHC-FM	WKYE-FM Bristol, Tenn.
WYSH-FM	WCFA Clinton, Tenn.
KSND	KORE-FM Springfield-Eugene, Ore.
WNCN	WQIV New York

Grants

Call	Assigned to
	New TV
WPFO-TV	Commercial Radio Institute, Pittsburgh
	New AM's
KUFE	Far East Broadcasting Co., Agana, Guam
WQIN	Quinn Broadcasting, Lykens, Pa.
WJPJ	David B. Jordan, Huntingdon, Tenn.
	New FM's
WBDC	Dubois County Broadcasting, Huntingburg, Ind.
KTCH-FM	Theodore S. Storck, Wayne, Neb.
WDBA	Dubois Area Broadcasting Co., Du Bois, Pa.
WVOH-FM	Jeff Davis Broadcasters, Hazlehurst, Ga.
*KGVB	South Sanpete School District, Gunnison, Utah
*KSME	South Sanpete School District, Manti, Utah
*KFJM-FM	University of North Dakota, Grand Forks, N.D.
KYUF	Uvalde Broadcasters, Uvalde, Tex.
*WGTE-FM	Greater Toledo Educational Television Foundation, Toledo, Ohio
*WCSB	Cleveland State University, Cleveland, Ohio
*KRNB-FM	Makah Communications Enterprise, Neah Bay, Wash.
WBIF	Bedford Broadcasting Corp., Bedford, Ind.
KEKI	Cyril C. Larsen, Honolulu
WJZS	Amrad Corp., Tallahassee, Fla.
KEDY	Shasta Cascade Broadcasting Corp., Mount Shasta, Calif.
WDMG-FM	WDMG Inc., Douglas, Ga.
	Existing TV
WCCB	WCCB-TV Charlotte, N.C.
	Existing AM's
KILO	KYAC Kirkland, Wash.
KYAC	KTW Seattle
KMPS	KOL Seattle
WGEE	WBAY Green Bay, Wis.
	Existing FM's
WTCQ	WVOP-FM Vidalia, Ga.
KKOS	KARL-FM Carlsbad, Calif.
KFRY	KARM-FM Fresno, Calif.
KUDO	KEEC Las Vegas
KXTZ	KLVM Henderson, Nev.
WSRA	WJIT-FM San Juan, Puerto Rico
WJOI	WKOI Pittsburgh
KROI	KEZS Sacramento, Calif.
KEUT	KOL-FM Seattle
WSBI-FM	WGIG-FM Brunswick, Ga.
WGM8	WINH-FM Georgetown, S.C.

18.

■ WKBK(AM) Keene, N.H. (1220 khz, 1 kw-D)—Seeks assignment of license from Monadnock Broadcasting Corp. to Radio Keene for \$210,000 plus assumption of obligations of \$67,000. Seller: Monadnock Broadcasting, David F. Shurtleff, president, has recently acquired WTSN(AM) Hanover, N.H. Buyer: Harold H. Segal (100%) is station consultant and broker. Ann. Sept. 8.

■ WSUF(AM) Patchogue, N.Y. (1580 khz, 10 kw-D, 5 kw-N)—Seeks assignment of license from Adams-Getschal Broadcasting Co. to Eagle Communications Corp. for \$325,000. Seller: Eileen Marziani, president. Facilities of station have been damaged by fire. Broadcasting was discontinued April, 1975. Buyers: Leonard Zack (57%) is attorney. Jerome Stevens (29%) is director of programming for WMMR(FM) Philadelphia. Stephen A. Mohl (14%) is sporting goods manufacturer. Ann. Sept. 11.

■ WGLX(AM)-WQLX(FM) Galion, Ohio (AM: 1570 khz, 500 w-DA-D; FM: 102.3 mhz, 3 kw)—Seeks assignment of license from Radio Galion to Maumee Valley Broadcasting for \$166,550. Seller: Joseph Billow, president, has no other broadcast interests. Buyers: Harold R. Malone and C. Richard McBroom (50% each) own WNDH(FM) Napoleon, Ohio. Ann. Sept. 8.

■ KTMC(AM) McAlester, Okla. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Indian Nations Radio Co. to Monray Broadcasting for \$260,000. Seller: Lewis W. Coleman, vice president, has no other broadcast interests. Buyers: Edward (51%) and Jeane Monray (49%). Mr. Monray is vice president, general manager and stockholder of KWEN(FM) Tulsa, Okla. Ann. Sept. 8.

■ WHMT(AM) Humboldt, Tenn. (1190 khz, 500 w-D)—Seeks transfer of control of Communications Associates from Jesse Hill Ford Jr. et al (54% before; none after) to Donald Stephenson (46% before; 100% after). Consideration: \$1,200 plus assumption of liabilities. Principal: Mr. Stephenson is president of loan company. Ann. Sept. 11.

■ KFWD(FM) Fort Worth (102.1 mhz, 100 kw)—Seeks assignment of license from KFWD to Southern FM for \$1,750,000. Sellers: Tom F. (40%), Stanley (20%) and Michael Marsh (20%) and Estelle Marsh Watlington (10%) own KVII-TV Amarillo, Tex. John S. Tyler (10%) has no other broadcast interests. Buyer: Southern FM is subsidiary of Southern Broadcasting Co., John G. Johnson, president, it has extensive broadcast interests including WKIX(AM)-WYYD(FM) Raleigh, N.C., KULF(AM) Houston, WEZIF(FM) Memphis and WGHP-TV High Point, N.C. Ann. Sept. 8.

■ KAWA(AM) Waco-Marlin, Tex. (1010 khz, 10 kw-D, DA)—Seeks assignment of license from Centrum Corp. to Jamar Media for \$265,000. Seller: Dwight Parks, president. Buyers: William Jamar Jr. (51%) and Jane Jamar (49%) own KBWD(AM)-KXOE(FM) Brownwood, KVKM(AM) Monahans, and *Mineral Wells Index*, Mineral Wells, all Tex. They also have interest in KSNY(AM) and cable system in Snyder, Tex. Ann. Sept. 11.

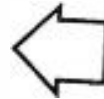
■ WPCE(AM) Portsmouth, Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tidewater Radio Show to Associated Black Broadcasters for \$390,000 plus assumption of liabilities. Seller: L.E. Willis Sr., president. Stockholders also own WOWI(FM) Norfolk, Va. Buyers: Harvey Lynch (20%) is general manager of WNJR(AM) Newark, N.J. Sylvia Robinson (60%) owns Sylvia Inc., entertainment firm and has interest in music publishing and recording companies. Barbara Baker (20%) also has interest in music publishing and record companies. Ann. Sept. 11.

■ WBLU(AM) Salem, Va. (1480 khz, 5 kw-D)—Seeks assignment of license from Pioneer Communications to Blue Ribbon Broadcasting for \$150,000. Seller: Pioneer's parent, Omnibus Inc., Harry W. Farmer, president, is in process of selling WAYX-AM-FM Waycross, Ga. (see above). Buyers: William C. Triplett (50%) owns real estate and land development companies. Lester Williams (50%) owns advertising agency and home construction and printing companies. Ann. Sept. 11.

Actions

■ WQQW(AM) Waterbury, Conn. (1590 khz, 5 kw-DA-1)—Broadcast Bureau granted transfer of control

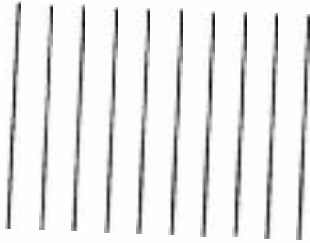
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Summary of broadcasting

FCC tabulations as of July 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,423	3	26	4,450	46	4,496
Commercial FM	2,669	0	46	2,715	145	2,860
Educational FM	739	0	24	763	86	849
Total Radio	7,831	3	96	7,928	277	8,205
Commercial TV	700	1	6	707	53	760
VHF	509	1	2	512	9	521
UHF	191	0	4	195	44	239
Educational TV	224	9	11	244	16	260
VHF	89	3	4	96	5	101
UHF	135	6	7	148	11	159
Total TV	924	10	17	951	69	1,020

*Special temporary authorization

**Includes off-air licenses

of Waterbury Radio from Benjamin J. Friedland (71.4% before; 25% after) to Marshall A. Pite (28.6% before; 75% after). Consideration: \$1 and forgiveness of \$10,000 debt. Principals: Mr. Friedland is engineer for electrical construction company and stockholder in truck leasing company. Mr. Pite is general manager of WQQW (BTC-7812). Action Sept. 5.

■ **KCBC(AM)** Des Moines, Iowa (1390 khz, 1 kw-DA)—FCC granted assignment of license from Allied Broadcasting Co. to Minnesota-Iowa Television Co. for \$650,000. Seller: Robert D. Bunce (50%) is president. Buyer: Minnesota-Iowa Television Co. is owned by Black Hawk Broadcasting, licensee of KWWL-AM-TV-KFMW(FM) Waterloo, KLWW(AM) Cedar Rapids and KTIV-TV Sioux City, all Iowa. FCC ruled acquisition would not result in regional concentration contrary to public interest. Action Sept. 5.

■ **WJIG-AM-FM** Tullahoma, Tenn. (AM: 740 khz, 250 w-D; FM: 93.3 mhz, 3.5 kw)—Broadcast Bureau granted assignment of license from Jordan Broadcasting Co. to Quin-Abi Broadcasting for \$350,000. Seller: Edwin B. Jordan has no other broadcast interests. Buyers: Jerry P., Brenda J. (95% jointly) and Jerry Dean Newton (5%). Jerry Newton owns cattle ranch (BAL-8385, BAPLH-178). Action Sept. 4.

■ **KRIO(AM)** McAllen, Tex. (910 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from KRIO Inc. to El Rio Broadcasting for \$900,000. Seller: Jack R. Crosby, Benjamin J. Conroy, Floyd Shelton, William D. Arnold and Robert W. Hughs each have various interest in broadcasting including KROP(AM) Brawley, Calif., KERB(AM) Kermil, Tex., KAWA(AM) Waco, Tex. and Communications Properties Inc., licensee of KFJZ(AM)-KWXI(FM) Fort Worth. Buyers: Charles M. Trub (32%), C.H. Britton Jr. (17%), W.T. Bradshaw Jr. (17%), H.H. Houseman (17%), et al. Mr. Trub is general manager of KRIO and has interest in KLV(AM) Beaumont. Mr. Britton has interest in jewelry store. Mr. Bradshaw is attorney and Mr. Houseman owns securities company (BAL-8423). Action Sept. 5.

■ ***WTGM(FM)** Norfolk, Va. (89.5 mhz, 26.5 kw)—Broadcast Bureau granted assignment of license from Virginia Cultural Foundation to Hampton Roads Educational Television Association. No consideration Hampton Roads is licensee of *WHRO-TV Norfolk. Assignment is being requested so stations can combine administrative services and fund raising efforts and relieve financial difficulties of WTGM(FM). Forrest P. Clay is executive vice president of Virginia Cultural Foundation. Robert E. Fulton is chairman of board of Hampton Roads (BALED-33). Action Sept. 4.

Facilities changes

AM applications

■ **WDAT** Ormond Beach, Fla.—Seeks CP to increase daytime power to 5 kw; install DA-2; change type trans. Ann. Sept. 8.

■ **WTZE** Tazewell, Va.—Seeks CP to increase daytime power to 2.5 kw; change type trans. Ann. Sept. 8.

