

Oct. 6, 1975

**Children up, adults down in family hour viewing;
kids as plentiful, teens more plentiful after 9**

Broadcasting Oct 6

The newsworthy of broadcasting and allied arts

Our 44th Year 1975

MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY, IOWA

NEWSPAPER

NewsCenter4: we give you twice as much

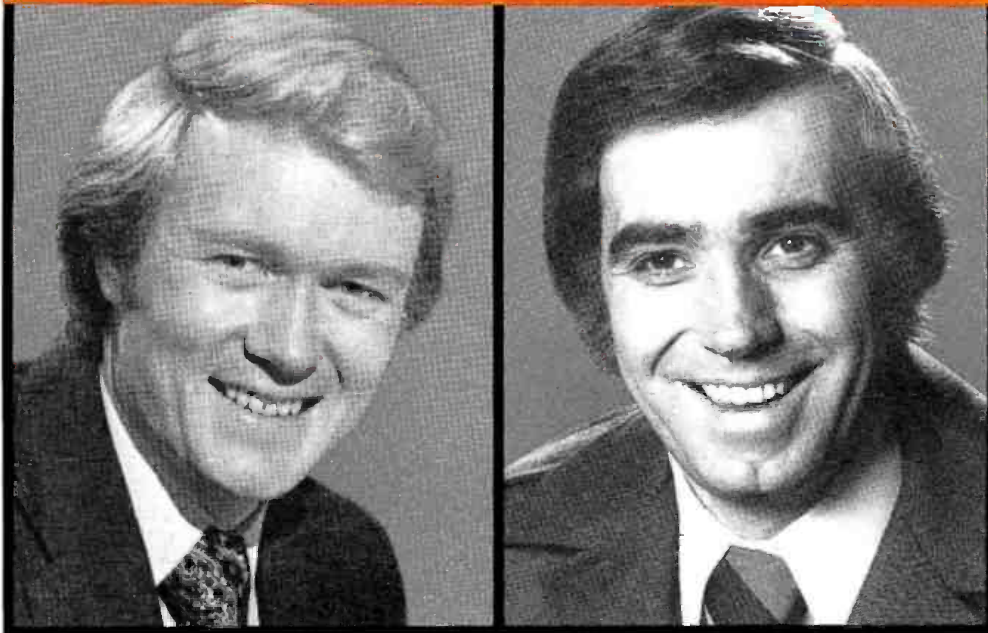
Twice as much as any other news program around.
Not just twice as much time. Twice as much news.
More in-depth coverage of things that matter to people.
More consumer services.
More news features.

We get it all on.

WNBC-TV4
New York

Chuck Scarborough at 5pm

Tom Snyder at 6pm



51106
MORNINGSIDE COLLEGE
LIBRARY
SIOUX CITY IA 51106
96253ATK FEB/78



FOR 1 OUT OF 3 AMERICANS, THERE'S NO SUCH THING AS A "PLACE CALLED HOME."

Broadcasting
Oct 6, 1975

Storer stations are concerned and are doing something about it.

In spite of the fact that our economy topped the trillion-dollar mark, today one-third of Americans is still considered ill-housed.

Included are 21 million "living poor" who remain in poverty because of substandard incomes.

Squalid housing breeds a horde of problems. It drives us to despair—and children into streets. It sows the seeds of crime and violence. Drug abuse. Civil unrest. Sickness.

To solve many community problems, Storer radio and television stations believe, you must start at home. Which explains an important share of their editorials and specials are devoted to improving housing.

In Cleveland, for example, WJW-TV aired editorials supporting urban homesteading. This program allows citizens to buy an

sound camera, WJBK-TV news crews filmed unscrupulous contractors and insurance adjusters pressuring the victims. WJBK-TV's series "The Fire Conspiracy" also coincided with an arson investigation. Result: two weeks

indictments were issued by a local prosecutor.

And this is typical of Storer stations in city after city. WSPD-TV Toledo, for instance, aired a minute report on the Council of Government's "Fair Share Housing Plan" that allocates low middle income housing to the suburbs. And in Milwaukee, WISN-TV has backed the use of 1,200 empty rooms in state dorms to house elderly citizens in need of decent housing. Look at it very simply: The more effective we are for our communities, the more effective we are for our advertisers, and the more effective we are for our viewers. Everybody wins.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

Habit forming.



WPIX editorials are telecast 28 times weekly by Richard N. Hughes, Sr. Vice-President

For the fifth time in six years
WPIX Television has won the
N.Y. State Broadcasters Award
for Outstanding Editorial.



WPIX 11 NEW YORK

Business Briefly

Admiral Corp. □ Company that has advertised exclusively in newspapers for past few years is set for spot-TV splurge, mainly in Midwest, beginning Oct. 13 and running through Dec. 21. Admiral will be pushing its new line of TV sets in 30-second spots. Agency is Marsteller, Chicago. Key markets include Chicago, Los Angeles and St. Louis.

Canada Dry □ Soft-drink manufacturer (through Grey Advertising) will blanket four radio markets for five weeks with batch of 60-second spots featuring Canada Dry jingle. Markets are New York, Boston, Hartford, Conn., and Albany, N.Y. Grey says Canada Dry will spend total of \$380,000 for campaign, which is aimed at adults 18 to 49.

Ciba-Geigy □ Ardsley, N.Y.-based manufacturer of chemicals is poised to launch spot TV campaign in support of AAtrex Princep corn herbicide in 30 markets in Northeast, Southeast and parts of Midwest for four weeks, starting Oct. 20. Keenan & McLaughlin Inc., New York, is directing its commercial messages to farm audiences and is seeking time slots appealing to adult men—principally news, sports, farm and country music programs.



Consolidated Cigar Corp.

□ Consolidated is introducing two new El Producto cigars, Invincibles and Triumphs, and is supporting them with TV commercial spokesman readily identifiable with cigar smokers—Winston Churchill. On network TV, commercial was set for yesterday's telecast of professional football on NBC-TV and on *ABC Evening News* and will appear later in October and November on spot TV in 16 major markets throughout country. Sir Winston is portrayed by British actor Thomas Bowen, and in 30-second spot, he rallies his fellow cigar smokers in fight against inflation with, "El Producto's

Invincibles and Triumphs, at two for 25 cents... a quality smoke to blow in the face of inflation." Compton Advertising Inc., New York, is seeking adult men, 25 and older.

Sunland Marketing Corp. □ Clinton E. Frank Inc., San Francisco, is preparing spot-TV push for Sunmaid raisins, scheduling two flights each in total of 30 markets. First is set to start this week and second to begin in mid-November. For Menlo Park, Calif.-based client Frank is buying time slots to reach total women and women, 25 to 49.

Hebrew National Kosher Foods □ New York maker of frankfurters is stringing together spot TV campaign in 12 major markets, primarily in East but including Los Angeles. Six-week effort will begin in mid-October, with Scali, McCabe, Sloves Inc., New York, searching for time periods catering to total women.

Remington □ Media Corp. of America, New York, is buyer and DKG, New York, is agency for TV campaign to run Oct. 20 through Christmas in top-40 markets for Sperry Remington, Bridgeport, Conn. Spots feature Super Brush and Fluff 'n Dry hair dryers and Radial Electric and Soft Touch electric shavers. Fringe 30's with prime time on some independent stations and weekend sports is planned. Second effort is retailer personalized spots to run in early and late fringe and news in some 100 markets. Budget represents "substantial increase over last year," according to Remington spokesman.

Taylor wine □ BBDO, New York, is placing fringe and prime-time 30's with familiar "answer grape" theme for Taylor Lake Country wine, Hammondsport, N.Y. Spot TV campaign in 32 markets begins Oct. 20 for six weeks with budget of more than \$800,000, according to BBDO. Network spot campaign will run Dec. 8-30 with \$450,000 budget. Introduction of Taylor Lake Country Gold, new white table wine, is included.

Fleischmann's □ Company is readying new radio spot campaign for its margarine to kick off in 20 markets later this month. New York, Los Angeles and Chicago are among markets for 60-second spot, which focuses on

testimonials from man-in-street user of Fleischmann's. Campaign will run for six weeks and will be geared to women over 35. Agency is Ted Bates.

Wm. Underwood □ Watertown, Mass., food processor is set to begin spot TV effort in support of its Ac'cent meat seasoning product in 20 major markets for four weeks, starting end of October. Kenyon & Eckhardt, Boston, will be aiming for audiences of women, 25 to 49.



Arthur Murray □ Dance studio, which has been an advertising wallflower in recent years, stepped out last week with a lively national campaign, including intensive use of spot TV and radio. With the participation of its 200 franchised dealers, Murray is spending more than \$500,000 through the summer of 1976 on radio in 150 markets and TV in about 100 markets to tap the growing market for touch dancing, which had been out of style in the past decade. The campaign, created and placed by Kane, Light, Gladney Inc., New York, sounds the theme that dancing shows you how to "stay in touch." Radio spots features such sports personalities as Pancho Gonzales and Larry Csonka.

Salton □ Sacks, Rosen, New York, has created TV spots for Salton Inc.'s (Bronx, N.Y.), Peanut Butter Machine, new product to be pitched as "adult" and "sophisticated" with theme "healthy, nutritious, make your own." After two-week test in five California markets beginning Oct. 13, campaign will be expanded. Initial budget for early and late fringe time and trial spots aimed at women 25-49 is about \$15,000. Total may be \$50,000, according to agency. SFM Media Corp., New York, is buyer.

Woolworth Co. □ Sawdon & Bess, New York, is handling creative and buying aspects of two-week pre-Halloween campaign for Woolworth and Wilco, New

Selling television stations with special problems has always been our specialty.

the young team produces

Television Station Representatives

adam young inc.

3 East 54th Street
New York, N.Y. 10022
(212) 828-6900



The best jazz sound
in New York is put
out by an AEL FM-12KD
Stereo Transmitter
Just ask WRVR

AEL stereo transmitters always
send the very best.
FM: 2,500, 15,000, 25,000,
50,000 watts.
AM: 5,000, 10,000, 50,000 watts.



Call or Write:

AMERICAN ELECTRONIC LABORATORIES, INC.
P.O. Box 552, Lansdale, PA 19446
Tel: 215/822-2929 • TWX: 510/661-4976

York. TV spots begin Oct. 17 in 35 major markets, aimed at women 18-49 and children 2-11. Ads are for costumes, candy, decorations, etc., and will air in children's programs. S&B estimates budget at \$180,000.

Totes □ Loveland, Ohio, footwear manufacturer is assembling list of TV markets that may hit 50 mark to promote its line of Totes footwear and rainwear later this fall. Campaign set to start on Nov. 16 and continue through Dec. 23, with Grey Advertising, New York, setting its sights on men and women, 35 and under.

Deerfield Communications □ New York publisher of health and exercise books is barter-marketing series of 65 half-hour service programs called *Yoga for Health*. Deerfield takes two commercial minutes for its own products. Series has run on public TV stations in more than 60 markets, is being made available commercially for first time.