AM action

■ **WJCV** Johnson City, Tenn.—Broadcast Bureau granted CP to move ant.-trans. site to Gray Station Rd., 7 miles northwest of Johnson City; install new trans.; condition (BP-20,027). Action Sept. 4.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KDOL Mojave, Calif. (BP-19,732), Aug. 21; KLYQ Hamilton, Mont. (BP-19,799), Aug. 20; WHCY Salinas, Puerto Rico (BP-19,634), Aug. 25 and WPAG Ann Arbor, Mich. (BP-19,967), Aug. 28.

FM applications

■ **WARK-FM** Hagerstown, Md.—Seeks mod. of permit to change trans. location to near Washington Monument State Park, 0.85 mi. north of Alt. U.S. 40, Hagerstown; change trans.; change ant.; make change in ant. system (increase height); change TPO; ERP: 13.5 kw (H), 11.7 kw (V) and HAAT: 841 ft. Ann. Sept. 8.

■ ***WSMH-FM** Lancaster, N.Y.—Seeks CP to change frequency to 89.9 mhz. Ann. Sept. 12.

FM action

■ **WPWR** St. George, S.C.—Broadcast Bureau accepted data filed in accordance with commission's first report and order in Docket 19981 to change frequency to 107.5 mhz, ch. 298, change trans. location to: 2.7 miles south of St. George on U.S. 15. St. George; change trans. and ant.; make changes in ant. system and change ant. height to 440 ft.; ERP 100 kw (Doc. 19881). Action Sept. 5.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KRBS Roseburg, Ore. (BPH-9001), Aug. 28; WHIZ-FM Zanesville, Ohio (BPH-9095), Aug. 28; WHNE Birmingham, Mich. (BPH-8539), Aug. 28 and WOLI Ottawa, Ill. (Doc. 19,550), Aug. 29.

In contest

Designated for hearing

■ **KJOG-TV** San Diego, assignment proceeding: Gross Broadcasting Co. to University Television (Doc. 20589)—FCC designated for hearing application for assignment of CP for KJOG-TV from Gross Broadcasting Co. to University Television, corporate subsidiary of United States International University. Commission specified issues to determine funds required to acquire and operate KJOG-TV, whether sufficient funds were available to meet these expenses and whether United States International University was experiencing financial instability of sufficient magnitude to adversely affect ability of University Television to operate KJOG-TV in public interest. Action Sept. 9.

■ **WWLE(AM)** Cornwall-on-Hudson, N.Y., renewal proceeding: WWLE Inc. and WMVI(AM) Mechanicville, N.Y. license proceeding: Mechanicville Broadcasting Co. (Docs. 20591-2)—FCC designated for hearing applications of WWLE Inc. for renewal of its license for WWLE and Mechanicville Broadcasting Co. for license for WMVI. Issues to be determined include the facts and circumstances surrounding submission of the WWLE assignment application and ownership report of WWLE Inc.; whether license of WWLE was transferred, assigned or disposed of prior to grant of assignment application without finding by commission that public interest would be served; facts and circumstances surrounding execution and late filing of alleged Farina employment and stock option contract; facts and circumstances surrounding "firing" of

Farina, and whether this constituted unauthorized transfer of control; whether grant of WWLE license renewal application would serve public interest, and whether Farina misrepresented to or concealed facts from FCC in connection with ownership or operation of WWLE Inc. or station WWLE, respectively. Action Sept. 9.

Procedural rulings

■ **KSWR(AM)** Rifle, Colo., renewal proceeding: Oil Shale Broadcasting Co. (Doc. 20231)—ALJ Walter C. Miller rescheduled hearing session for Sept. 24. Action Sept. 5.

■ **Eleveth, Minn., FM proceeding:** Mesabi Communications System and Eleveth Radio, competing for 100.1 mhz (Docs. 20526-7)—ALJ Joseph Stirmer scheduled hearing for Nov. 4, 1975 in offices of commission. Action Sept. 4.

■ **Newark, N.J., AM proceeding:** Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, W.M.E.D. Associates and Venture III Corp., competing for 1430 mhz (Doc. 20407-20412)—ALJ Ernest Nash granted petition by Community Group for North Jersey Radio for leave to amend its application to reflect withdrawal of Robert O. Powell as stockholder, officer and director of applicant and general manager of its proposed broadcast station and scheduled conference for Sept. 16. Action Sept. 8.

■ **Camden, Tenn., FM proceeding:** Ray Smith and Camden Broadcasting Co., competing for 98.3 mhz (Docs. 20534-35)—ALJ Thomas B. Fitzpatrick scheduled hearing for Nov. 4 in lieu of Oct. 14. Action Sept. 9.

■ **Centerville, Va., AM proceeding:** Centerville Broadcasting Co., seeking 1000 khz (Doc. 18888)—Chief of Office of Opinions and Review granted petition by Centerville for leave to amend its application to show changes in its principals. Action Sept. 2.

■ **WPMH(AM)** Portsmouth, Va., license proceeding: Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19787)—ALJ Reuben Lozner scheduled hearing for Jan. 6, 1976. Action Sept. 10.

■ **Lakewood, Wash., AM proceeding:** Dale A. Owens and Clay Frank Huntington, competing for 1480 khz (Doc. 20454-5)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Oct. 28. Action Aug. 3.

Dismissed

■ **Soddy-Daisy, Tenn., FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20503-6)—ALJ Joseph Stirmer granted petition by Ra-Ad and dismissed its application without prejudice. Action Sept. 8.

Joint agreement

■ **Chatsworth, Ga., FM proceeding:** John Harold Totten Sr. and Cohutta Broadcasting Co., competing for 99.3 mhz (Docs. 20432-33)—ALJ Thomas B. Fitzpatrick granted joint motion by applicants, approved dismissal agreement, authorized payment of \$3,597.98 to Totten, dismissed with prejudice application of Totten, granted application of Cohutta Broadcasting and terminated proceeding. Action Sept. 9.

FCC decisions

■ **Washington, AM proceeding:** United Broadcasting Co. (WOOK(AM)) and Washington Community Broadcasting, competing for 1340 khz (Docs. 18562-3)—FCC denied application of United Broadcasting Co. for renewal of its license for WOOK. Commission said WOOK had broadcast lottery information and false and misleading advertising, failed to protect its listening public from such programming, and had violated rules and terms of its station license. Action Sept. 9.

■ **Midland, Mich., FM proceeding:** Patten Corp. and Wolverine Radio Co., competing for 93.5 mhz (Docs. 109925-6)—FCC denied application by The Patten Corp., for review of a Nov. 26, 1974, decision of Review Board granting application of Wolverine Radio Co. for new FM at Midland and denying Patten's competing application. Action Sept. 5.

■ **Harriman, Tenn., FM proceeding:** Folkways Broadcasting Co. and Harriman Broadcasting Co., competing for new FM (Docs. 18912-3)—FCC denied Folkways Broadcasting Co. and Harriman Broadcasting Co. review of Sept. 16, 1974, Review Board decision denying their applications for new FM in Harriman. Board said both applicants should be disqualified for failing to meet FCC's requirements in ascertainment

Complaints

■ **WNET(TV) New York**—FCC denied application by Accuracy in Media for review of Broadcast Bureau ruling that denied complaint against WNET. AIM had complained that WNET violated fairness doctrine in its broadcast of program entitled "Chile: A Special Report." AIM characterized program as "one-sided glorification of Salvadore Allende and condemnation of those who revolted and terminated his rule." Since AIM failed to substantiate claim that issues discussed during program had effect of "generating heated debate" during time of broadcast, Broadcast Bureau said it could not conclude that licensee's judgment that such issues were not controversial was unreasonable. Action Sept. 5.

■ **WNEW-TV New York**—FCC denied request of Federation of Turkish American Societies for review of July 7 ruling by Broadcast Bureau denying Federation's fairness doctrine complaint against WNEW-TV New York. Bureau held that Federation had failed to provide information to show that "the Armenian problem of 60 years ago" constituted controversial issue of public importance in United States or in New York area today. Action Sept. 5.

Fines

■ **WMFJ-AM-FM Daytona Beach, WJNO-AM-FM West Palm Beach and WSPB-AM-FM Sarasota, Fla.**—FCC notified Walter-Weeks Broadcasting, licensee, of its apparent liability for forfeitures totalling \$9,000. FCC said company had failed to adopt controls to insure that accurate bills would be issued to stations' advertisers. Action Sept. 5.

■ **WKZI(AM) Casey, Ill.**—Broadcast Bureau vacated notice of apparent liability issued to Ford F.M. on Jan. 31. Action Sept. 2.

■ **WACF(FM) Paris, Ill.**—Broadcast Bureau vacated notice of apparent liability issued to Paris Broadcasting Corp., on Jan. 31. Action Sept. 2.

■ **WNON(FM) Lebanon, Ind.**—Broadcast Bureau ordered Boone Communications to forfeit \$600 for repeated violation of rules by permitting operator who did not hold valid radio operator license to be in charge of station's transmitting system and to make entries in operating logs, and by failing to sign operating logs when going off duty. Action Aug. 29.

■ **WLTH(AM) Gary, Ind.**—FCC denied application by Northwestern Indiana Broadcasting Corp. for review of Broadcast Bureau order imposing \$2,000 forfeiture on station. Action Sept. 5.

■ **WTHI-AM-TV Terre Haute, Ind.**—Broadcast Bureau ordered Wabash Valley Broadcasting Corp. to forfeit \$1,500 for repeated violation of rules by failing to make entries in program logs identifying sponsor or co-sponsor of announcements. Action Sept. 2.

■ **WDHA-FM Dover, N.J.**—FCC rescinded notice of apparent liability for forfeiture of \$3,000 issued to Drexel Hill Associates. FCC found liability notice did not meet statutory requirements for commencing forfeiture proceeding. Action Sept. 5.

■ **WXLO-FM New York**—Broadcast Bureau notified RKO General it incurred apparent liability for forfeiture of \$2000 for willful or repeated violation of rules by broadcasting telephone conversations without advising parties to calls of such intention. Action Aug. 29.

■ **KXXR-FM Spokane, Wash.**—Broadcast Bureau denied application of Independent Broadcasting for mitigation of forfeiture of \$1000, dated June 13. Action Aug. 29.

Other actions

■ FCC revised fee schedule to specify filing and grant fees for stations with authorized power of 2.5 kw. Under revised schedule, there will be \$300 filing fee and \$2,025 grant fee for applications for new daytime-only 2.5 kw power stations, or for major changes in existing stations requesting 2.5 kw power. For unlimited-time station (either new or major change) requesting power of 2.5 kw, filing and grant fees will be \$600 and \$4,050, respectively. Action Sept. 5.

■ FCC scheduled "Open En Banc Meeting" for Wednesday, Sept. 24, from 9:30 a.m. to 12:30 p.m. These meetings will become regular part of commission's "three month calendars" as it continues in efforts to expand means by which citizens and public interest groups can express views to FCC and contribute to decision-making processes.

■ **KDFC(FM) San Francisco**—Broadcast Bureau rescinded grant of renewal of license, pending further action by commission. Action Sept. 3.

■ **KPOI(AM) Honolulu**—FCC granted application of Communico Oceanic Corp. for renewal of its license for KPOI until Oct. 1, 1976. FCC said inquiry into operation of KPOI indicated Communico engaged in numerous violations of rules and policies regarding conduct of contests and other promotional activities. FCC said Communico had fallen short of degree of responsibility required of licensee, and therefore, it was unable to determine that renewal of license for full three-year term would serve public interest. Action Sept. 9.

■ **New York**—Broadcast Bureau granted request by Mutual Broadcasting System for authority to transmit program material to various stations owned and operated by Canadian Broadcasting Corp. and to privately-owned stations licensed by Canadian Ministry of Transport through facilities of Newsradio Limited, Toronto (BFP-412). Action Sept. 4.

■ **WHEC-TV Rochester, N.Y.**—FCC denied petition by Action for Better Community for reconsideration of grant of application of WHEC Inc., for renewal of its 1972 license for WHEC-TV, for remainder of its license term—June 1, 1975. Action Sept. 5.

■ **WPVI-TV Philadelphia and WKBW-TV Buffalo, N.Y.**—FCC denied request of Capital Cities Communications, licensee of WPVI-TV and WKBW-TV, both ABC affiliates, for clarification of waiver of prime time access rule. Capital Cities filed request to permit two network affiliates to carry half-hour Saturday evening ABC news program during prime time, without such time counting toward permissible three hours of network and off-network programing permitted under prime time access rule. Action Sept. 9.

Allocations

Actions

FCC took following actions on FM allocations:

■ **North Carolina**—FCC denied request of Hamilton Inc. for reassignment of ch. 249A from Kinston to Snow Hill. Hamilton's petition for rulemaking to amend table of assignments proposed no replacement for ch. 249A at Kinston and commission said it had received no supporting or opposing comments in response to the petition. FCC noted that ch. 249A had been reassigned to Kinston from Washington, N.C. in 1972 and that channel has been applied for by Smiles of Lenoir. "In a case like this where no replacement channel is proposed, the petitioner has a considerable burden to carry in persuading us to reverse our relatively recent public interest finding with respect to Kinston's need," the FCC said. Action Sept. 5.

■ **Kalamazoo, Mich.**—FCC assigned ch. 299 to Kalamazoo as that community's third FM channel. Action was in response to petition by Robert B. Taylor, licensee of WBUK(AM) Portage, Mich., for assignment of ch. 299 to Portage. FCC pointed out that if channel were assigned to Portage, Kalamazoo would be foreclosed from consideration since no application under 15 mile rule can propose use of channel in place already listed in table of assignments (Doc. 20338). Action Sept. 5.

Rulemaking

Actions

■ FCC initiated inquiry and rulemaking proceeding on whether promotional announcements made by sister stations should be logged as commercial announcements. Commission also invited comments on possible reclassification of announcements made by broadcast station promoting its own programing or station itself. Action was in response to question raised by Broadcasters Promotion Association. Action Sept. 5.

■ FCC denied petition by the National Association of Broadcasters to amend rules by extending term of provisional radio operator certificate for radiotelephone

third class operator permits endorsed for broadcast use from one to three years. Action Sept. 5.

Translators

Action

■ **W469B Centralia, N.Y.**—FCC granted application by the Board of Cooperative Educational Services of Chautauqua County, N.Y. to modify its 1,000 w translator to accept signal from Instructional TV Fixed Station WAQ-310 Fredonia, N.Y. Action Sept. 5.

Cable

Certification actions

■ **CATV Bureau** granted following operators of cable TV systems certificates of compliance: Brisbane Cable TV, Brisbane, Calif. (CAC-05393); Peninsula TV Power, Sunnyvale, Calif. (CAC-05394); Vista Grande Cablevision, Daly City (CAC-05395) and Broadmoor (CAC-05396), both California; Tower Cable, Newark, Ohio (CAC-05290); International TV Cable Corp., International Falls (CAC-05229), South International Falls (CAC-05230), Rainier (CAC-05231) and Koochiching county (CAC-05232), all Minnesota; Priv-O-Line Cable TV, Safford (CAC-05375), Pima (CAC-05376), Thatcher (CAC-05377) and Graham county (CAC-05378), all Arizona; Peninsula Cable Television Corp. of San Mateo, San Mateo, Calif. (CAC-05392).

■ **Selbyville, Frankford, Dagsboro, Millsboro, Millville, Ocean View, Bethany Beach, South Bethany, Sussex county, Del.**—Cable Bureau denied application by Lower Delaware CATV for certificate of compliance to add additional signals to existing system and for a waiver of Section 76.59 of rules (CAC-5054-61). Action Sept. 10.

■ **Portland and South Portland, Me.**—FCC granted applications of Public Cable Co. for certificates of compliance to operate systems at Portland and South Portland, located in Portland-Poland Spring, Me., major TV market. Public Cable proposed to carry WMTW-TV Poland Spring; WCSH-TV, WGAN-TV Portland; *WCBB Augusta; *WMEG-TV Biddeford, all Maine; WSBK-TV, *WGBH-TV Boston; WLVI-TV Cambridge, Mass.; *WENH-TV Durham, N.H., and CHLT-TV Sherbrooke, Canada. Colby-Bates-Bowdoin Educational Telecasting Corp., licensee of WCBB objected to carriage of WGBH-TV on two systems. It argued that such carriage would have very serious adverse impact on WCBB. Since it found Colby's arguments to be speculative, FCC said it must deny objections to Public Cable's applications.

■ **Center township, Ohio**—Cable Bureau dismissed application by Tiffin Valley Cable for certificate of compliance at request of applicant (CAC-03781). Action Sept. 5.

Other actions

■ **Maine**—Cable Bureau denied petition by Maine Cable Television for waiver of rules with respect to request by WEMT-TV Bangor, Me. for network non-duplication protection for series of Boston Bruins professional hockey games to be broadcast simultaneously by WEMT-TV and WSBK-TV Boston, both of which are carried by Maine Cable's systems. Action Sept. 10.

■ **Lutesville and Marble Hill, Mo.**—Cable Bureau denied petition by Ozark Community Cable TV seeking special relief to add KSD-TV St. Louis to existing operations, in lieu of signal of distant independent station to which it would otherwise be entitled. Action Sept. 5.

■ **Watkins Glen and Montour Falls, N.Y.**—FCC ordered Watkins Glen Master Television Antenna Corp. and Montour Falls TV Corp., operators of systems at Watkins Glen and Montour Falls, respectively, to show cause why they should not be directed to cease and desist from violating network program non-duplication rules. Action was based on petition by WENY Inc., licensee of WENY-TV Elmira, N.Y.

In contest

■ **Carlsbad, Calif.**—FCC ordered Carlsbad Cable TV, operator of system at Carlsbad, to show cause why it should not be directed to cease and desist from further violation of FCC rules. FCC said that Carlsbad Cable, by its own admission, began operating and continues to operate system in violation of rules. (Doc. 20596). Action Sept. 9.

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RADIO

Help Wanted Management

Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, BROADCASTING.

Experienced small market manager for Western Tennessee daytimer, minority interest available, \$6,000. Cash requirement. Box J-76, BROADCASTING.

Station Manager. Single station market. Group ownership. Existing vacancy. Full time AM-FM Northern resort area. Must be aggressive, experienced with strong commercial and programming background. Ideal husband-wife team opportunity. Preference given Minnesota, Wisconsin, Michigan applicants. Investment opportunity if qualified and desired. All replies confidential and answered. Box J-90, BROADCASTING.

Radio Manager needed. Station with quality programming needs experienced sales-minded manager. Must be strong on community and public relations and be a good administrator. Reply to: Box J-142, BROADCASTING.

General Manager. Sales oriented manager with experience. Will earn commensurate with ability to increase sales for Caribbean resort area FM. Send complete details to Box J-161, BROADCASTING.

New Management wants to have the best progressive MOR station in Fla., we are looking for experienced people who sound real and know music. P.D. position is also open. If you want to help build a winner and be well rewarded, send resume to Dave Freedman, WSRB Radio, PO Box W, Boca Raton, FL 33432.

Sales Manager. Western state highly respected, successful MOR network affiliate in beautiful medium Western city. Must have proven sales track record, stable, sober, with station management as objective with growing group. EOE/MF. Resume to Charlie Powers, Box 68, Moraga, CA 94556.

Projects Director to promote and coordinate activities of UNDA-USA, an association of Catholic broadcasters. Knowledge of religious and secular media and some work experience required. Contact: Charles Swann, 3259 Whitebrook, Plaza, Memphis, TN 38118.

One of the top stations in Idaho needs a Sales Manager. \$20,000 plus incentives. Beautiful market and station. Contact Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Experienced Radio Sales Manager heavy in firm programming. Position entails marketing a farm radio news service to broadcast facilities on a national basis. We offer an excellent salary package and fully paid benefits. Respond in confidence with job and salary history to: Sally McKinney, Commodity News Services, Inc., 4800 Main, Kansas City, MO 64112. An Equal Opportunity Employer M/F.

Sunny Arizona, small market station manager needed immediately. Strong on sales call 1-602-289-4420 or 1-602-289-3364.

Help Wanted Sales

Experienced RAB trained sales manager, who can generate and maintain own billing, and motivate sales staff. Box J-8, BROADCASTING.

South Florida coast. Best facility in metro market, over 20 years same ownership, needs professional, aggressive, self-starting salesperson with at least 2 years experience in fulltime radio sales. Substantial base plus commission arranged to prevent income drop from first day on. Your reply held in strict confidence. Send resume to Box J-75, BROADCASTING.

Help Wanted Sales Continued

Local Sales Manager. Prestige station in Southern New England. You must be experienced, honest, highly motivated, an inspiring leader. Excellent earnings if you meet our ambitious goals. An Equal Opportunity Employer M/F. Send complete details to Box J-118, BROADCASTING.

Sales Representative for Ohio and Michigan. Mature, professional with proven track record to sell syndicated advertising programs to banks, S&L, auto. Straight commission arrangement yields super high income for individual who can produce. Advertising, radio or jingle experience necessary. A unique opportunity for a unique person. Write: Box J-139, BROADCASTING.

New York state, am seeking aggressive account executive. Must have good sales record. Box J-159, BROADCASTING.

Eastern North Carolina FM seeks experienced salesperson. Good market, growing station with unlimited potential for hard worker. Box J-163, BROADCASTING.

New Mexico. Good opportunity for solid salesman in one of the state's best radio markets. Great station, great staff. Call Ray Stephens, KGAK, Gallup. 505-863-4444.

Come back home to Texas and step into one of two easy living small markets. KBAL manager. Experience in sales, on-air, production or take a long list to KLSN, 300 North Main, Brownwood, TX 76801. Recently taken over both. Stock option possible. Detailed resume to above address.

Immediate opening at growing Bay Area AM/FM. Only experienced, with good track record, considered. Will also consider ambitious trainee. Resumes: KRE, Berkeley, CA. EOE.

Potential! Potential! Number one college town automated rocker. Market size doubling five years. Need four experienced salespeople like yesterday. Tell all in full resume to "Mr. Opportunity," Dan Libeg, KSNN AM FM, Pocatello, ID.

Searcy, Arkansas. KWCK Radio will hire two new account executives very soon. Previous sales experience a must, great opportunity with one of America's finest small market stations. Contact Mike Horne, owner, KWCK Radio, Searcy, AR 72143 or phone 501-268-7123.

Amarillo, Texas. KZIP, one of the nation's original country stations is looking for experienced time salesperson. Contact Charlie Phillips, Box 5905, Amarillo, TX 79107 or phone 806-374-3796.