United States Postal Service □ U.S. mail begins new informational campaign in top 25 radio markets in four-week flight, starting Oct. 20. Two 60-second spots will run, which are designed to help average citizen make better use of his post office (through simple things like how to wrap packages, proper return-address procedures, etc.). Demographics: adults 18 and over. Agency: Young & Rubicam.

Emery Air Freight □ Through Della Femina, Travisano & Partners, New York, Emery has started \$500,000 fourth-quarter TV-spot flight that will run through Dec. 8. Markets include New York, Los Angeles and Chicago. Emery will buy mainly news shows to reach its target audience of male decision-makers.

National Oats Co. □ Subsidiary of Liggett & Myers Inc., Cedar Rapids, Iowa, is blanketing country with two flights on spot TV to herald 3-Minute Oats. First flight has begun in 34 markets and will last for one month; second flight is heavier, will go into 58 markets from mid-October to mid-November. Grey-North, Chicago, is seeking women, 18 to 49, and is buying daytime and fringe periods.

Shell Oil □ Six markets will be used by Shell to test its new Super Regular brand of gasoline on both spot TV and spot radio. Ogilvy & Mather, New York, is concentrating its test primarily in the far West, with commercials set to run for about six weeks, starting in mid-October. Target audience is men, 18 to 49.

Frito-Lay □ Dallas-based maker of snack foods will take off with spot TV campaign in mid-October to promote its Dorito's brand of tortilla chips. Six-weeks splurge will be in more than 20 markets, primarily in Midwest and Southwest. Tracy-Locke, Dallas, is buying time slots slanted toward women, 25 to 49.

Union Carbide □ Through Ogilvy & Mather, New York, which has pretty much restricted itself to network-TV buys in past, Union Carbide will kick off spot-TV campaign for its Prestone antifreeze and for new windshield antifreeze product. Spot pattern will focus mainly on cold-weather markets: Chicago, Philadelphia, Detroit, Minneapolis and St. Louis, among others. Demographics: adult men.

Merrill Lynch, Pierce, Fenner & Smith □ Brokerage house's network-TV campaign for its national investment seminar week, to kick off Oct. 19, will actually cost \$500,000, and its spot-radio campaign an additional \$100,000 ("Business Briefly," Sept. 29).

July highs. Network TV billings in July totaled \$148.8 million, up 9.4% from July 1974, and pushed the year's total to \$1.3 billion, a gain of 9.1% from the 1974 period, according to figures compiled by Broadcast Advertisers Reports and released by the Television Information Office. Weekend daytime, weekday daytime and nighttime were the biggest July gainers, in that order, but on a year-to-date basis weekday daytime showed the largest increase. Details are shown in the following table:

	July			January- July		
	1974	1975	% change	1974	1975	% change
Daytime	\$43,679.7*	\$49,107.6	+12.4	\$393,231.6	\$448,730.9	+14.1
Mon.-Fri.	35,752.0	39,281.3	+9.9	276,812.9	319,444.8	+15.4
Sat.-Sun.	7,927.7	9,826.3	+23.9	116,418.7	129,286.1	+11.1
Nighttime	92,298.2	99,678.5	+8.0	823,912.2	879,703.3	+6.8
	\$135,977.9	\$148,786.1	+9.4	\$1,217,143.8	\$1,328,434.2	+9.1

	ABC	CBS	NBC	Total
January	\$59,183.6	\$70,017.4	\$71,642.3	\$200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,237.7	67,688.7	202,414.9
May	59,183.3	78,195.3	69,516.1	206,894.7
June	50,388.5	59,283.6	59,694.3	169,366.4
July	43,545.3	54,181.6	51,059.2	148,786.1
Year to date	\$396,018.0	\$482,002.7	\$450,413.5	\$1,328,434.2

*Add 000.

NIS. IT WORKS.

When a veteran station group switched one of its key stations to NIS, it was news. When it weighed the results, and then switched another of its stations to the new 24-hour-a-day, all-day news service from NBC, that was even bigger news. The Rust Communications Group did just that.



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

Only two short months after bringing their Norfolk station, WKLX, to NIS, Rust brought their Richmond outlet, WRNL, into the NIS fold.

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.

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 NORFOLK AND RICHMOND 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

Monday Memo

A broadcast advertising commentary from John M. Keavey, manager, advertising services, Metropolitan Life, New York

Metropolitan Life finds radio an excellent risk

Let's start at the beginning. What was Metropolitan Life's objective in going into radio?

It all started with the television and print campaign that the company launched in 1973 to introduce its new corporate theme song, "Metropolitan Life... where the future is now." The TV buy for that fall was a combination of ABC's *Monday Night Football* and prime-time scatter plans. There was one thing we didn't count on, however: A theme song that came on like gangbusters when it was introduced at company meetings.

And with this extraordinary reception came the realization that we would be missing a good bet if we didn't exploit the infectiousness of this tune. We also knew there would be no realistic way to elicit general public recognition and enthusiasm if we were to depend on television alone, since television simply does not permit enough frequency within a budget of our size to register familiarity with the melody.

We decided to combine Metropolitan's television spot announcements with a radio flight scheduled for the top 79 markets. It ran for five consecutive weeks with a frequency ranging from 100 spots per week in major markets to 50 spots a week in smaller markets.

After five weeks, we were so pleased with preliminary reports to success that we elected to repeat the same format in the spring of 1974. This time the TV commercial would be seen on ABC's *Wide World of Sports* plus prime-time scatter, and the radio version would be heard in a combination of network and 35 major spot markets. On network, we used CBS, NBC, ABC Information, Mutual and the Mutual Black Network with frequency similar to the previous campaign. And we added two new musical arrangements—folk and country. They were scheduled to fit station formats.

We varied the schedule by alternating the weeks. And something interesting happened. People were reporting that they heard the commercial during weeks we weren't even on the air. In other words, that happy "echo" phenomenon of radio was occurring. The message rings in the ears of many in your audience after they've turned off the radio—even days later.

Metropolitan Life has been out of radio for several years. Before our campaign, Radio Advertising Bureau officials had come to visit us. Curiously, they could not have known that in a few more months Metropolitan would develop a new corporate theme supported by music.



John M. Keavey, manager, advertising services, advertising department, Metropolitan Life Insurance Co., has been associated with Metropolitan Life since 1967. Mr. Keavey came to Metropolitan Life with over 15 years of experience in airline advertising. From 1962-1967 he served as the advertising manager of the Scandinavian Airlines System.

The next important contact we had with the radio industry was a test mutually financed by RAB, Metropolitan Life and Young & Rubicam. We wanted to find out how effective our coming radio campaign would be in partnership with TV commercials.

We had no doubts about the reach and frequency available to us through radio, but would the audience get the message? A control piece of copy—strictly a stand-up sales point recitation—was used to go with the new musical composition.

Here are some of the highlights of what we discovered in this September 1973 survey of 26,000 people: Gallup and Robinson has determined that a radio 60-second commercial develops an average recall of 8%. First we built a spot around a serious slice-of-life message we called "The Family." This developed a recall of 12%—50% better than average. Then we wanted to see whether a musical type of message would have better impact. And, in fact, it did: a 20% recall—150% better than average.

One of the key objectives of Metropolitan's advertising is to create a favorable atmosphere for the agent when he calls on a prospect. That is why we found this figure to be significant: Five percent of those who had been exposed to the message for four or five days reported a positive change in attitude toward the company.

Those of you who had reason to examine attitude studies will back me in saying that a movement of 5% in so short a time is indeed impressive, especially since the public already had a favorable attitude toward Metropolitan.

This was a gratifying response and gave us confidence in what we were planning. But what about the reactions of Metropolitan's sales force?

Metropolitan Life's market research unit surveyed a cross-section of the company's sales representatives and sales managers for their reaction to the whole advertising campaign. Radio, of course was part of the investigation. It became apparent that radio had helped substantially in furthering the recognition, memorability and acceptance of our new theme.

Two interesting developments: First, amazing to us, 55.4% said they were aware of Metropolitan's advertising through radio. And there was strong indication that our music was every bit as effective as we thought.

This past spring Y & R looked for a recognizable male voice that would be compatible with the contemporary spirit of our new modified-country version of the music. Don Criqui, the versatile sports broadcaster and commentator, was selected.

Metropolitan's expenditure on radio in 1975 will be about \$1 million. Bear in mind that Metropolitan Life field force has available to it a cooperative advertising program which reimburses 50% of the cost of local advertising to the sales representative within certain limitations.

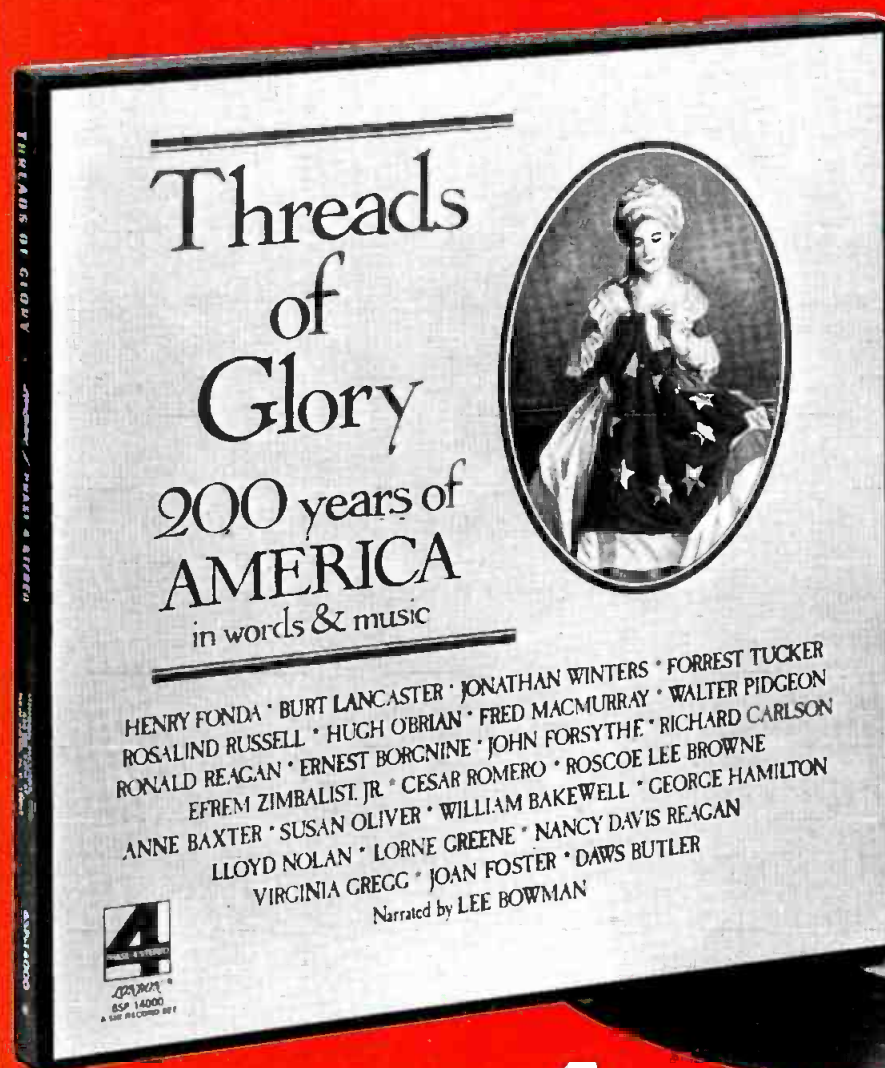
During the first four months of this year about 23% of those who use the co-op program invested it in radio. During this period, of the 1,770 sales representatives who advertised, 403 did so on radio. Metropolitan's advertising department sends a tape to a representative on request. This 45-second tape provides for a 15-second closing announcement tag, which carries the sales representative's local identification.