Experienced radio salesperson. Move up from small station to medium-size market. Good account list, excellent radio market. Top-rated 5KW MOR, sports, news format. Many benefits including profit-sharing. Send resume to Joe Moen, WBEL, P.O. Box 27, Beloit, WI 53511. Equal Opportunity Employer.

Ready to move into sales? WCUM is looking for an experienced broadcaster. \$10,000 plus, first year. Good opportunity for advancement with young growing organization. Send resume or call Ken Riggie or Mike Kirchen, P.O. Box 360, Cumberland, MD 21502. 301-724-5400.

WSRS Radio is now offering a career opportunity in advertising sales to qualified applicants with established track record selling quality product. For personal interview send resume to Jack Flynn, WSRS, PO Box 961, West Side Station, Worcester, MA 01602. WSRS is an Equal Opportunity Employer. No phone calls, please.

Help Wanted Sales Continued

Vermont pays. Home base for Vermont's largest broadcast group has immediate opening for strong experienced salesperson. Active account list. MOR AM Hitparade FM. Excellent opportunity in great area. Reply: David Kimel, 802-524-2133. WWSR, Box 270, St. Albans, VT 05478.

Number One AM with FM on air Jan. 1st. Looking for experienced salesperson who can appreciate working with professionals and living in beautiful Colorado. Call Mike Galer, 303-544-5646.

Illinois Country station needs sales person. Play-by-play experience helpful. Write Box 310, Savanna, IL 61074.

One of the most successful major market rock stations in the country, 13Q, Pittsburgh, Pa. is looking for a successful super peddler to sell radio time. Draw top commissions negotiable for the right person. Ample chance for management in the fast growing Heflet chain. Don't call if you're an "order taker." We need aggressive sales ability!! Call Doyle Peterson: 412-391-9800.

Opening for experienced salesperson. Middle Georgia Beautiful Music station good list, good ratings. Send resume to: Fred Newton, PO Box 900, Macon, GA 31202.

Coastal Florida radio sales opening looking for aggressive person with two to three years selling experience who wants opportunity to take over major list of accounts with increased earning plus opportunity for advancement with growing small chain. Great place to live by ocean. Big growth market, stable economy, number one station. Send resume, requirements, Randolph H. Millar, 725 South US 1, Ft. Pierce, FL 33450. Equal Opportunity Employer.

Growth-oriented company has purchased full-power, Class "C" FM contemporary station in Little Rock. Ambitious small and medium-market account executives ready to move up will be guaranteed their present income and given opportunity for substantial bonus. Women and minority applicants encouraged. Send resume to Ron Curtis, 5725 East River Road, Suite 675, Chicago, IL 60631.

Help Wanted Announcers

Combo job: Announcing and selling, four hours each daily. Can you hack it. Salary, commissions, bonuses, etc. Please send resume and references. Box J-62, BROADCASTING.

Morning Personality. Southern N.E. rock station in medium market. Proven track record and great air sound essential. Up to \$200 starting salary, and lots of fringe benefits. Resume to Box J-175, BROADCASTING.

Nite person. Uptempo strong personality for medium market N.E. rock station. Big voice and experience needed. Tell all first letter to Box J-176, BROADCASTING.

I need a versatile experienced radio person with the following capabilities: professional air shift. First preferred but third okay. Must be able to handle a pleasing morning shift if necessary. Solid production. Interest if not experience in sales with possibility of sales training. In short a radio person whose experience, temperament and growth potential will make a key employee at this 5,000 watt station. Send resume to Box J-191, BROADCASTING.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Help Wanted Announcers Continued

Personality country jocks for KCIA. Country people welcome. Send tape and resume to Tom Wall, Box 149, Humble City, NM 88251.

Experienced professional for gold contemporary in medium market. Production skill mandatory. Tapes and resumes to Jim Pastrick, WBVM, 1506 Whitesboro St., Utica, NY 13502.

WEZI, Memphis, Schulke format Beautiful Music station seeks experienced Beautiful Music announcer. Immediate opening. Tape and resume to Don Nutting, Operations Manager, WEZI, 5900 Poplar, Memphis, TN 38138. An Equal Opportunity Employer.

WGAF, South Georgia and North Florida's leading radio station, is expanding its staff and programming. We need a good combo person for production and sales. Must be well qualified with good track record and past history. Salary plus commission. Send tape (air check plus production) and resume to James W. Jennings, General Manager, WGAF, PO Box 100, Valdosta, GA 31601.

Top 40 announcer. Good production a must. Minorities encouraged to apply. Call Bob Kagan, WISE/Asheville. 704-253-5381.

We are looking for a humorous, creative person to do mornings on the number one rocker in a good medium market. If you have been looking for security, good people to work with and a great place to live, send tape and resume to Dan Steele, WKBO Radio, Box 4241, Harrisburg, PA 17111. An Equal Opportunity Employer.

Alabama station seeks experienced, wide-awake morning drive personality. Contemporary Top 40 format. Good references required. Equal Opportunity Employer. Send tape and resume to Jerdan Bullard, WKUL, Cullman, AL 35055.

\$6000-\$8500 & fringe benefits. New ownership means immediate midday growth opportunity at 5K fulltime rocker for warm experienced entertainer. Tape, resume, references, WLAM, Box 929, Lewiston, ME 04240. EOE.

Country. Experienced only. WOKO Albany, N.Y. 12201. EOE/MF. Send tape and resume with income history.

100,000 watt Florida coastal FM wants one person for announcer-program director and another person for announcer-music director, one to open at 6 am. Billboard Top 100 rock. No screamers. Prefer personality announcers who will hold important 30-40 audience as well as 18-30. No floaters. Must have minimum 2 years experience. Opportunity for advancement in this fast growing market with its stable economy. Delightful living by the sea. Send resume, tape and salary requirements, Hudson Millar, WOVV, Ft. Pierce, Airmedia Station, Equal Opportunity Employer.

Two jocks. Experienced Top 40 jock for evening shift at contemporary medium market operation. Bright, enthusiastic, hip approach. Third endorsed required. Weekend opening also. Contact Doug Weldon, Program Director, WRAW, 19 North Fifth Street, Reading, PA 19601. Equal Opportunity Employer.

Immediate opening for experienced, mature-sounding staff announcer. Continuous music format. No automation. New facilities. Stability. E.O.E. Call or send tape & resume to WSRF, Box 961, West Side Sta., Worcester, MA 01602.

Disco-jox needed in southeastern, Conn. Send tape and resume to Gary James, Dialtone Lounge, West St., North Hatfield, MA.

Atypical small market station near Chicago wants creative, ambitious person to join an operation on the move. If you are more motivated by challenge than money, we have a great deal to offer. Air work, production, news, copywriting. Recent grad considered. If you're ready to roll up your sleeves, call 815-939-4541.

Help Wanted Technical

Need a Chief Engineer with experience in maintaining AM transmitters, DA, RPU, Mobile studio, recording studio and contemporary format studio; with ability program/production/sales people and translate needs into working systems; make equipment need proposals to management and bid specifications to suppliers; prepare quarterly budget planning and year end reports; prepare FCC filings and proofs and have desire to lead a six man engineering staff. This is a leading station in a top 50 market city in the south-west. Send a complete resume of experience and education, salary requirements and a brief statement of approach to engineering management by objectives to Box J-89, BROADCASTING.

Ready to advance? The opportunity and challenge are here at this Missouri AM-FM Stereo. Experience as assistant chief desired. Station and equipment top flight. All replies confidential. E.O.E. Send resume to Box J-91, BROADCASTING.

Radio Engineer Needed. Station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to Box J-144, BROADCASTING.

We need a chief engineer, young enough to have a good grasp of the new technology; mature enough to be aware of the need of maintaining high standards; with directional experience and knowledgeable about FCC regulations. We have a 5 Kilowatt AM station, a fully automated stereo FM operation, a mobile radio and paging system, two way system and mobile studio in the nicest place to live in the USA. Salary is open! We're in the market place for someone who can do the job. Send resume, date available, salary desired, etc. to George Lipper, General Manager, KDTH, 8th and Bluff, Dubuque, IA 52001.

We don't want much! Just a studio/xmitter maintenance engineer who's also a good jock. Resume & tape to Dick Mountjoy, WELK, Charlottesville, VA 22902.

Combo: Capable engineer-announcer, first phone, as chief for 3KW FM-Stereo and emcee for afternoon Memory Time show, old oldies. Other combo qualifications desirable. Manager, WHHR, PO Box 5683, Hilton Head Island, SC. Send tape. Five figure salary.

1st ticket transmitter engineer. WPHM, Port Huron, MI. E.O.E.

We want a Chief Engineer to serve as Director of Engineering for a group of 3 small market stations in the West. We're a growing organization with other acquisition pending. Salary: \$10,000. Send complete resume in first reply to: Mr. D, 5865 Camino Escalante, Tucson, AZ 85718.

Help Wanted News

News Director, eastern station. Must be capable of digging, writing, and airing solid local news and handle play-by-play. Salary \$200 plus benefits. Equal Opportunity Employer. Box J-85, BROADCASTING.

Experienced news person play-by-play, medium market, Midwest, Equal Opportunity Employer. Send resume to Box J-148, BROADCASTING.

Airshift, news, good announcer, prefer Communication or Journalism degree. East. Box J-158, BROADCASTING.

Wanted: On-air journalist. Network quality. Network salary. Rush resume to Box J-169, BROADCASTING.

East Coast suburban station needs an experienced news person to join an outstanding local news operation. Must be willing to work day or night shifts and capable of outside or inside news coverage. Good pay and benefits. Equal Opportunity Employer. Send resume and salary requirements to Box J-171, BROADCASTING.

Need second newperson for top rated country station. We are strong on local news and public affairs. Prefer have interest in sports. Tapes to Gary Cook, News Director, KTRM, PO Box 5425, Beaumont, TX 77702.

Help Wanted News Continued

Searcy, Arkansas. KWCK Radio, one of America's finest small market stations needs all around programmers with basic news knowledge. Everyone on our staff is a newsmen. Send tape and resume to Mike Horne, owner, KWCK Radio, Searcy, AR 72143.

Newsperson/Announcer position soon to be open at local easy listening station, WHTG AM/FM, Eatontown, NJ. No beginners.

Hard act to follow: previous ND was State AP newsmen of year. No. 1 adult station in 92nd market needs dedicated, issue-oriented newperson with voice, delivery, inquisitiveness. Salary open. Many fringes. Send tape and resume to WMKC, PO Box 257, Oshkosh, WI 54901.

Need Powerhouse news voice with a flair for the dramatic. Prefer minimum of 3 years experience. Send resume and tape to Julian Mouton, WNDE, 6161 Fall Creek Rd., Indianapolis, IN 46220.

Major midwest AM/FM has an opening for an experienced Sports/News reporter. Position demands street work, several morning sports shows, coverage of major league baseball, football and college teams. Send tape and resume; no phone calls please. Joe Gillespie, News Director, WSAI, West 8th and Matson Place, Cincinnati, OH 45204. Equal Opportunity/Affirmative Action Employer.

Our newsmen quit and we're glad. He's taking a job in television and we wish him the best of luck. This means we now have an opening for a news director at this successful small southeastern North Carolina radio station. Long hours, and hard work in this one person news position. Tape and resume in first letter to L. Steven Davis, PO Box 1056, Lumberton, NC.

Aggressive, creative experienced news person needed. No. 1 AM with FM on air Jan 1st. Tapes, resumes and salary requirements to Jack Carter, PO Box 93, Pueblo, CO 81002.

Help Wanted Programing, Production, Others

Country Program Director for Midwest AM-FM Stereo. Knowledge of country music, demonstrated leadership ability, good air and production presentation plus proven ratings record required. Five-figure salary, good benefits with this Equal Opportunity Employer. Send resume to Box H-158, BROADCASTING.

We are looking for an aggressive, knowledgeable programmer who can begin as Assistant Program Director of successful, heavily competitive Top 40 station in Deep South. Must work air shift. Equal Opportunity Employer. Send resume. Box J-155, BROADCASTING.

Wanted: PD to take over short morning drive shift and staff of fast growing contemporary station. Must have first phone, solid ideas, and experience to build on. No screamers. Box J-182, BROADCASTING.

Situations Wanted Management

G.M. prefer medium or small market. Thoroughly experienced in all phases of broadcasting. Honest, sober and stable. Box J-92, BROADCASTING.

Station Owner. Let me worry about bottom line. 18 years all phases. Large and small markets. Strong sales motivated pro, with saleable ideas. General Manager or sales manager. Solvent and ready to talk. Box J-154, BROADCASTING.

Young lawyer-broadcaster seeks management/administrative position at stable small-medium size broadcast group with opportunity for equity participation. 12 years experience in radio/TV station operations, company business activities and FCC matters. Former assistant to Washington broadcast attorney. Currently VP and Counsel to President of national radio/TV group. Ivy grad. 28. Send details in confidence to Box J-178, BROADCASTING.

Retire. I'll manage your station. Eighteen years broadcast, sales and administration experience. Prefer medium market in west. Call Dick Good, 415-457-9401 or write 150 Belvedere, No. 103, San Rafael, CA 94901.

Situations Wanted Sales

5 years ex. announcer wants sales, part-time air. Prefer small market, Calif. Brian Burns, messages, 805-238-4335, 1227 Spring, Paso Robles, CA 93446.

Situations Wanted Announcers

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

Personality morning man working New England contemporary looking for good rocker or contemporary. Good bits, creative, entertaining, good numbers. Small market PD experience. 27. BA. Box J-84, BROADCASTING.

Sportscaster looking for play by play position at college level or minor league baseball. Will relocate anywhere. Box J-104, BROADCASTING.

Young, single announcer seeking small to medium market Progressive Rock station only. Know music, hard working, dependable. Currently employed at Adult Contemporary station. 1½ years exp., 3rd endorsed. Will relocate. Box J-109, BROADCASTING.

Basketball play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

First phone rock jock. Manager of college station seeking first pro job. Can do sports. Wants to sell. 312-253-6071 after 4:00 CDT, of Box J-123, BROADCASTING.

Young, married, 1st. 3 years experience. specialized production skills. Seeking any size market, any format, preferably in Missouri or Midwest. Box J-125, BROADCASTING.

Ambitious hardworking N.Y. DJ. Third ticket endorsed. Looking for break will travel. Box J-167, BROADCASTING.

Creative, energetic, successful, professional, voice, heavy show prep. Need up MOR, adult, contemporary. Box J-168, BROADCASTING.

Bright, handicapped 3rd w/1 yr radio, 6 month TV, seeks progressive rock FM in Florida area. For health. Box J-174, BROADCASTING.

This monster lives. I crave a Rock/Contemporary station looking beyond the ordinary to sink my teeth into; nighttimes of course. 3rd. Five years experience. Box J-185, BROADCASTING.

Young, single DJ, currently employed seeking advancement. 3rd endorsed, relocate anywhere. 417-667-7992. Box J-187, BROADCASTING.

Young, hard working announcer seeking contemporary/MOR station. First phone. 2 years experience. Production, news and sales ability also. Frank 312-361-0770.

PBP for basketball, baseball, football, lacrosse, talk show, sports show; Will relocate! 505-883-1730, 6116 Mossman Pl. NE, Albuquerque, NM 87401.

Versatile radio man with 3 years experience looking for good station to grow with. Bill Smith 516-731-6168.

Formerly in Los Angeles and Atlanta, now playing in small market as consultant, programmer and grabber of ratings! Just married, being coerced to find stable, well-paying, fringe benefited air personality/programming position in small to medium market. Resume/tape: Lynn Younger, Box 645, Melbourne, FL 32935. Offer void in areas inhabited by new mother-in-law!

Top rated personality, first phone, versatile, spicy, communicator, innovator, worker, pipes. 319-324-0545. Monte.

Combo man. Six years as chief engineer and No. 1 ARB rated communicator. 1st phone, married, stable. Prefer adult contemp. formal. Will relocate to a good place to live and work. Let's talk. 203-426-9682.

Have 2½ yrs. Houston exp. plus solid small market background 1st phone. Friendly one to one delivery. Call A/C 713-460-3193. Prefer Texas.

Situations Wanted Announcers Continued

"AyreFaire" desires big city home. Progressive female. Talk, tape, resume, call 303-442-5339 or 616-271-3349.

John Simmons, 9 years experience, past two with WHEN Syracuse, looking for personality oriented Top 40 or MOR position. Prefer Northeast but not essential. Top ratings and references. Call 315-451-2968 or write 11-84 Grampion Road, Liverpool, NY 13088 for tape.

Originated Britain's country radio. Mature, professional, 15 years experience. Country or MOR all areas. Jim Murphy 215-384-9604.

Experienced first phone announcer. Sales oriented. Professional sound. Conscientious, dependable. Desire responsibilities. Bill Hannen, Prior Lake, MN 55372. 612-447-2835.

Beginner with 3rd looking for break. Would like work in sports and/or announcing. Have lots of desire. Jim. 911 Linwood St., Hyattsville, MD 20783. 301-559-0463 after 6:30 pm.

Ownership change! No. 1 "Teen King" looking for stable station that cares. 607-748-0838 eves. Robert.

Excellent audition tape available. Strong commercials. MOR show that moves and news with "sell." Recent professional training, also sales and writing skills. 3rd endorsed. 212-680-1563.

Young D.J. seeking work in San Diego area. David M. Houston. 447 Tamarack, Carlsbad, CA 92008.

West Coast, Eleven years experience. Sports, local news. Personal interview only. Gene Rome, 714-355-2727 after 5.

10 yrs. experience. 3rd phone dedicated broadcaster, ready now. Ernie Burchard, 1135 Harrison, No. 7, Santa Clara, CA 95050. 408-984-3946.

Situations Wanted Technical

Chief, Experienced, all phases. Automation included. Mature staff. DA-D or non-DA plus FM. Box J-105, BROADCASTING.

Currently employed Chief, experienced with directional, automation, FM stereo desires to combine technical and management skills with quality operation. College graduate, looking for challenge. Box J-183, BROADCASTING.

Professional chief: Have 1st phone, experience in audio, automation, AM-FM, FM stereo, proofs, remotes, Telco, some AM-DA, can work within a budget, and easy to get along with. For resume, write Grady Dixon, 5435 Crestdale Dr., Rockford, IL 61111 or phone 815-877-1162.

1st phone. 2 years transmitter watch, some combo. Taught 1st phone 3 years. Salary flexible. All offers considered. 201-246-424 evenings.

Situations Wanted News

News woman, 3 yrs. major-medium, good on the air, in the field, on the phone. Creative writer, gather and edit tape. Box J-41, BROADCASTING.

All news, NBC-NIS, talk stations! Award winning news director looking for Western states station that wants a strong interviewer, heavy on actualities, writing, delivery, digging. Twelve thousand a year minimum. Excellent references. Box J-78, BROADCASTING.

Seeking ground floor opportunity in young vital organization. Can give you complete news/sports/public affairs package. Box J-93, BROADCASTING.

Sportscaster, TV-Radio PBP experience. Masters and First Phone. Seeking PBP-Sports reporting position. Tapes, resume, picture available. Notre Dame grad. Box J-102, BROADCASTING.

Newsman, sportscaster with pbp basketball, baseball, 4 months experience. Also jock, sales. Prefer Midwest, will consider others. College grad. 3rd endorsed. Tony 312-623-4147. 2415 Western, Waukegan, IL.

Situations Wanted News Continued

Midwest preferred. Four year pro seeks new radio home. Excellent credentials. Solid references. No small markets please. Doug O'Brien 1-313-534-0251.

5 yrs. experience in all phases news: college degree, 1st phone, married, dependable, wants to relocate. 813-689-9171.

Female, good air, one year news, BA, 3rd phone, 23, attractive, bright. Looking for move to medium-large market. Roxane Rix, 524 Allen, Owensboro, KY 42301, tel. 502-683-0441.

Situations Wanted Programing, Production, Others

I can help. Network O&O air personality consulting small market stations at nominal fee. All you need this year is a more distinctive sound in your market. Write me for more info. Box J-151, BROADCASTING.

15 years experience all phases. Mature professional. Ex-pirate Caroline PD. Available all markets country or adult. Jim Murphy 215-384-9604.

Major market morning man, commercial manager/production director will produce any format, program or jock country. B.A. First. \$11,000. 6240 Washington No. 3, Hollywood, FL 33023.

First phone program director seeks position at contemporary station in Pennsylvania. Well experienced in the top fifty markets, reliable, and stable. Henry Kastell, Box 7, Highspire, PA 17034.

Can I help you? B.A. Degree in Radio-TV-Speech. Experienced in radio management. Announcing, news, sports and production; TV direction and camera. Will relocate. For full resume, M. Denbrook, 2718 Belmont, Grand Forks, ND 58201. 701-775-7236.

Brilliant career ahead, help start it off. Degreed, 26, film, tape, NYC/UHF exp. Anywhere. Jim Kelley, 83 Kellogg Hill Road, Weslon, CT 06880. 203-226-7662.

TELEVISION

Help Wanted Management

Business Manager. Group-owned station looking for strong, systems oriented person. Top 25 market, excellent salary and fringes. Call or write Mike Walker, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

The Louisiana Educational Television Authority is currently accepting applications for the position of Executive Director. Forward all resumes to Harold M. Block, P.O. Box 108, Thibodaux, LA 70301. All applications must be postmarked or received no later than October 8, 1975. An Equal Opportunity Employer.

Help Wanted Sales

TV Sales Development position in medium Midwest market. Radio or TV sales experience required. Excellent facilities, staff and ratings. \$12K guarantee first year. Male and female applicants from all races desired. Box J-184, BROADCASTING.

Independent T.V. station, Las Vegas needs account/executive-agency and direct. Great potential, draw against comm. Send resume to: General Sales Mgr., KVVU TV 5, 1800 Boulder Highway, Henderson, NV 89105.

Help Wanted Technical

TV Engineer wanted to work daily operations, maintenance and color remote unit. Position requires First Class License and some experience. Location in East. Equal Opportunity Employer. Box J-81, BROADCASTING.

Transmitter Supervisor wanted for new RCA transmitter installation. Highly desirable southwestern top-50 market. Must have extensive experience with high powered UHF television transmitters. The person we're looking for must have the highest professional standards. We are an Equal Opportunity Employer. Send resume and salary requirements to Box J-164, BROADCASTING.