In late 1974, Columbia Records thought well enough of our theme music to issue a popular version with Christmas orientation called "The Children's Song of Hope." Its commercial success was modest, but of more interest to Metropolitan, it gave us another opportunity to merchandise our "Future is now" campaign to the all-important sales force.

Fifty-thousand samples were distributed to employees. Sales representatives bought additional copies at 50 cents each for use with prospects and customers. In the meantime, "The Children's Song of Hope" was being played on radio stations all over the country.

That's the Metropolitan Life radio experience. Just one company's way of capitalizing on the fact that there are 400 million radios out there—somebody's got to be listening.

Your search for bicentennial programming is over!...26 major Hollywood talents combine on a six record set to bring you 200 years of American History in words and music.



32 pg. Booklet Included

LONDON phase **4** stereo

6SP 14000
a six record set

AVAILABLE IMMEDIATELY: Contact Creative Services, London Records, Inc., 539 W. 25 St., N.Y.C. 10001 (212) 675-6060.

*Easily adaptable to 1/2 hour, 15 minute, 5 minute or 1 minute segments.

Is your August billing in the bank or on the books?

If you were a Media Payment Corporation client, August billing would be in the bank.

Why wait four, five or six frustrating months to collect your spot billing. You're losing hard-earned dollars. On collection and administrative overhead. On the dollar erosion of inflation. On cash that could be producing income right now. The longer you wait to collect, the greater your bad-debt losses will be!

You're losing valuable time and limiting your ability to plan cash and budget requirements. Extended and uncertain collection cycles

require sales and accounting follow-up.

With Media Payment Corporation, you won't have to work to catch-up. Our payments to you are predictable and dependable because they arrive on the same days each month, every month—whether or not we've collected. You can *bank on* our services.

Media Payment can begin solving your collection problem today. For more information, call or write Dennis E. Robich, Media Payment Corporation, 380 Madison Avenue, New York, New York 10017. (212) 953-1504.



Media Payment Corporation

Makes Dollars and Sense

Where Things Stand

Status report on major issues in electronic communications

Copyright 1975 Broadcasting Publications Inc. May be quoted with credit.

■ 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 continued progress in examining 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 were due last week at commission last Friday (Oct. 3); replies are due Nov. 16.

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. Meanwhile, commission has declared improper first of such agreements, between KTTV(TV) Los Angeles and National Association for Better Broadcasting. Commission said

licensee dealt away too much programming responsibility (BROADCASTING, Sept. 22).

■ **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 tomorrow (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). Wrap-up testimony by Barbara Ringer, register of copyright, was scheduled for last week but postponed to this week.

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

■ **Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

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 (although some have already been filed [BROADCASTING, Sept. 22]), replies deadline from Oct. 1 to Oct. 31. Commission is also considering EEO policy for cable.

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 and fairness doctrine. 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. Meanwhile, Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22).

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.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Several parties seeking refunds have

filed in U.S. Court of Claims (Case nos. 82-74 et al.). Briefs also 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).** U.S. Court of Appeals in Washington has remanded 11-year-old fight for Pasadena, Calif., frequency to FCC for "clarification" of decision awarding outlet to Western Broadcasting Corp. (Bob Hope and others). Court says commission resolved contest among seven applicants without explicit consideration of comparative factors listed in commission's policy statement on comparative hearings (BROADCASTING, Sept. 29).

■ **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 today (Oct. 2).

■ **License renewal legislation.** About 150 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 Radio Broadcasters Association (formerly National Association of FM Broadcasters) has as first priority drafting of radio-only renewal legislation (BROADCASTING, Sept. 22).

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.** Federal grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Rector for alleged failure to file income tax returns has been set to start Dec. 2 before U.S. District Judge Malcolm Lucas in Los Angeles. Group of Brunswick Record officials have been scheduled for trial Jan. 16, 1976, before District Judge Frederick D. Lacey in Newark, N.J. Trial dates for other defendants remain to be set.

'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



**You're only
HALF COVERED
in Nebraska...**

without Lincoln-Hastings-Kearney

- ☐ Check retail sales.
- ☐ Check the top station dominance, total survey area*:
55% Total Day Share, 56% Prime Time,
79% Late News, 55% Early Evening
- ☐ Check with Avery-Knodel.

*Source: ARB Feb.-Mar., 1975



The Top Stations

KOLN-TV
LINCOLN, NEBRASKA
1500 FT. TOWER

KGIN-TV
GRAND ISLAND, NEBRASKA
1069 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

KOLN-TV / KGIN-TV

Lincoln, Nebraska
1500 FT. TOWER

Grand Island, Nebraska
1069 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

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). Briefs have been filed with court (BROADCASTING, Sept. 29).

■ **Pole attachments.** Five-year-old controversy between cable TV industry and phone companies over pole rates has been settled, at least on interim basis. AT&T and National Cable Television Association have agreed to rate freeze until Jan. 1, 1979, in all states except California and Pennsylvania, where annual per-pole rates would rise from \$2.50 to \$3.25 (see story, this issue).

■ **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.** FCC has voted to change its administration of equal-time law. Political debates and press conferences by presidential and other candidates will be treated as "on-the-spot coverage of bona fide news events" exempt from equal-time requirements (BROADCASTING, Sept. 29). Also, Senator John Pastore's bill (S. 608) to exempt presidential and vice-presidential candidates from equal-time requirements has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Representative Torbert Macdonald (D-Mass.) has introduced bill (H.R. 5600) that echoes Mr. Pastore's but it would also provide that programs like *Meet the Press* be exempted from Section 315 and that spokesman from opposing party be given opportunity to reply to any partisan broadcast address by President. There will be more hearings on Pastore measure before action is taken; no hearings have been scheduled yet on Macdonald bill.

■ **Sports antiblackout.** House Communications Subcommittee has begun hearings on bill to make sports antiblackout law permanent (BROADCASTING, Sept. 29). Current law, which provides that baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV, expires Dec. 31. New bill, H.R. 9566, introduced by Subcommittee Chairman Torbert Macdonald

(D-Mass.), would also reduce the 72-hour cutoff to 24 hours for sellouts of postseason games.

■ **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-separa-

tion standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from Oct. 15 to Dec. 16, replies from Nov. 18 to Jan. 30, 1976.

■ **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 three years, if commission requires that as condition for approving sale. Stations involved are WMAL-AM-FM-TV Wash-

We've packaged our compact Criterion three different ways.

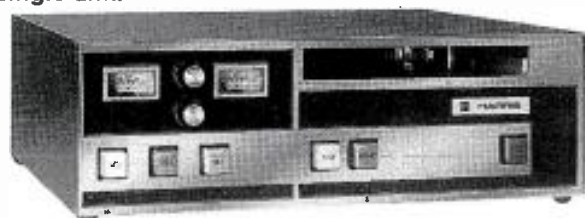
Criterion I ... only 8-1/2" wide.
Direct capstan drive comparable to the finest reel-to-reel machines.
Speed accuracy of 0.2%. 1, 2 or 3 cue signals available for automatic equipment. Handles A & B cartridges. Mount two units side by side in a standard 19" rack.

Criterion II ... offers both record and playback in a single unit.

Handles A, B and C cartridges. Fits in 7 inches of standard rack space.

Criterion III ... combines three playback decks in a single compact unit. One, two, or three decks may be operated at the same time, each feeding a different program input. Handles A & B cartridges. Mount twin playback units side by side in 12-1/4" rack space.

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

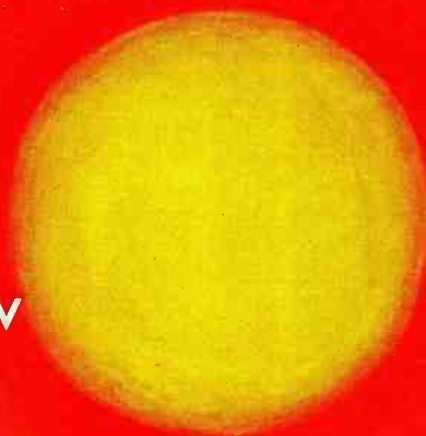


HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Harris...originators of the tape cartridge machine.



It is easier by far
to stand in the shadow
and be unseen...
than to stand
full square in the sun
and be judged.



We proudly congratulate the
RKO stations and personnel
whose professional achievements
have been judged and honored
in the 1975 Billboard Radio
Programming Forum competition.

Non-Music Personality of the Year
(Million-Plus Markets)
John Gambling, WOR, New York

Program Director of the Year, Top 40
(Million-Plus Markets)
*Michael Spears, KFRC-AM
San Francisco*

Program Director of the Year
Classical Music Station
*Mike Cuthbert, WGMS AM/FM
Washington, D.C.*

Station of the Year, Top 40
(Million-Plus Markets)
KFRC AM, San Francisco

Station of the Year, Non-Music
(Million-Plus Markets)
WOR, New York

Special Series, "Special of the Month"
RKO General Radio, Los Angeles



ington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C. Latest proposal for sale of Star and broadcast properties was filed as amendment to petition for waiver of crossownership rules Mr. Allbritton filed under old plan for deal. Hearings on waiver have

been suspended pending action on amendment (BROADCASTING, Sept. 29).

■ **WPXI(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station

and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw its application.

Datebook®

■ indicates new or revised listing

This week

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. Palais des Exposition, Geneva.

■ **Oct. 6-8—National Association of Broadcasters** television code review board meeting. NAB headquarters, Washington.

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. 8-9—National Association of Broadcasters** eighth annual AM directional antenna seminar. Cleveland Engineering and Scientific Center, Cleveland.

■ **Oct. 8-10—Indiana Broadcasters Association** fall convention. Dinner speakers will be Carl Stern, NBC radio and television newsmen. Other participants include former FCC Commissioner Lee Loevinger; Richard Shiben, chief of FCC's License Renewal and Transfer Division; John F. Strum, legal assistant to FCC Commissioner Charlotte Reid; Herbert W. Hobler, president of WHWH(AM) Princeton, N.J.; Dr. Barry Cole, Indiana University, and Patti Grace, director of community affairs, National Association of Broadcasters. 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 Com-

Major meetings

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. Fontainebleau 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. Statler-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 Radio Broadcasters Association 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

mission on Cable Television. Treadway Inn, Binghamton, N.Y.

Oct. 13-14—National Association of Broadcasters television executives' seminar. Riviera Hyatt House hotel, Atlanta.