Help Wanted Technical Continued

Major group-owned TV operation for top 20 market has immediate need for strong broadcast oriented chief engineer with administrative and technical skills. Union shop. Good climate, excellent benefits. Salary commensurate with ability. Box J-165, BROADCASTING.

Television transmitter supervisor. Excellent opportunity for right person. Many fringe benefits. Live in Montana's finest city. Contact KTVQ, Billings, MT.

Chief Engineer for two UHF public television stations in Southwestern Ohio. Available immediately. Send complete resume before October 1, 1975 to: University Regional Broadcasting, Inc., 3131 S. Dixie Dr., Dayton, OH 45439. An Affirmative Action Employer.

Dynamic, growth-minded Southwest broadcast facility needs career-minded master control technicians. Experience preferred, all applications considered. We are American Stock Exchange listed and an EOE. All inquiries in strict confidence. Please contact William Yordy, V.P.E., Kingstip Communications, Inc., PO Box 490, Austin, TX 78767.

Video technician: Assembly, maintenance of cable-local-origination video production equipment and facilities. First phone and two years video-equipment maintenance desirable. Send resume to CTV-Three, Continental Cablevision, 75 W. Main Street, Springfield, OH 45502.

Help Wanted News

Midwest Television station still looking for assignment editor. If you have at least three years experience in large or medium market TV, we'd like to hear from you. Send resume to Box J-97, BROADCASTING.

News Director/Anchor for rapidly growing market in the S.E. Send resume and availability. Equal Opportunity Employer. Box J-136, BROADCASTING.

Reporter, possible co-anchor. Top 30 market seeking experienced reporter. Knowledge of film packing mandatory. Equal Opportunity Employer. Box J-157, BROADCASTING.

Major southeastern number one. E.O.C. reporter to handle spectrum of two or more stories daily. Shoots and edits own SOF stories. Also cameraperson who is fast, creative. Both need three years experience and excellent talent and attitude references. Box J-166, BROADCASTING.

Experienced reporter for top TV station in small/medium sized market in midwest/plains area. Street reporting, some anchor a possibility. Send resume, with salary requirements. E.O.E. Box J-172, BROADCASTING.

Anchorperson-reporter: Your intellect and understanding of television count most. Medium market station with reputation for professionalism. Submit resume and include salary requirements. Box J-189, BROADCASTING.

Weatherperson for NBC Texas affiliate. On air experience necessary. Must be able to do commercials and some radio newswork. KTVV-TV News, PO Box 490, Austin, TX 78767.

PBS outlet in Northeast has six month contract to produce environmental reporting series. Needed: Producer/director with minimum two years experience, preferably in news. Hands on knowledge of video and 16mm film. Reporter minimum two years experience print or electronic, or experience in environmental studies. Salaries based on experience and ability. Send complete resume to Habitat Project, Channel 57, Springfield, MA 01105. Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Production Manager for medium market CBS V Midwest location. Good opportunity with group broadcaster for Prod/dir or small market prod. mgr. wishing to move up. Mature attention to detail & heavy knowledge of video tape & film production a necessity. An Equal Opportunity Employer. Box J-186, BROADCASTING.

Help Wanted Programming, Production, Others Continued

Producer/Director for Northeast public television station. Minimum 3 years experience as producer/director. Ready to take on a variety of assignments. Should be able to work independently. Masters degree preferred. Equal Opportunity Employer. Send resume and salary requirements to Box J-190, BROADCASTING.

Experienced TV production director. All phases of TV production, heavy in News and Public Affairs and Commercials. Minimum of one (1) year experience. Write/Call Stuart S. Hazard, WILX-TV, P.O. Box 380, Jackson, MI 49204. An Equal Opportunity Employer.

TV Graphic Artist. All phases of TV graphic art production. 35mm, 16mm film, commercial and promotional design. Write or call Stuart S. Hazard, WILX-TV, P.O. Box 380, Jackson, MI 49204. 517-783-2621. An Equal Opportunity Employer.

Program Manager. Telecommunications Center, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. Responsibilities: Develops and coordinates WOSU-TV, WPBO-TV and WOSU AM & FM program broadcast schedules; supervises staff and operations of traffic and music departments; assist in and plans radio and television coverage of events. Requirements: BA in communications or related area, previous broadcast administrative and supervisory experience required, experience with log structuring and FCC rules and regulations, familiarity with public broadcasting program sources and program duties and responsibilities. Salary: \$10,000-\$12,000. November 1, 1975.

Producer/Director for Community College CCTV. Experienced production know-how for color studio. Creative, strong writing and ability to understand and implement instructional design, develop programs. Master's degree required. Salary based on qualifications and experience. Apply: E.F. Seminara, Director, Library Learning Center, Niagara County Community College, Sanborn, NY 14132.

Situations Wanted Management

Aggressive salesman, total TV experience, ready for GM. Prefer Southeastern. Stock purchase plus mid 30's salary. Box J-147, BROADCASTING.

Sales department sick? Consult a professional broadcast sales manager. Daily fee, expenses. Total confidence. Box J-181, BROADCASTING.

Ready and able to increase your total revenue. Sales Manager with a purpose. \$25,000 plus. 414-962-4459.

Situations Wanted Technical

Male, 1st phone, B.A./Broadcasting, seeks entrance opportunity in engineering and/or production. Some production experience. Very committed. Scot Wilson, 4906 Primrose Path, Sarasota, FL 33581. 813-349-2277.

Situations Wanted News

Young woman with reporting, directing, producing experience desires employment in news. B.A., journalism. Box J-106, BROADCASTING.

What's needed? Sports Director? News Director? Anchor? Combo? 12 year pro available! Box J-150, BROADCASTING.

Consumer Reporter, male, experienced, written up in TV Guide, wants medium-large market. Box J-153, BROADCASTING.

Black recent college graduate, male, college experience, will go anywhere do anything to start. Box J-160, BROADCASTING.

Reporter-weekend anchor in Top 75 market has completed 2 years grad school and ready to return. 2 yrs. TV, 6 radio. Box J-162, BROADCASTING.

Energetic female newsmag reporter/anchor looking for larger challenge than current job with USA/VOA in DC. 3 years exp. Box J-192, BROADCASTING.

News Director/Anchorman, 30, excellent presentation. Genuinely dedicated pro. Box J-193, BROADCASTING.

Situations Wanted News Continued

Experienced Sports Director. Top credentials in on-air and film production skills. PO Box 7023, West Trenton, NJ 08628.

I have formulated an innovative approach to news that will be informative, highly watchable and economically practical. If you are looking for a news director or contemplating a change, it would be worth your time and my time to call me at 404-876-1134 after 4 p.m. EDT.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Situations Wanted Programing, Production, Others

Experienced Director in all phases of programming. Wants to move up. Can better your on-air look. Prefer Midwest. Box J-134, BROADCASTING.

Director TV film production. Professional with five years experience. Ratings proven. B.A. TV-Film production from W.S.U. 509-257-2433. Michael Wagner, Lamont, WA 99017.

Former Producer-Director college station news and Public Affairs programs, TV Production-Broadcast Journalism grad, honor student, first phone, experience in all phases of color production, and B&W E.N.G., programs of Jewish interest my specialty. Seeking a position in News production, Public Affairs or operations with a station in the east. Willing to relocate. Please contact: Paul Steven Erstein, 2286 Brigham St., Brooklyn, NY 11229.

CABLE

Situations Wanted Management

Properties sold. Cable TV and radio station mgr/sales mgr. seeks new challenging job in the Eastern sector. Salary negotiable. If you need a seasoned, experienced pro please write Box J-156, BROADCASTING.

BUY-SELL-TRADE

Non-commercial educational FM station desires donations of studio and technical equipment of all types. All donations are tax-deductible. Contact Paul Copeland, WNJC-FM, Northwest Junior College, Box GG, Senatobia, MS 38668.

WANTED TO BUY EQUIPMENT

Equipment Wanted: Looking to buy two 55 or 60 kilowatt UHF transmitters, RCA or Harris. Immediate availability needed. Call Craig Gosden 213-553-3600.

Equipment Wanted: Looking to buy self-supporting tower, 200- 250- 300- 350- foot. Immediate availability needed. Call Craig Gosden 213-553-3600.

Want to buy 600-800 ft. TV tower and high band, high gain antenna. Call Chief Engineer, 701-282-0444.

Wanted 10KW or 20KW transmitter, antenna and all other related equipment for new FM. Good News Broadcasting, PO Box 75075, Oklahoma City, OK 73107 or Phone 405-946-2073.

Stereo and mono boards, stereo reel-to-reel record/playback, stereo turntables. Great Plains Media, 124 S. 24 St., No. 210, Omaha, NE 68102.

FOR SALE EQUIPMENT

119 14-inch reels of FM stereo Good Music with 25 Hz switching tones, all in good shape; recently taken out of service. \$10.00 per reel buys them; Bud Pentz, KWBE, 402-223-5121, Beatrice, NE 68310.

340' guyed Dura (1969). Painted 6/75. Complete \$7,000.00. 10KW operating RCA BTF10D transmitter \$5,000.00. Package discount. WFMK 517-349-4000.

For Sale Equipment Continued

740 ft. G-5 stainless tower. Excellent condition, 6 inch RCA Universal Transmission line. 1 inch steel de-icer conduit. 1 1/2 inch aluminum lighting circuit conduit. Pylon-type UHF Channel 20 antenna. Hughey and Phillips lighting. All for \$71,500.00. Available immediately. J. Dick, WIVK, 615-588-6511, Knoxville, TN.

TV transmitter, GE type TT-6 tuned to Ch. 3 have coils and crystals for Ch. 5. Used as auxiliary with 33,000 hrs. 5,000 watts and in new condition. Call WSyr-TV, Syracuse, NY 315-474-3911. Al Eicholzer, Chief Engineer.

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hit parade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

For Sale, 1000 ft. Kline tower, standing with 6 Bay Batwing Antenna. Call Chief Engineer 701-282-0444.

(1) RCA film chain with TP-15 multiplexer, TP-6CC 16mm projector, TP-7 35mm slide projector w/ pedestal. (1) Telemation TSG-3000 broadcast color sync. generator. Plus other studio and production equipment. For list write: Thomas Christine, 136 Harrison Ave., Boston, MA 02111. 617-423-4600 ext. 265.

For Sale, Schafer Stereo 800 automation consisting of: 1 rack-control unit; 1 rack, 3 Ampex AG 350 Stereo playback units; 2 racks, Schafer spotters, Ampex 355 Recorder with memory unit each rack; 1 Make up unit. All in good working order, just taken out of service. Radio Station KFMD, 346 W. 8th Avenue, Dubuque, IA 52001. Phone 319-588-5686.

For Sale: Video tape, 3M 399, ten dollars for half hours, twenty dollars for hour rolls. Type 3M 400 is sold in half hour rolls, cleaned and evaluated on a Recortec with plastic shipper for 35 dollars. Short ends for one dollar per minute. COD plus shipping costs. Quad Tape Sales, PO Box 23534, Washington, D.C. 20024. 703-569-9212.

A steal. On hand at our warehouse 1 new reel copper coaxial cable FHJ7-50 50 OHM 2100 ft. long 1 5/8 diameter. \$3.12 per ft. FOB Miami, Fla. Douglas Freight, 6760 N.W. 36 Ave., Miami, FL 33147. Telephone 691-2461.

T.V. 2-TR4 LBC VTRs \$17,500 each, 2-TK42 cameras, \$15,000 each. Call Skip Hoff, 716-546-5670.