Also in October

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 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. Previous deadline was Sept. 22. Deadline for replies was extended from Oct. 7 to Nov. 5. FCC, Washington.

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. 15—American Society of Composers, Authors and Publishers 10th annual Country Music Awards dinner. National Guard Armory, Sidco Drive, Nashville.

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

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

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

Some important news about the television networks

In the first three critical weeks of the new season ABC Television improved its prime time performance dramatically over last season.

The network's national share of audience increased 11%, while shares for the other two networks declined.

	ABC	Net.X	Net.Y
1974	28	34	33
1975	31	32	30
% Change	+ 11%	- 6%	- 9%

ABC's strength increased across the board with improved performance on *six out of seven nights of the week*.

This balanced strength indicates that ABC's performance will continue throughout the season.

To ABC this development is gratifying—but not surprising. The network's performance is the result of careful planning and a substantial investment in new product development.

The investment seeds are bearing fruit.

ABC Television Network 

Source: National Nielsen average audience estimates based on S.I.A. preliminary estimates, Monday-Sunday, prime time periods only each year. Three weeks ending Sunday, September 29, 1974, and three weeks ending Sunday, September 28, 1975. Data subject to qualifications which will be supplied on request.

Broadcast Engineers second annual regional convention. Holiday Inn, Hempstead, Long Island, N.Y. Information and exhibit space: Lyn Snyder, Box 182, Floral Park, N.Y., 11001; (212)347-2940.

■ **Oct. 20-22**—Meetings of affiliate advisory boards of **ABC Radio** network services (American Information, Entertainment, Contemporary and FM). Essex House, New York.

■ **Oct. 21**—**Connecticut Broadcasters Association** 20th annual meeting and fall convention. Assistant Secretary of Treasury Gerald Parsky will be featured speaker. Herman C. Rice, chairman of Nutmeg Broadcasting Co. will receive CBA Distinguished Service Award. 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, Milan 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**—FCC's deadline for comments on

"warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Sept. 26. FCC, Washington.

■ **Oct. 24**—FCC's new deadline for reply comments on inquiry into permitting use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Previous deadline was Sept. 19. FCC, Washington.

Oct. 24—**Society of Broadcast Engineers, Pittsburgh chapter**, regional convention. Howard Johnson motor lodge, Monroeville, Pa.

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

Oct. 25—**Massachusetts Student Broadcasters Association** second annual conference. Mount Wachusett Community College, Gardner, Mass. Contact: Hank Sennott, chairman, 3 Waverly Avenue, Newton, Mass. 02158; (617)332-7248.

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. 27**—**Pennsylvania Association of Broadcasters** sales and legal clinic. Penn Harris Motor Inn, Harrisburg.

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. 28-29—Seminar on "Inside Broadcasting: Working Effectively With Broadcasters," sponsored by **New York University** and **The Public Relations Society of America**. Biltmore hotel, New York.

■ **Oct. 30**—Comments due at FCC on proposed changes in program logging requirements. Replies are due Nov. 12. 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 Agencies** Central region annual meeting. Continental Plaza hotel, Chicago.

■ **Nov. 6-7**—**Practicing Law Institute** seminar on "Communication Law 1975" to investigate difficulties encountered by media and their legal advisers. Century Plaza hotel, Los Angeles.

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. 10-11—**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**—**National Association of Broadcasters** television executives' seminar. Monteleone hotel, New Orleans.

■ **Nov. 10-11**—**Virginia Cable Television Association** fall conference. Robert Schmidt, chairman, National Cable Television Association, and Fred Ford, past NCTA president, will be featured speakers. 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. 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.

Doubleday
Media
Offers

10,000w
WESTERN
DAYTIMER
\$465,000

Regional Managers

Bob Dolchau
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Conway Craig
512-824-5528
San Antonio

John R. Lego
214-233-4334
Dallas

Excellent terms, fine equipment, non-directional with land and building. Profitable but with high potential. Fulltime application pending. Call Bob Dalchau, collect 214-233-4334.



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

Some important news about the 70 market MNA's

In the first three critical weeks of the new season ABC Television captured first place in the 70 markets where all three networks compete.

ABC's share of prime time audience increased 10% in these markets. Shares for the other two networks declined.

MNA SHARES			
	ABC	Net.X	Net.Y
1974	29	32	32
1975	32	31	28
% Change	+10%	-3%	-12%

The network's strength was consistent. ABC was No. 1 in each of the three weeks.

It is also significant that the network's performance was broadly based. Audience increases were shown on *six out of seven nights of the week*.

This balanced strength indicates that ABC's performance will continue throughout the season.

The network takes this occasion to thank its entire affiliate family for their role in our mutual success.

ABC Television Network 

Source: Nielsen Multi-Network Area average audience estimates based on MNA preliminary estimates, Monday-Sunday, prime time periods only each year. Three weeks ending Sunday, September 29, 1974 and three weeks ending Sunday, September 28, 1975. Data subject to qualifications which will be supplied upon request.

Open Mike®

Beyond nuts and bolts

EDITOR: Recent letters criticizing the content of required curricula in colleges and universities miss the point of higher education. Vocational training is only one of a university's obligations. A more important one is the preparation of students for participation and leadership in a democratic society. This role is especially crucial in the education of incipient broadcasters, who, by the nature of their profession, will be more influential than average citizens.

My ideal curriculum for broadcasters would be patterned after the present structure of education for the law—an approach already adopted by the best schools of journalism. No student would be accepted without prior satisfactory completion of at least two years of liberal arts, and the vocational courses would stress professional ethics and the societal impact of communication at least as much as the "nuts and bolts" of broadcasting technique.—*Wayne C. Patterson, manager, KSMU(FM) Southwest Missouri State University, Springfield, Mo.*

EDITOR: I was very interested in the letters concerning college and university training courses ("Open Mike," Sept. 1).

I agree with Mr. Kernan that most young broadcasters will enter the profession via the small-station route at very modest salary levels. I also agree that many instructors of college and university courses approach their work with their heads in the clouds as to the practical value of their program to the student.

If broadcast educators would recognize the value of a practical, realistic approach to training there would be more of the exceptionally talented students, who are needed in the industry, prepared to face the often discouraging time between education and first job opportunity.

On the other hand, the industry needs to be less critical of academic broadcast training and more helpful in an advisory way, and through offering assistance such as visiting instructors and making their facilities more available for on-the-job and apprentice-type training programs to enable students to work in actual broadcast situations. Also financial aid and equipment grants are always appreciated in the usually financially starved academic situation.—*Kay Wilkins, communications department, Ricks College, Rexburg, Idaho.*

EDITOR: In the past several months you have reported on two surveys with a generally negative result for broadcast education at the college level. One of them was by Fred Jacobs of Michigan State University [BROADCASTING, Dec. 2, 1974]. More recently you ran a story on a survey con-

ducted by Darrell E. Wibble at Ball State, in Muncie, Ind. [BROADCASTING, Aug. 18].

Our own experiences with departmental graduates don't agree with the results of these surveys. Of course, our people do have both theoretical and practical training, on the university's 50 kw stereo FM station, and its channel 8 television station. Our faculty has a great number of years in commercial broadcasting, as well as academic credentials. We do offer material on resume writing, applying for jobs and interviewing. And we do offer employment service on a continuing basis, at graduation and after. Probably these factors are among the reasons that 63.58% of all the people who graduated from SIUC between June 1951 and June 1974 are currently employed in broadcasting or an allied field—and are employed by some of the outstanding firms in the business.—*Charles T. Lynch, chairman, department of radio-television, Southern Illinois University at Carbondale.*

Before and after

EDITOR: Am shocked and appalled—and not only that but I am angry, too—at your publication's continuing policy of excluding my reviews of the new season from your review of the reviews. This is my favorite part of your magazine and I look forward to reading your excerpts. It tells a critic what was significant in all the thousands of words he writes.—*Marvin Kitman, Newsday, Long Island, N.Y., September 1974.*

EDITOR: BROADCASTING's review of the reviewers [Sept. 22] is an outrage. It completely takes out of context what the reviewer said. There is a medical term for this kind of operation: contextectomy. There is no known cure for this media disease, short of reprinting the complete review.—*Marvin Kitman, Newsday, Long Island, N.Y., September 1975.*

Local news latecomers

EDITOR: As a former newsmen, I have a great interest in journalism in all media. The report on local news coverage [Aug. 25] proves once again that some of the best stories are in the reporter's own backyard. I'm pleased to see that local television news people are getting those stories.—*Alan Cranston (D-Calif.), U.S. Senate, Washington.*

EDITOR: I was particularly impressed by the assessments made by your magazine about utilization of technical developments in the medium.—*David L. Boren, governor, Oklahoma City, Okla.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Taishoff, *assistant treasurer*.

Broadcasting® TELEVISION®

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Television building
1735 O'Sales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Joseph A. Esser, Pat Thach, Jonathan Tourtellot, *assistant editors*.
Mark Harrod, Randall Moskop, Jay Rubin, *staff writers*.
Barbara Chase, Linda Gimourginas (editor's office), Mark Miller, Donna Wyckoff, *editorial assistants*.

BUSINESS

Maury Long, *vice president*.
David N. Whitcombe, *director of marketing*.
Doris Kelly, *secretary*.

ADVERTISING

Winfield R. Levi, *general sales manager (New York)*.
John Andre, *sales manager—equipment and engineering (Washington)*.
David Berlyn, *Eastern sales manager (New York)*.
Ruth Lindstrom, *account supervisor (New York)*.
Bill Merritt, *Western sales manager (Hollywood)*.
Lynda Dorman, *classified advertising manager*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Lucille O. Paulis, Odell Jackson, Patricia Johnson, Gregg Kapicky.

PRODUCTION

Harry Stevens, *production manager*.
Joanna Mieso.

ADMINISTRATION

Irving C. Miller, *business manager*.
Lynda Dorman, *secretary to the publisher*.
Philippe E. Boucher, Gloria Nelson.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, *chief correspondent*.
Rocco Famighetti, *senior editor*.
John M. Oempsey, *assistant editor*.
Joanne Ostrow, *staff writer*.
Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Ruth Lindstrom, *account supervisor*.
Harriette Weinberg, Susan Haq, *advertising assistants*.
Hollywood: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior correspondent*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

Broadcasting® magazine was founded in 1931 by Broadcasting Publications Inc., using the title Broadcasting®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933, Telecast® in 1953 and Television in 1961. Broadcasting-Television® was introduced in 1946.



* Reg. U.S. Patent Office.
© 1975 by Broadcasting Publications Inc.

Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.

Closed Circuit.

Insider report: behind the scene, before the fact

Looser cable control?

President Ford's policy of government de-regulation of industry is now being focused on cable television. White House unit charged with implementing policy, Domestic Council's group on regulatory reform, plans meetings beginning Oct. 9 with representatives of cable, broadcasting and movie industries; theater owners may be called in too. Basis of discussion will be proposed cable legislation drafted by Office of Telecommunications Policy—its thrust is to remove cable largely from FCC jurisdiction—and proposal by Justice Department to free cable from FCC restrictions on distant-signal importation and, possibly, on pay cable operations. White House has conferred with Hill on matter; House Commerce Committee is expected to hold hearings on cable legislation in January.

Meanwhile, cable television bill drafted by FCC's Cable Television Bureau is expected to be considered soon, and is sure to stir controversy. Some commissioners, chairman's office and general counsel's office are said to feel proposal would give commission excessive power over cable industry.

Earlier execution

Decision to fold Television News Inc. Oct. 31 (see page 49) was accelerated by desire of Joseph Coors, TVN angel, to dispose of apparent conflict between his TVN role and his nomination to board of Corporation for Public Broadcasting. If not for CPB problem, which is factor in his confirmation hang-up at Senate Commerce Committee, decision on TVN future would have been put off to end of year, those close to operation say. Odds favored shutdown then, absent remarkable turn-around in TVN fortune. Word is that TVN lost \$8.5-\$10 million in its two-and-a-half year existence.

In the dark

FCC this week returns to government-in-sunshine issue, but betting is that commission will not get out in front of Congress and latter's work on sunshine legislation. There seems to be little sentiment at commission even for experiment in conducting its meetings publicly. When commission last discussed matter, before August recess, principal support for open meetings was expressed by Commissioner Glen O. Robinson, who had offered some proposals. Commissioner Benjamin L. Hooks also backed concept. But after that, nothing. Commissioners expressed concern about inhibiting effect they felt presence of

public would have on what they now consider are frank and worthwhile exchanges among staff members and commissioners. If there has been shift in opinion since then, it has not been detected.

Pioneering pays off

Scientific-Atlanta, early bird in satellite earth-station manufacture, is reaping appropriate reward. Even before first pay cable gear was installed for last week's inaugural service (story page 26) it had begun developing worldwide business (continental U.S., Alaska, Southeast Asia, Africa). In fact, says President Sid Topol, one-third of company's \$41-million revenue in fiscal 1975 came from satellite field. He's anticipating 1976 revenue increase on order of 30%, with satellites major contributor.

Mr. Topol hosted own experimental earth station pickup of Ali-Frazier fight last week in company's Atlanta headquarters, with 100 guests, including delegates to Southern Cable Television Association meeting. Quality of satellite relay from Manila was termed variously as "excellent" and "remarkable."

Sign of the times

Film has been abandoned by television networks as medium for coverage of President's trips. NBC, last of three to go all-electronic (ENG) all the time, did so after attempt on Mr. Ford's life by Lynette Fromme in Sacramento, Calif. Network officials say development is logical progression of ENG advances, although they'll concede heightened concern over presidential safety emphasized need for capability for live or tape coverage.

And even ENG didn't protect CBS totally in later attempt on President's life in San Francisco. Its Ikegami unit was turned off as crew left hotel (to conserve batteries) and door had slammed on President's limousine before camera came up to power (it takes 10 seconds). Day was saved by film camera from affiliate KPX(TV), stationed across street.

Test of strength

In some areas of FCC, agency's Cable Television Bureau is getting reputation of having unduly expansive view of agency's authority over cable industry. That was evident last week in debate over bureau's draft of notice of inquiry and rulemaking aimed at establishing equal employment opportunity guidelines for cable television. General counsel's office and some commissioners, notably Glen O.

Robinson, had serious reservations about commission's authority to adopt such rules, even though commission adopted some EEO rules for cable in 1972. Commissioner Robinson, in fact, feels bureau's approach in general reflects view that commission has plenary power over cable equal to that over broadcasting. He disagrees.

Bureau also came in for criticism last week from Chairman Richard E. Wiley and others for presenting proposed EEO package they felt was tougher than one commission issued for broadcasting. Upshot was that bureau will redraft item to make it "track" broadcasting guidelines and add provision asking for comment on question of jurisdiction.

Prodders

House Judiciary Subcommittee on Administrative Law and Governmental Relations, new this year to ranks of agency-watchdog panels with sights on regulatory reform, plans hearings in early November on causes and cures of regulatory delay. Among agency heads it plans to call is FCC Chairman Richard Wiley. Representative Walter Flowers (D-Ala.) is subcommittee chairman.

Before beginning that, however, subcommittee plans hearings on legislation that would permit Congress to veto agency rulemakings within two months after rules are voted. Bills in that vein have been introduced by Representatives Elliott Levitas (D-Ga.) and Del Clawson (R-Calif.).

Border dispute

Canadian prerelease of television network shows seen in U.S. is causing problems within FCC as well as for stations in northern U.S. concerned about being scooped on *All in the Family*, etc. Commission, in response to petition by ABC, is considering issuing notice of inquiry. Notice would assert that commission has authority to stop U.S. producers from making material available to Canadians before U.S. networks air it. But, in its present form, it would also ask for comment on that point and on whether authority should be used, as well as for comment on alternative approaches to problem.

Some commission officials doubt that commission has authority. In fact some think statute to be cited—on which commission relied last year to order Time Sales Inc. to stop providing recorded programming to Tijuana, Mexico, FM stations, in matter not yet fully resolved (BROADCASTING, Sept. 2)—is unconstitutional.

The Week in Brief

FAMILY PROBLEMS □ *Neilsen's first demographics for the fall season reflect a 7% increase in young viewers during the family hour. But there's a 6% loss in adults in the same time. PAGE 24.*

HBO'S BIG DAY □ *The first pay-cable satellite feed to systems in Florida and Mississippi is inaugurated. And its success has its backers thinking in terms of even greater horizons. PAGE 26.*

NO MORE, PLEASE □ *Licensees filing comments on the FCC's proposed changes in its requirements for reporting on ownership say the alterations mean one thing: A lot more unnecessary work. PAGE 31.*

AND NO LESS □ *Comments on the FCC's idea to restrict the number of station licenses allowed in one state to four say in essence that the formula makes no sense. PAGE 32.*

MILESTONE □ *The first black-owned television station, WGPR-TV Detroit, is switched on. PAGE 32.*

TWO DOWN □ *The FCC revokes the second radio license of Richard Eaton's within a month: WFAB Miami, for fraudulent billing. PAGE 32.*

LET'S GET TOGETHER □ *House Communications Subcommittee Chairman Macdonald blasts government agencies, particularly OTP, for failing to come up with coherent policy on telecommunications technology. PAGE 33.*

ON THE OTHER HAND □ *The FCC a month ago threw out the first of the citizen-broadcaster agreements, but it didn't mean they were all meaningless. Last week it set for hearing the license of a Gary, Ind., AM for allegedly not living up to a citizen pact. PAGE 34.*

ANAGRAMS □ *There are over 35,000 possible combinations of call letters and each station has its own reason for choosing a call. A look at some of the oldest*

and newest thinking in the great call-letter game. PAGE 37.

MIDNIGHTING □ *Final touches are put on the new NBC Saturday Night, late-night, 90-minute comedy-variety series that is to be of 'the quality of the old Sid Caesar' shows. PAGE 43.*

STEADY COURSE □ *The FCC turns aside a NOW-Chisholm request to hold up on its new stance on equal time. PAGE 48.*

COLLAPSE □ *Television News Inc., formed as an alternative to network journalism, will drop its domestic news feeds as financial losses mount. Impact on TVN director Joseph Coors's chances for confirmation to CPB board is unclear. PAGE 49.*

MOVING ALONG □ *Massachusetts Attorney General Bellotti's petition to FCC to stop OTC drug advertising on TV before 9 p.m. picks up supporters and detractors. PAGE 52.*

LOWERED SIGHTS □ *ABC revises earlier predictions of lower profits in the third quarter. Now it's no profits. PAGE 53.*

POLES APART NO MORE □ *The compromise on the pole attachment rates gets a stamp of approval from AT&T, NCTA and especially from FCC Chairman Wiley who is happy that the commission did not have to turn enforcer. PAGE 57.*

STATE LEVEL □ *Massachusetts's new cable regulator, Anthony Oettinger, talks about the problems of dealing with CATV and a miniscule budget. PAGE 58.*

INCADENCE □ *Fresh out of the Army, Major Reed Miller arrived on the Washington scene in 1945. And, in the ensuing three decades, the new president of the FCBA has kept in step with the changes in communications law. PAGE 73.*

Index to departments	Changing Hands..... 36	Finance..... 53	Playlist..... 51
Broadcast Advertising..... 52	Closed Circuit..... 21	For the Record..... 61	Profile..... 73
Broadcast Journalism..... 48	Datebook..... 16	Media..... 31	Programing..... 43
Business Briefly..... 5	Editorials..... 74	Monday Memo..... 8	Top of the Week..... 24
Cablecasting..... 57	Fates & Fortunes..... 59	Open Mike..... 20	Where Things Stand..... 11

Ever since LOVEWORDS was launched on KRLD, Dallas back in March of '73, it has been helping both AM and FM stations *become* NUMBER ONE, *stay* NUMBER ONE, or sound that way. That's fact.

Obviously, some stations programming LOVEWORDS aren't NUMBER ONE. (EVERYONE can't be NUMBER ONE, you know). They could be NUMBER ONE in good music; even TWO or THREE, but successful. Because they sound like NUMBER ONE.

What is LOVEWORDS? It's real people saying real things about love, faith, friendship, brotherhood. Its function is to create an emotional bridge between your station and its listeners, those you already have and those you hope to add in the next rating book.

Because you sound like NUMBER ONE.

LOVEWORDS may not be "right" for your station or vice versa. The best way to find out if we're meant for each other is to let us know what kind of radio station you have and ask for a copy of our LOVEWORDS presentation tape, produced in cooperation with KOSI-AM/FM, Denver. Write or call collect.

**Lovewords may
not make your
radio station
number one—but
it sure will make it
sound that way.**



... REAL PEOPLE SAYING
REAL THINGS ABOUT LOVE,
AND OTHER THINGS...



O'Connor Creative Services
Box 8888, Universal City
California 91608
(213) 769-3500

Top of the Week

Family hour: Viewing up for young, off for adults

That is the indication from Nielsen's first demographics for the new fall schedule; however, six of the top-20 are shows in 8-9 p.m. slot

Family-viewing time appears to be attracting big chunks of children but turning off even bigger chunks of adults. These are the preliminary indications gathered by various researchers from Nielsen's first demographic breakdowns of the new fall season.

For the first two weeks of the 1975-76 season (Sept. 8-21), total adult viewing in the 8 to 9 p.m. (NYT) time period reached a 12.1 rating, which factors out to a 6% decline from the 12.9 total-adult rating for the comparable period in 1974.

Conversely, the rating for young viewers (from 2 to 17 years old) jumped 4% in the first two weeks of family hour, from an over-all 12.1 rating in 1974 to a 12.6 rating in 1975.

When he was read these figures, Marvin Antonowsky, NBC's vice president for programming, said, "To some extent, adults are rejecting the programming in family hour." But he then went on to issue a warning that the first two weeks of the season are very volatile and that it will take a while yet before any long-range conclusions about family-hour viewing patterns can be drawn.