Sparta ASC-305B Stereo unit. Used 30 days. Perfect. New S2025, S1800 or best. 804-296-6780.

Used tuners & receivers, 16, Johnson tuners. No. JE100 MT2 and 57, Browning receivers No. R-1500. Best offer takes all, call collect Edie or Irene. 612-333-4517.

G.E. channel 31 harmonic filter for 3 1/8" line also several assorted 1 5/8 and 3 1/8" elbows, short pieces. S125. 6515 Hillcroft, Apt. 603, Houston, TX 77036.

1500 foot used RCA MI-19113 Steatite 51.5 ohm, 3 1/8 inch transmission line available at KDAL-TV, Duluth, MN. Contact Rudy Luukinen 218-727-8911.

For sale, Two (2) Spotmaster model 405A playback cart machines, in good condition. Adjustable heads, heads replaced one year ago, new pucks. \$250. For sale, Sparta-matic cartridge time delay and reverberation system model CD-15. Used less than six months. Complete with relay, two cartridges, and instruction manual. In excellent running condition. \$400. For sale, one Spotmaster 400A record/playback cartridge machine. This machine is in operation now, but needs work. It would be fine as a back up unit, in your newsroom. We are giving it away at \$100. All four items will be sold as a group for \$900. Otherwise, as listed. These machines will be available on or about October first, when our new equipment comes in. For further information, write: WMMW, or call Al Henry at 203-235-5747.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Beatles "Magical Mystery Tour" now available for broadcast, cable, outright sale. CEG: 1145 Willora, Stockton, CA. 209-478-3816.

Gay broadcasters. Support the Gay Media Movement. Info: National Gay Task Force, 80 Fifth Ave., NYC 10011. 212-741-1010. Closet rights respected.

PERSONALS

Attention Alumni of Columbia College, Chicago. Urgent that we hear from you at your earliest convenience. Write or phone Thaine Lyman, Chairman, Broadcast Communications, Columbia College, 540 Lake Shore Drive, Chicago, IL 60611. AC 312-644-0390.

INSTRUCTION

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488. Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Sept 29, Nov. 10, Jan. 5. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

For 38 years, Industry Leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. Call collect for details. 213-462-3281, or write: Don Martin School, 7080 Hollywood Blvd., Hollywood, CA 90028, now!

Omega State Institute, your best choice for FCC license training. Learn to work tests right. Survive FCC updates. Veterans approved. Financing. Out of state students welcome. Free booklet. Call or write today. 312-649-0927. 333 East Ontario, Chicago, IL 60611.

KiiS Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: KiiS 8560 Sunset Blvd., Los Angeles.

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class F.C.C. license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.— plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967).

We've got the answers for you! 1, 2, 3, class plus 9 element. Quick sight training, in home course. \$25.00 per class license or all three for \$50.00. We are on the air now with this proven course. Write Blair Productions, BX 213, Hollywood, CA 90028.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC License updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

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RADIO Help Wanted Management

Exceptional opportunity for successful medium-market PD to move up.

KLAZ, Little Rock,

is a full-power, Class "C" FM contemporary station now under new ownership and ready to make its move to the top. Will pay what it takes to get the right Programmer who has General Manager potential.

Send resume and track record to: Ron Curtis, 5725 East River Road, Chicago, IL 60631.

All replies answered promptly. Please no phone calls.

General Manager—Unusual opportunity for small or medium market Sales Manager or Account Executive to become General Manager of AM-FM combo in competitive Minnesota market. \$20,000 base salary with good opportunity to earn \$30,000 the first year. RAB sales training desirable. Send resume to Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Help Wanted Announcers

DJ

For Northern California Country Station.
Equal Opportunity Employer.
Send resume to:
Box J-170, BROADCASTING.

IMMEDIATE OPENING

For Creative Morning Personality.
\$11,000 plus liberal paid benefit program. Pros only. Contemporary/Country. Resumes and non-returnable tapes to:
Mike Malone, WUNI, 1257 Sprinchill Avenue, Mobile, AL 36604. *Equal Opportunity Employer.*

Situations Wanted Management

Aggressive, knowledgeable, professional, and reliable top-40 market sales manager looking for new challenging general manager or general sales manager's position. Excellent references and solid, clean track record of solid promotion and sales success achievements. Box J-179, BROADCASTING.

Situations Wanted Sales

TRAVELING SALESMAN

Want to call on GM's in Texas selling auto-programming, jingles, promotion aids, anything. Send complete details. Box J-177, BROADCASTING.

Situations Wanted Announcers

I am an
AIR PERSONALITY
(Billboard Award Winner,
1974 & 1975)

I am also an experienced
PROGRAM DIRECTOR
I am available in either
capacity to your MOR, Top 40,
or Country station.

Call (408) 225-5278
Western States Only, Please

Situations Wanted Programing, Production, Others

Proven Program Director, formerly with WAPE, WRNO, WGOW. Contact Bill Burkett, (904) 737-2859.

TELEVISION Help Wanted Technical

VIDEO ENGINEER. To repair and maintain quads and plumbicons for an industrial TV operation. Competitive salary. Contact Jim Marino, 165 Broadway, New York, N.Y. 10006 or call (212) 766-4772. An Equal Opportunity Employer. m/f.

Situations Wanted News

TV-WEATHERMAN

Personable weatherman with radar experience. Great voice, good appearance.

Box J-149, BROADCASTING.

NEWS DIRECTOR

Professional Broadcast Journalist with 20 years experience interested in combination TV-ALL NEWS RADIO position.

Box J-180, BROADCASTING.

Miscellaneous

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COMPANY INQUIRIES
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For Sale Equipment

For Sale FM Transmitter RCA BTF-10E1 with BTE-15A exciter, BTS-1B Stereo Generator, BTX-1B SCA Generator. Current model. Good condition. 20KVA voltage regulator for transmitter also available. Call WNIC 313-846-8500.

QUAD VTRs. RB1000 ex NBC completely refurbished \$27,000, VR1100 High Band Record only \$18,000, New RCA High Band head wheel \$3,500, Colortec \$4,000, Solid state MDA to replace Ampex tube type \$500, CBS 5500 Color Corrector \$1,800, IVC 90 Color camera \$2,500, Varian 953A 55KW Klystron Brand new \$6,000. Call or write for details and our new brochure. Merlin Engineering Works, 1860 Embarcadero, Palo Alto, CA 94303. 415 329-0198.

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Corporate investment opportunity (active/inactive) available with live, interconnected regional radio news/agriculture network in Northeast. Excellent charter affiliate market line-up. Validated annual billing projections in excess of \$500,000; average monthly pre-tax earnings \$20,000 after short term startup. Full Subchapter S tax benefits. Details from: BOX J-108, BROADCASTING. Replies should contain information sufficient to establish financial and personal qualifications.

Wanted To Buy Stations

CASH FOR YOUR C.P. OR STATION

Private party will buy for cash C.P./FM or AM in any location. I prefer an undeveloped or distressed property. All replies answered.

Box J-152, BROADCASTING.

For Sale Stations

Medium Midwest Market television station. Competitive facility. ABC network. Good history of profitability. Good market growth on a comparative basis. Asking price \$4,500,000 cash. Box J-112, BROADCASTING.

NORTHEAST DAYTIMER

\$180,000 with \$80,000 down. Remainder on terms. Excellent potential for Owner-Operator. Discount for cash.

Box J-146, BROADCASTING.

COMBINATION AM/FM

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The Publisher is not responsible for errors in printing due to illegible copy Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

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Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

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- Help Wanted. 50c per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).
- Situations Wanted. 40c per word—\$5.00 weekly minimum.
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- Add \$2.00 for Box Number per issue.

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- Situations Wanted (Personal ads) \$25.00 per inch.
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- More than 4" billed at run-of-book rate.
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Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

A special man for a special station for a special people

Danny Villanueva has not forgotten his Mexican-American origins. Today he is deeply committed to his Spanish-speaking brethren as a vice president and director of Spanish International Communications Corp. and general manager of its Los Angeles and Fresno, Calif., stations, and as chairman of the first Mexican American-owned savings and loan association founded in the U.S.

He's never lost sight of his people. In fact, a few years ago, his commitment put him into the hospital with a heart attack. He was making almost 300 speeches annually, virtually all in behalf of his fellow, beloved Mexican-Americans. He has "cut back" in this area; he's down to about 150 such talks a year.

This attachment to the Mexican-American community definitely affects his operation of KMEX-TV Los Angeles, his primary corporate responsibility. KMEX-TV is a Spanish-language outlet serving 2.5 million chicanos in southern California.

There has been a resurgence of pride in their cultural heritage by Mexican-American young people, says Mr. Villanueva, a still-husky ex-pro football player. This has manifested itself in one way in a return to the language of their parents and grandparents. "Thus," he says, "we now are getting a larger and larger audience." At any given time of the day, he claims, the station is being watched by about 50% of the Spanish-speaking population in its market. Others are listening to the several Spanish-programmed radio stations in Los Angeles or are watching the conventional television stations. But that still means, he says, "half of our people are finding something they want on channel 34."

He describes his station in public-service terms. "Sometimes I think we are a cross between a commercial station and an educational station. We place heavy emphasis on news, public service and public affairs. It's news from our point of view. It reflects the way of thinking of our community."

His commitment to this community means his station goes beyond passively reporting events affecting his people. During the 1971 earthquake in and around Los Angeles, "traditional journalism would have dictated that we should have asked people how they felt, etc.," he says. "Instead, we immediately spearheaded a drive to raise food, clothing and water. We got our salesmen off their sales and got them calling on their clients for donations of food and clothing." This was not a business decision made to improve the image



Daniel Dario Villanueva—general manager, KMEX-TV Los Angeles and KFTV(TV) Hanford-Fresno, Calif.; VP and director, KDTV(TV) San Francisco; VP and director, Magnaverde Productions, New York; VP and director, Spanish International Communications Corp., parent of KMEX-TV, KFTV and WLT(TV) Miami, WXTV(TV) Paterson, N.J., and KWEX-TV San Antonio, Tex.; b. Nov. 5, 1937, Tucumari, N.M.; BA, New Mexico State University, 1960; kicker with Los Angeles Rams, 1960-64, and with Dallas Cowboys, 1965-67; sports director, KMEX-TV, 1963; director of community relations and news director, 1968; station manager, 1969; VP and general manager, 1971; also weekend sportscaster, KNBC(TV) Los Angeles, 1970-72; m. Myrna Schmidt, Jan. 4, 1958; children—Daniel Jr., 16, and James, 12.

of the station; it was, he says, his "instinct."

(His instinct also will often drive him into the station newsroom shouting, "Give me a mike," when he gets hold of an item he feels the Mexican-American community needs immediately, station schedule or no station schedule.)

If his approach to his segment of the community is different, it's because he feels the chicano element is just that—different. It means no reruns of programs. "We can't do that," he says. "We'd get booed off the air" by an audience that watches as avidly in the summer as it does in other seasons.

Even his advertisers have their particularities. "Our sponsors don't have the time—or the money—to put on long, sophisticated marketing campaigns. When they advertise on KMEX-TV, they expect to see customers in the store the next day. Otherwise, no more advertising."