But in the short range the patterns are evident. There has been a 7% drop-off in adult men in the family-viewing hours (from an 11.7 rating in 1974 to a 10.9 rating in 1975) and a 6% downturn among adult women in family hour (from a 13.9 rating in 1974 to a 13.1 rating in 1975).

On the other hand, the figures show a 7% jump in family-hour viewing by teen-agers (the 10.8 rating in 1974 climbed to an 11.6 rating in 1975) and a 3% family-hour gain among children 2 to 11 (a 12.9 rating last year moved up to a 13.3 rating in 1975).

More teen-agers were also watching television post-family hours (9 to 11 p.m.), the increase adding up to a huge

14% (a 10.2 rating in 1974 ballooning to an 11.6 rating in 1975).

And, what could be even more significant, the level of viewing among children 2 to 11 remained the same in the post-family 9-to-11 period, a 7.4 rating both this year and last year, possibly indicating that parents haven't got the message that there's a family hour this year, and that it ends at 9 o'clock. In general, said CBS's vice president for program practices, Tom Swafford, last week, "audience response, pro or con, to family hour has been virtually zero."

The drop-off in family-hour adult viewing, however, hasn't had any effect on individual shows that have broad appeal. For example, the most popular show among adults 18 to 49 is ABC's 8 o'clock Sunday adventure series, *The Six Million Dollar Man*, which logged a huge 24.3 rating in that demographic category in its first two weeks.

Six other family-hour shows figure among the top-20 in the adults-18-to-49 category. They are: *Phyllis*, in ninth place with a 16.7 rating; *Rhoda*, in 11th place with a 15.6; *When Things Were Rotten*, in 12th place with a 15.5 rating; *Welcome Back, Kotter*, in 16th place with a 14.7; *Sanford and Son*, in 18th place with a 14.4; and *Good Times*, tied for 19th with a 14.2.

And, among women 18 to 49, four of the top-10 shows, and nine of the top 20, are scheduled in family hour. In order, they are: *The Six Million Dollar Man* (third place, 24.2 rating), *Rhoda* and *Phyllis* (tied for sixth, each with a 20.7 rating), *Welcome Back Kotter* (10th, 16.5), *M*A*S*H* (twelfth, 16.3), *Happy Days* (14th, 16.0), *Good Times* (also 14th, 16.0), *When Things Were Rotten* (17th, 15.9) and *The Waltons* (18th, 15.7).

Many of these same titles turn up among men 18 to 49, with *The Six Million Dollar Man* leading the way as the number one show in this category (24.4 rating). Five other shows have made their way into the top-20 among men 18 to 49: *When Things Were Rotten* (10th, 15.0 rating), *Sanford and Son* (14th, 13.5 rating), *On the Rocks* (15th, 13.2), *Saturday Night Live With Howard Cosell* (17th, 12.9) and *Welcome Back Kotter* (19th, 12.8).

However, despite the popularity of these specific titles, observers were speculating that if the loss of adult viewing in family hour continues into the fourth quarter, the January replacements for the fall failures could feature a heavy emphasis on comedy: except for *The Six Million Dollar Man*, *The Waltons* and

Saturday Night Live With Howard Cosell (a variety hour that includes a number of comedy elements), situation comedies are the only format that's attracting the large numbers of sponsor-sought-after adults 18 to 49 in family hour.

Still no clear fix on new season: Five nights remain up for grabs; CBS has lack on Monday, NBC on Friday; ABC's holding to second place on basis of first three weeks; third week alone is tie

The weekly prime-time national Nielsens are taking on the appearance of a fever chart, with so many ups and downs that five nights must still be considered fair game.

Monday and Friday look clear-cut. Monday is firmly in the grip of CBS, with the move of *All in the Family* and the advent of *Phyllis*, the runaway-hit new show of the year, making impregnable an already strong CBS Monday line-up from last season. Friday's NBC schedule, which remains unchanged from last year when it ran away from its rivals, appears to be holding firm again this year despite stronger competition.

But no clear leader has emerged on Tuesday, Wednesday, Thursday, Saturday and Sunday.

The three-network season-to-date national Nielsens (Sept. 8-28, 1975) give CBS the lead with an 18.6 rating (down 8% from last year's comparable 20.3 rating), ABC second place with a 17.9 rating (up 6% from its 16.9 rating in 1974), and NBC a strong third at 17.5 (compared to 1974's 19.9 rating, a drop of 12%).

The party line of CBS's programmers is that they're still number one and that, despite more weak spots than CBS is accustomed to, they're readying some time-slot shifts and second-season replacements that will keep them in first place. CBS confirmed last week that its first switch will involve an exchange of time slots between *Beacon Hill* (Tuesday, 10-11 p.m., NYT) and *Kate McShane* (Wednesday, 10-11 p.m.).

ABC's programmers were boasting about the virtual three-way tie that occurred in the third week of national Nielsens (Sept. 22-28) and the fact that two of the three sitcoms ABC introduced this year—*When Things Were Rotten* and *On the Rocks*—may be stabilizing in the 30-31 share range, which would guarantee their renewal for second season. ABC's first bit of tinkering takes place tonight (Oct. 6) in Chicago, when *Mobile One* (Friday, 8-9

p.m.) moves into *Barbary Coast's* time period (Monday 8-9 p.m.), and vice versa, for two weeks. These are two of ABC's lowest-rated series, and if they improve in their new Chicago settings, the shows could swap time periods nationally before the month is out.

NBC sources say the big prime-time story so far is "the end of CBS's dominance," based partly on the fact that six of CBS's new shows are mired in the kind of ratings trouble that spells mid-season cancellation. The six are *Three for the Road*, *Big Eddie*, *Beacon Hill*, *Kate McShane*, *Doc and Joe and Sons*. These sources were citing the numbers for the third week, NBC's best week of the season so far, and the solid gains made during that week by *Movin' On*, *Police Story*, *Doctors Hospital* and *Petrocelli* over their previous two outings. In the fourth week, however, all four of these shows fell off, with only *Police Story* maintaining that 30 share which usually proves the cut-off point for survival. NBC also officially announced that two sitcoms would replace the canceled Thursday (8-9 p.m.) comedies *The Montefuscos* and *Fay: Tandem Productions' Grady*, a spinoff of *Sanford and Son*, and Playboy Productions' *The Cop and the Kid*.

The Montefuscos and *Fay* will go on for the last time on Oct. 23 and after five weeks' worth of specials (among them variety hours starring Dick Van Dyke, McLean Stevenson and Mac Davis, all of which will be looked on as pilots of potential weekly series), the new sitcoms will bow Dec. 4.

A pick-up in TV watching

Adults are spending almost an hour per day more with the media than they did five years ago, with television garnering 71% of the increase time; radio, 29%; magazines holding even and newspapers suffering a decline.

These results emerged from a comparison of studies made in 1970 and 1975 for the Television Bureau of Advertising by R. H. Bruskine Associates, Brunswick, N.J. The studies showed that in 1970 television captured 48% of the adults' share of media time and this figure rose to 52% this year. Figures for other media: radio held to 32% for both years; newspapers fell to 9% from 12% and magazines dipped to 6% from 7%.

TVB said an analysis of the figures showed a consistent pattern in various demographic breakouts: The share of media time among college-educated and those earning \$15,000 per year or more increased for TV; held even for radio and dropped for newspapers and magazines.

Roger D. Rice, TVB president, said the studies document what advertisers already know, pointing out that "business recognizes this growing influence by making television the fastest growing advertising medium in 1975."

Sleeper. Broadcast industry eyes began to focus last week on what at first seemed an innocent FCC rulemaking regarding program logging. At least one observer said the suggested changes could "undermine the whole system of automated logging."

Automatic processes now are handled in two ways. A station may either tape its entire broadcast day and transcribe daily program logs only on request of the commission. Or it may choose to use a computerized system which prints out daily program logs automatically. Stations in the first category would be affected by the proposed rulemaking. The commission has invited comments on whether they should be required to transcribe the data into legible logs within 24 hours of the last entry of the broadcast day (comments are due Oct. 30.)

According to commission staff, there is no reason why all stations should be exempt from daily logs. And with only a tape recording, they point out, there is no record of such information as programming sources. The staff members say the commission, through comments, hopes to learn how many stations use each type of logging; they estimate that some 1,300 stations use one type or the other.

One Washington attorney estimated that it would take six to eight hours for an experienced person to do the transcribing that might be called for under the FCC proposal. But a commission staffer indicated that might not be necessary; he said that if a station's prepared schedule can be certified, that could be used instead. The attorney, however, countered by saying that schedules are often not followed.

Wiley, Robinson worry about FCC actions that step on toes of First Amendment

FCC Chairman Richard E. Wiley and Commissioner Glen O. Robinson both expressed concern last week about government intrusion in the area of program content. But to Commissioner Robinson, the problem is a growing one that results from pressures to act. And the solution, he feels, lies in the public's rethinking of the commission's role as a regulator.

Chairman Wiley, in a speech to the Ohio Association of Broadcasters, in Columbus, came down hard on the U.S. appeals court decisions ruling against the commission's refusal to interfere in program-format changes made by broadcasters. The court, he said, had "thrown a monkey wrench into the machinery of broadcast enterprise" and had raised "serious and substantial First Amendment questions."

The chairman said that the selection of entertainment formats "is a classic example of a circumstance where, in most instances, government controls can be put aside and free-market forces allowed to operate." He and his colleagues on the commission, he added, have no desire to serve as "a national arbiter of entertainment tastes."

Chairman Wiley also called the court's actions self-defeating—broadcasters will be unwilling to experiment with new or specialized formats if they fear they will be "locked in" to them by government fiat even if they prove unprofitable, or at a minimum, be obliged to endure a time-consuming and costly hearing in order to "prove" another change would meet the court's standards of the public interest.

Commissioner Robinson also cited the

court's decisions in format-change cases. But, in a speech at Wayne State University, in Detroit, he mentioned other matters as well, and the public pressures that produced them—the commission's efforts to persuade broadcasters to reduce the number of commercials in children's programming and to increase the amount of programming aimed at children, the "family hour" adopted by the industry at the urging of Chairman Wiley, and the crackdown on obscenity and indecency in broadcasting.

"I am becoming increasingly disturbed by the pattern of regulatory intervention which these actions and others that have been urged by various segments of the public, may foreshadow," he said. "I am particularly troubled by the prospect that the FCC may be institutionally incapable of resisting further pressures toward increased direct control of programming."

Nor were those the only matters of concern to him. He also cited the commission's prime-time access rule—to which he dissented. He said it was a result of a "legitimate" concern over network power that tended to obscure "what should be an equal concern for government dictation of programming."

But it was what he regards as the ad hoc invasion of First Amendment rights that most troubled the commissioner—the redrawing of the line separating the permissible from the impermissible "so as to accommodate expansive and expanding regulatory power," as each new problem arises.

The solution, he feels, lies in public, not simply bureaucratic, attitudes. "What is needed, I believe, is nothing less than a fundamental rethinking of the proper, limited role of government regulation, particularly in this most vitally sensitive area which affects the free speech interests of all of us." If there is an ultimate solution, he said, it is to be found "in a new public conception of the importance of freedom from government officiousness, however well intended."

Bird is in hand for pay cable

Satellite service is introduced as venturers forecast joint use of earth stations for broadcast, cable and data communications; all goes well on Ali-Frazier transmission from Manila

The potential for satellite networking was translated into actuality last week as Home Box Office Inc. initiated the first pay-cable satellite feed to UA-Columbia Cablevision's systems at Fort Pierce-Vero Beach, Fla., and to American Television & Communications' system at Jackson, Miss.

The cable-satellite tie-in was shown to work and work well. Topping off the inaugural feed was the Ali-Frazier fight brought live from the Philippines to the cable homes in Florida and Mississippi over a 92,500-mile path.

The technology that was put into action had been available for some years, but it was RCA's reduced tariff agreement with HBO for satellite time and Scientific-Atlanta's provision of earth stations at \$65,000 each that fitted the pieces together.

Initial customer response to the new satellite network was said to be good. UA-Columbia's two systems in Florida account for close to 20,000 cable subscribers. All regular customers were given the HBO service free for a two-week trial period, but even before the first HBO telecast some 2,500 homes indicated they would buy the service at an additional \$8.00 a month. In the two Florida systems where nearly 80% of all homes are passed by the cable, UA President Bob Rosencrans expects 30-35% pay penetration.

In Jackson, AT&C has about a 27% cable saturation with 5,000 regular subscribers. But already 1,000 have placed orders for the pay service at an additional \$6.95 per month, where a two-week trial period was also offered.

Where will it go from there? Predictions range from 35 to 75 earth stations becoming operational by the end of 1976. The number of pay subscribers is expected to accordingly double. HBO, which now serves 200,000 pay subscribers in the Northeast via terrestrial microwave, expects that number to grow to 250,000 by the end of this year and double by the end of the next.

There are those who see the use of satellite feeds extending well beyond pay cable. "Satellites should revitalize live events on television," said Jerry Levin, HBO president, on broadcast TV as well as cable. Indeed the sharing of earth stations by cable operators and broadcasters is a technical possibility that promises economic advantages.

A single earth station, like the 10-meter receive-only antenna manufactured by S-A and used at Fort Pierce and Jackson,

sells for \$65,000. Cable operators now employ receive equipment to translate only two transponders or channels from the satellite, to provide HBO programming plus a backup channel. That same earth station, however, has the capability to receive all channels transmitted from a single satellite. For an additional \$15,000, receive equipment can be added to the existing down converter unit to bring in more channels, including broadcast signals.

As Robert Button, co-founder of Transcommunication Corp., a consultant on satellite service, pointed out, why should broadcasters—especially public broadcasters who are now looking at bids for earth stations—lay out \$65,000 for one of their own when they could share an earth station put up by a cable operator at much less cost, as long as the programming is transmitted on the same satellite?

Irving Kahn, cable entrepreneur who for some time has pointed to the cable-satellite tie-in, sees huge economies in the combined use of satellites for pay-cable operations, broadcast programming and data communications—all sent from the same satellite and received on a single earth station. Once earth stations are emplaced in all of the top-100 markets, said Mr. Kahn, there will be a real alternative to present broadcast networks. Indeed the optimists last week were saying that earth station owners of the future will control the communications conduits into a community.

The earth station market is expected to open wider if the FCC permits the use of smaller antennas—which are less costly to build. Ken Gunter, vice president of UA-Columbia, believes a five- or six-meter dish may be feasible without introducing problems in positioning satellites. (The smaller the dish the farther apart satellites must be positioned to prevent interference.) The FCC has set up a finite number of satellite positions available on the equatorial plane—a location necessary if the satellite is to be received without tracking capability on the ground. Some feel the commission's standards for 10-meter dishes are overly protective and in time will be relaxed.

Everyone, including Mr. Levin, expects competition to develop in satellite networking. And that would be "healthy," said Mr. Kahn, since there's room for competition. HBO hopes to stake out a position as a diversified source of movies, sports, special events, children's and instructional programs.

Richard Shively, president of Telesis Corp., which has announced plans to build a statewide network in Indiana (BROADCASTING, Sept. 22), suggested that regional satellite networks may be the next step. According to Mr. Shively, the movie package of HBO is fine, but sports programming may receive greater audience approval if packaged on a regional or statewide basis. It's feasible, said Mr. Shively, to offer cable subscribers several services—for example, basic cable plus HBO or basic plus HBO plus a regional sports service.

The transmission path of last Tuesday's inaugural satellite service began at Manila in the Philippines, transmitted up to Intelsat IV and across the Pacific to California where the Intelsat receive station is located. From there the signal went across the country via AT&T long lines to Home Box Office headquarters in New York. (Theoretically, the signal could have been transferred directly to the RCA transmit station on the West Coast and sent across the country via satellite, but FCC regulations forbid an international satellite receive point to interface with a domestic receive circuit.) From HBO the signal went via microwave to Valley Forge, Pa., site of RCA's transmit station and then up to the Westar satellite on which RCA presently leases transponders from Western Union. That signal was picked up directly at the earth stations at Jackson and Fort Pierce and in the latter case sent 15 miles over to Vero Beach in one microwave hop.

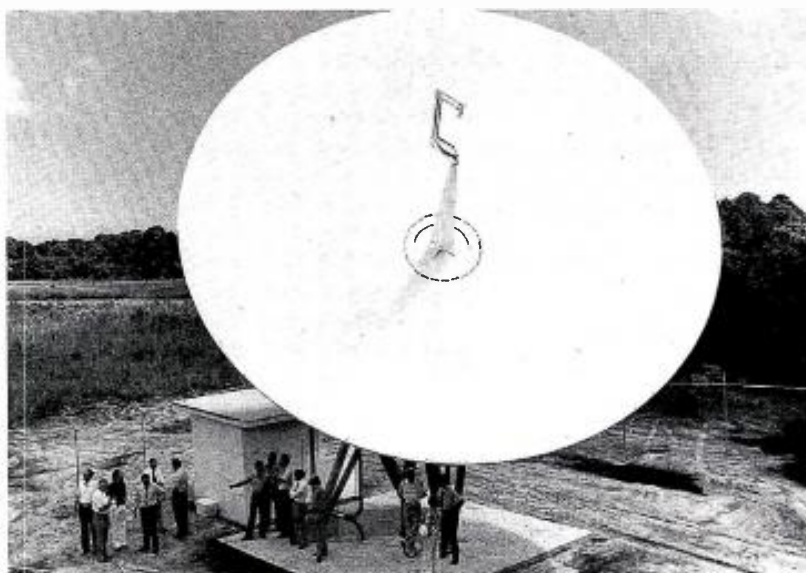
The use of the satellite for program distribution is made possible by a favorable tariff set by RCA for HBO in its developmental stages. For the first three months of service, rates are \$75,000 per month for two channels, 12 hours a day. (The regular RCA tariff for video transponder time on a full-time basis costs \$60,000 a month for one channel for a 10-hour day.) Not until the third year would rates become compensatory, explained Harold Rice of RCA. A total of \$9.6 million would be paid by HBO to RCA over the initial 75-month service period with rates reaching \$1,914,000 (annually) by the sixth year.

RCA intends to put its own satellite up by Dec. 11, with commercial operation beginning sometime toward the end of January. The 24-transponder bird will make twice that number of channels available by utilizing both horizontal and vertical polarization, creating overlapping channels. (RCA is also negotiating with CML Corp., the newly created domestic satellite group, to lease transponder time in the two or three years it takes CML to put up its own bird.)

Scientific-Atlanta has agreements with Teleprompter Corp. and UA to provide their earth station needs for the next 12 months (BROADCASTING, Aug. 18). Teleprompter's preliminary plan calls for 24 earth stations, with the first likely to be Eugene, Ore. UA plans for five in addition to Fort Pierce, and AT&C has submitted a firm order for Orlando, Fla., in addition to Jackson. Two new bids have been received from Liberty Communications based in Eugene, Ore., and Summit Communications based in Winston-Salem, N.C.

The earth station was installed at Fort Pierce in five days. It weighs 9,000 pounds (too heavy to be put on an ordinary rooftop) and was installed on a concrete pad on the ground. With just one microwave hop, an earth station can feed other headends at about a 50-mile circumference.

HBO now offers 84 hours a week of programming from 1:30 p.m. to 1:30 a.m. The Ali-Frazier fight, brought in exclusively to the three satellite-fed HBO affiliates, was



From Manila for pay. The Ali-Frazier fight, live from half-way around the world, was the software, UA-Columbia's Fort Pierce-Vero Beach, Fla., cable system's earth station was part of the hardware as satellite networking for pay cable became a reality last week. Some of the men involved in the project (l-r): Bruce P. Sawyer, executive vice president, Home Box Office, whose pay-cable service arranged the network; Howard L. Crispin, vice president, Scientific Atlanta, whose earth station brought down the signal from the satellite; J. Richard Munro, vice president, Time Inc., parent of HBO; Robert M. Rosencrans, president, UA-Columbia Cablevision, whose Florida CATV system was one of two to receive the bout; and Gerald M. Levin, president of HBO.

purchased from Don King Productions in exchange for the use of HBO microwave facilities in the New York area to feed closed-circuit theaters, plus an undisclosed cash amount.

Down-to-earth cable issues featured at Pennsylvania meeting

Fall convention in state where CATV was born is less concerned with satellites than with day-to-day problems of rates and regulation

The magic of pay-cable networking, a dominant theme at the national cable convention, took a back seat at the Pennsyl-

vania Cable Television Association's fall meeting last week to the problems of rate regulation and renegotiation of franchises to bring them into compliance with FCC standards by March 1, 1977.

Pennsylvania, which has the most systems in the country—over 300 systems accounting for nearly one million subscribers—has only some 27,000 pay subscribers. Accordingly, the pay-cable panel at the Hershey, Pa., convention reflected more the nuts-and-bolts interest in pay-cable security—the outside tap vs. the scrambling decoder in the home—than an emphasis on satellite networking.

The issue of rate regulation, however, drew heated debate. Pennsylvania cable people are faced with a special problem in that second-class townships do not have rate-regulating authority under state law. "How do we get local governments to act

that neither have the legal authority nor the political inclination to grant rate increases?" asked various cable operators. Pennsylvania has the lowest average subscriber rate—\$4.50—claimed Joe Gans, Cable TV Inc., Hazelton.

On top of rate problems, Pennsylvania operators, like those across the country, face certain obligations by March 1, 1977, when they must have renegotiated local franchise agreements (granted before March 1972 or those that will expire before March 1977) to comply with FCC rules. Those rules include provisions for a local rate-making mechanism along with minimum equipment to be made available for community access, and a franchise fee not to exceed 5% of a system's gross revenue receipts. If the rate-regulation problem is not met, said operators, then as a "practical matter" it will be impossible for the industry to comply with FCC rules by 1977. There are some in the association who believe regulation under the state's public utility commission would be the best way in which to coordinate CATV rules.