He feels that the function of his station is to be the voice of the Spanish-speaking populace of the Los Angeles area, but a voice of moderation. He cites several instances where the station has been at-

tacked as being too radical and others where it has been accused of being too conservative. "I could see a wave coming," says Mr. Villanueva, "an irreparable split between the young and the old in the Mexican-American community. So my concern is to hold them together at all costs." He was referring specifically to the station's activities during the 1970 barrio riots.

Since the 1970 disorders, says Mr. Villanueva, a relationship has developed between the community and the station to the point that the people often wait for KMEX-TV to react to a situation before they react. "This gives us a tremendous advantage," he says. "No other media in the country has that type of relationship—a strong one with our viewers. We have earned it, however. But it is a terribly burdensome obligation. We have to be very careful what we say."

One of the things KMEX-TV and other Spanish International stations are saying now is "register to vote." All are embarking on a voter-registration drive among the chicano community. "We think this next election is going to be very critical for us, and I think our vote could be pivotal," Mr. Villanueva says.

But will all this direct attention to the Spanish-speaking be self-defeating? As coming generations of Mexican-Americans become more Americanized, won't they turn away from KMEX-TV?

Mr. Villanueva has this to say: "Yes, even today there are young people in our community who would rather hear Elton John than a Spanish-language drama or variety show. But then they flick him off and come back to us."

"Did you know that a University of Texas study shows that the age of people speaking Spanish is getting lower and lower? That means that the young today are not losing the mother tongue, they are speaking it. It does mean we will have to re-evaluate our programming to appeal more to a younger Spanish-speaking audience. But it still must be Spanish-speaking."

To the Latin Youth community, Mr. Villanueva is something of a local hero. He not only played for the Los Angeles Rams as well as the Dallas Cowboys, he set records that still stand: As a field goal specialist, he scored 491 points in the eight seasons he played pro football; his punting averaged 42 yards; he set a Rams field goal record, scoring on a 51-yard kick; and he set an all-time professional football record of 56 consecutive points after touchdowns in the 1966 season when he was with the Cowboys.

Any youngster, Mexican-American or Anglo, will listen to that kind of a hero.

Editorials

One is not enough

There are signs of a welcome turnabout in FCC interpretations of Section 315, the equal-time law that is applicable to political candidates, and of the general fairness doctrine that 315 contains. An agency that has spent years finding new and intricate ways to apply the law repressively is beginning to reverse itself. It may not yet be time for journalistic-minded broadcasters to leap for joy, but perhaps a flutter of optimism is not beyond indulgence.

That the changing mood is spreading among incumbent commissioners was indicated last Tuesday when FCC Chairman Richard E. Wiley, in his speech to the International Radio and Television Society in New York, felt it safe to suggest that a majority would vote the next day to declare presidential news conferences and debates between political candidates exempt from equal-time requirements. Mr. Wiley would go farther. He spoke of suspending the enforcement of the fairness doctrine for radio stations in large markets where an abundance of facilities exists.

The reversal of policies on presidential news conferences and political debates is long overdue. The original decisions grossly compromised the liberalization of 315 in the amendments adopted by the Congress in 1959 to exempt from equal-time requirements newscasts, news interviews, news documentaries and on-the-spot coverage of news events. It was in 1962 that the FCC decided a debate between Richard M. Nixon and Edmund Brown, the major candidates for governor of California, before a convention of newspaper editors, was not a news event qualifying for exemption for on-the-spot coverage by broadcasting. Two years later, in defiance of every journalistic standard known to man, the commission decided there was no news in presidential news conferences.

No question attaches to the FCC's authority, and wisdom, to reverse its earlier interpretations of 315. The agency's power to suspend the fairness doctrine is by no means as certain, however desirable suspension would be. Our recollection, supported by a reading of the statute, is that the fairness doctrine was inserted in Section 315 by the same amendment that exempted news broadcasts from the equal-time requirement. Indeed the FCC has repeatedly cited that authority to defend its judgments that were challenged in the courts.

If Mr. Wiley were to succeed in persuading a majority to go along with test suspensions in big radio markets, there is, it seems to us, a grave danger of the cure turning into something worse than the disease. Surely the FCC's suspension would be put to court appeal somewhere. An appellate ruling that confirmed the legislative underpinning of fairness could be as damaging to broadcast freedom as the Red Lion decision was. In Red Lion, the Supreme Court made special mention of the references to fairness in the amended 315.

Mr. Wiley deserves support in his professed desire to enlarge the scope of broadcaster independence. He'll need the help of Congress to suspend the law.

Upturn

It's too early, of course, to pick winners and losers with any confidence, but it is not too early to venture that this year's prime-time television network season is off to a livelier start than usual. On the whole the programs seem fresher, take a more realistic approach to contemporary life and are generating more than usual attention in consumer newspapers and magazines.

There are several logical reasons for the heightened sense of

excitement. The sheer volume of new shows, for instance, 27 in all, lends a sense of newness to every night of the week. In addition, the television code's family-hour concept has piqued curiosity and stirred up controversy over what its effects have been or may be. And there may even be some residual influences of the prime-time access rule that carry over into the network periods.

These considerations, however, are for the most part incidental to the programing itself. They focus attention on the schedules, but it is the programs themselves that will determine whether the season is good, bad or indifferent. Some will make it and some won't, but as a season it's off to a good start.

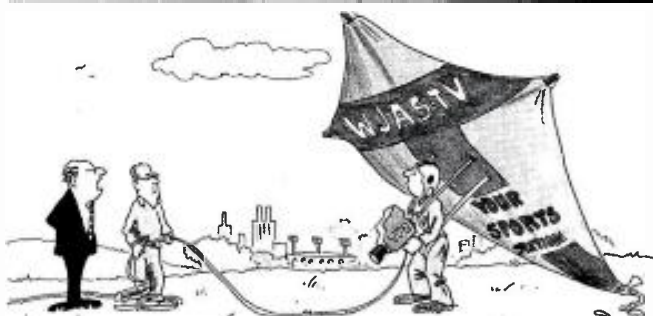
Wrong turn

The legislation that the FCC is drafting to deal with obscene or indecent broadcasts is in some ways as objectionable as the material it seeks to repress. Not the least objectionable of its features is the proposed expansion of the FCC's role as prosecutor and judge of obscenity and indecency cases.

The FCC would repeal the section of the U.S. Criminal Code that now prohibits obscene, indecent or profane broadcasts and would insert its new standards in the Communications Act, including criminal penalties. That would precisely reverse an action taken by the Congress in 1948. Until then the prohibitions against offensive broadcasts were contained in the Communications Act as exceptions to the section forbidding the FCC to act as censor. They were transferred to the Criminal Code on the theory that they dealt with crimes and that prosecution ought to be in federal court, complete with presumption of innocence and trial by jury for defendants.

It makes less sense now for the FCC to be given jurisdiction than it did when jurisdiction was taken away. The general law on obscenity and indecency has become more intricate in application, and society's standards have undergone radical change. More than ever the accused require the protection of due process in the courts. This is no time to give the same body of commissioners the power to charge, try, judge and punish.

There are virtues in the FCC's attempt to define obscenity with some precision and to leave room for experimentation and innovation on the air. But whatever language is ultimately to be written by the Congress, it ought to be written into criminal law, for prosecution by the Justice Department. Upon criminal conviction it would then be time for the FCC to decide upon the removal of a license.



Drawn for BROADCASTING by Jack Schmidt

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Dancers November 3

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Dionne Warwick December 1

Verdi's Requiem The National Symphony and
University of Maryland Chorus December 15

Preservation Hall Jazz Band December 29

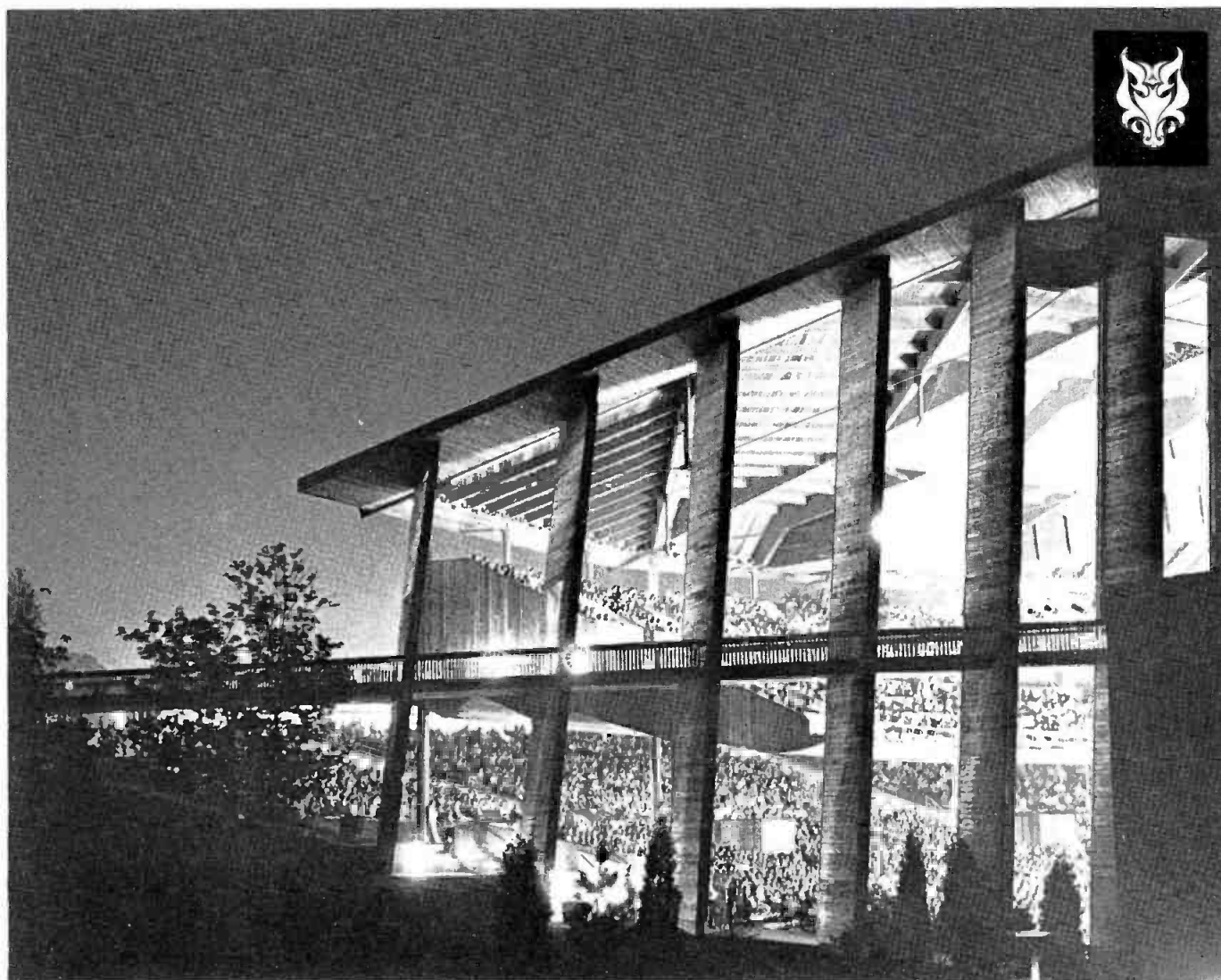
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Co-hosts for this season's
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"... to the 9 1/2 million Soap followers the fast and funny
 scenario may sound too good to be true." TIME MAGAZINE, September 11



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