Robert Schmidt, president of the National Cable Television Association, took up two other regulatory issues which have a special impact on Pennsylvania. The nationally negotiated \$3.25 pole-rate for Pennsylvania system that attach to AT&T poles, said Mr. Schmidt, should be considered a "ceiling" and should not prejudice the state against trying to work out a better position on its own. Mr. Schmidt also said there were "excellent chances for change in the present copyright bill before the Congress." Pennsylvania had taken a different view on copyright than NCTA in opposing copyright payments on local signals in a minimum distant signal compliment (story below).

Cable may get break in Senate's version of copyright

There's a chance provision will be inserted that would hold off first review of royalties by tribunal for three years

The cable industry may obtain some relief from the Senate Judiciary Committee when the committee marks up the copyright bill (S. 22) Tuesday, but will fail in its quest to strip from the proposed copyright tribunal the power to revise cable royalty fees, a committee source said last week.

Lobbying on the Senate side of Capitol Hill by cable and broadcast interests reached a near fever pitch last week in anticipation of this week's markup. Although none of cable's amendments had been introduced in the Senate the end of last week, some "preliminary sparring" among committee members and staffers last week indicated some changes will be attempted by committee members.

The issue of greatest concern to cable is the proposed copyright tribunal, which

RALPH EDWARDS

THE CREATOR OF BROADCASTING'S MOST
SUCCESSFUL GAME AND AUDIENCE PARTICIPATION
SHOWS:



TRUTH OR CONSEQUENCES..... 35 Years on Radio and TV
THIS IS YOUR LIFE..... 14 Years on TV
IT COULD BE YOU..... 7 Years on TV
PLACE THE FACE..... 5 Years on TV

PRESENTS

A NEW, CHALLENGING, STAR-STUDDED AUDIENCE
PARTICIPATION SERIES

the CROSS=WITS

HOSTED BY

JACK CLARK

WITH TOP HOLLYWOOD CELEBRITIES AND
CONTESTANTS COMPETING TO SOLVE THE PUZZLE

EVERYBODY WINS!

PRIZES FOR CONTESTANTS

FUN AND LAUGHTER FOR THE AUDIENCE

AND TOP RATINGS AND SHARES

FOR YOUR STATION

Five-a-week-ALL New Half-hours-Color/Tape

Available for January '76 release

Produced by
RALPH EDWARDS
in association with

METROMEDIA TELEVISION STATIONS
and
METROMEDIA PRODUCERS CORPORATION



W
t h e
||
T
C R O S S

YOU'LL WANT TO SCHEDULE 'the CROSS-WITS'
ON YOUR STATION

CALL, WRITE OR WIRE WHILE 'the CROSS-WITS'
IS STILL AVAILABLE IN YOUR MARKET

DISTRIBUTED BY:



METROMEDIA PRODUCERS CORPORATION

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

In Brief

■ Office of Telecommunications Policy is drafting legislation that would explicitly **authorize FCC to relax regulation of radio in top 10 major markets for five-year period**. Deregulation would include fairness doctrine, program format matters, reporting of programming percentages and oversight of time devoted to commercials. OTP spokesman said legislation has support of White House and will be considered on Wednesday by Domestic Council's group on regulatory reform. Acting OTP Director John Eger noted that OTP had suggested pilot deregulation program four years ago, said legislation would eliminate danger of test being tied up in litigation, expressed hope that legislation can be implemented as soon as possible. ■ Special House Rules Subcommittee headed by Representative B.F. Sisk (D-Calif.) is accelerating pace of work on **proposal to permit live broadcast coverage of House chamber proceedings**. Timetable calls for completion of plan for implementing idea by Nov. 3, meeting of subcommittee members with broadcast and other technical experts Nov. 10, introduction of formal resolution, then hearings on that resolution by third week in November. Mr. Sisk has said he thinks cameras can be in by Jan. 1 and that "any problems appear to be easily solvable." ■ Senators Warren Magnuson and Henry Jackson, both Democrats from Washington, criticized as inadequate State Department's response to two Canadian actions that might harm American broadcast stations near Canadian border (BROADCASTING, Sept. 15). In strongly worded letter to Secretary of State Kissinger last week, senators disagreed with State's contention that it cannot interfere in Canadian legislation. They said department "has an obligation to communicate the interests of the U.S. to another country whenever that country has under consideration actions with far-reaching implications to the trade between the two nations." They demanded to know if Secretary Kissinger plans to take up matters during his planned mid-October meetings in Canada. ■ Nine petitions seeking reversal of FCC's newspaper-broadcast crossownership rule have been filed in U.S. Court of Appeals in Washington. But Justice Dept., early and vigorous critic of commission's action on ground it did not go far enough, did not file. Commission lawyer, however, said that did not "necessarily" mean department would support FCC's position. ■ RCA Chairman **Robert W. Sarnoff** has proposed satellite "hot line" among heads of all countries to reduce danger of global war. He told Second World Telecommunications Exhibition in Geneva that system could be established by World Bank and International Development Association, that it would take billion-dollar revolving fund for third world countries. Two-way-capable earth stations would cost \$150,000 each. ■ Federal Trade Commission Chairman **Lewis A. Engman** is considering Senate race in native Michigan. ■ **Public Interest Research Group** and 11 affiliated state groups have petitioned five federal agencies (including FCC) to require action within 60 days after reply comment deadlines on their proposals for rule changes. ■ **U.S. Court of Appeals** has denied request for stay of FCC decision exempting live, on-spot coverage of political debates and news conferences by candidates from equal time law. Action followed by day same rebuff attorneys for National Organization for Women and Representative Shirley Chisholm received at hands of commission (story page 48). Court also granted FCC's request for expedited briefing in case on merits, with final round of pleadings to be filed by Nov. 11. ■ **American Jewish Committee** has protested to NBC News President Richard Wald that appearance of Saudi Arabia foreign minister, Prince Saud Al-Faisal, on *Meet the Press* Sept. 28 distorted Israeli Law of Return and libeled American Jews. It asked "opportunity to aid in redressing this harm," suggested NBC might put question on future *MTP* broadcast to "evoke truthful rejoinder." ■ **Hearings on sports anti-blackout law** before House Communications Subcommittee, scheduled to resume Oct. 6-8, have been postponed until Oct. 29-31. Chairman Torbert Macdonald (D-Mass.), whose bout with bronchitis forced postponement of original hearings two weeks ago (BROADCASTING, Sept. 29), was back in hospital last week with same ailment. He was out again Friday. ■ Senate Government Operations Committee last week named **panel of experts on regulatory reform** to help with planned year-long investigation of independent agencies, including FCC and FTC. Members: Peter Hutt, former general counsel, Food and Drug Administration; Harry McPherson, former special counsel to President Johnson; Roger Noll, professor of economics, California Institute of Technology; Morton Peck, former chairman, Yale University department of economics and former member of Council of Economic Advisers; Robert Pitofsky, former director, FTC consumer protection bureau, William Ruckelshaus, former administrator, Environmental Protection Agency and deputy attorney general; Lee White, former chairman, Federal Power Commission.

under the bill's provisions has the power to review and revise the compulsory license fees spelled out for cable within six months after passage of the bill. The National Cable Television Association wants that review taken away altogether, but a more realistic possibility, a committee source said, is that the initial review will be moved back three years or more.

NCTA also wants the committee to delete a section of the bill that gives a broadcaster holding a copyright for a program carried by cable the right to sue the cable system in the event that copyright is violated.

The final hearing on the House's copyright bill (H.R. 2223), scheduled last Thursday, was canceled and rescheduled for Thursday this week. Register of Copyrights Barbara Ringer will testify.

Defense told to give broadcast its share

Appropriations committee tags that reminder on measure covering recruitment ads

The House passed an appropriation bill for the armed services last week with an admonition that the Defense Department should not ignore radio and television in allocating its advertising funds.

The broadcast issue is not addressed in the appropriations bill itself, but the House Appropriations Committee included the following language in the report it wrote to accompany the bill: "The committee expects that the department of Defense will not continue to ignore congressional recommendations that all advertising media be used in the most cost-effective manner within the funds provided. The electronic media have almost been ignored because of difficulties in the allocation of funds to stations which did not provide free public service advertising. The committee suggests that DOD work out cost-sharing or matching programs for its electronic media advertising as a way of avoiding this problem."

A committee aide explained last week that the latter suggestion means that DOD should consider offering paid advertising to stations as a match for free public-service advertising.

The aide said that does not mean that DOD should withhold paid advertising from stations that do not carry public service ads.

The bill the House passed would give \$67 million to the armed services for advertising in fiscal 1976. That represents a reduction of \$37 million in DOD's budget request. DOD's request specified expenditures of \$1.2 million for radio advertising and \$100,000 for TV in 1976. That compares to \$35 million it asked for advertising in all other media, including magazines (the highest at \$17 million), newspapers, billboards and direct mail. If the Senate makes no change in the advertising figure, DOD will presumably revise the media expenditure estimates downward.

That's asking too much, FCC

Big licensees say the commission's ideas for changing requirements for reporting on ownership go too far

Most parties filing comments last week on proposed changes in the FCC's corporate ownership and reporting requirements said that the changes would do more harm than good.

Broadcast-related firms that would be affected by the changes praised the FCC's attempt to make its requirements consistent with those of other government agencies, but they claimed the commission went too far. As several broadcasters said in a joint comment, "the commission's quest for uniformity... has caused it to lose sight of the real problem, namely the burden presently placed on licensees and the commission" in reporting and disclosure.

Although there were numerous objections, two proposals particularly unnerved broadcasters and other groups. The first sore spot was the commission's suggestion that licensees with 50 to 500 stockholders be required to report all stockholders, who then would be subject to multiple ownership rules. The second major point of contention resulted from the proposed manner in which licensees with more than 500 stockholders would be required to report who owns how much.

Currently, licensees with more than 50 but less than 500 stockholders only need report the interests of officers, directors and those who hold 1% or more stock. Under the proposed rules, all licensees with less than 500 stockholders would have to disclose the interests of all stockholders.

Poole Broadcasting Co. sounded a theme common among those commenting from the 50-to-500 category. "Nothing in the intervening 30 years [since the 50-stockholder line was drawn] has suggested any reason for believing that companies with between 50 and 500 shareholders should be required to provide more information about their stockholders than do larger licensees," Poole said.

Doubleday Broadcasting Co. and its parent, Doubleday & Co., said "it would be forced to examine each of its approximately 230 stockholders." They warned that application of the multiple ownership rules to all stockholders would cause severe problems and claimed it would be inequitable for Doubleday stockholders to divest of Doubleday or other broadcast holdings. Doubleday said 219 of its stockholders have no effective control as they own only a total 9.9% of the broadcasting company.

WGN Continental Broadcasting Co. argued against a proposal that would require all licensees with less than 500 stockholders to file reports of all stock

transactions. Turner Communications Corp. also opposed that suggestion. It said if the rule had been in effect during the 12-month period ending July 31 when it had 278 transactions—virtually all involving less than 1% of its stock—it would have had to file 24 ownership reports.

Fuqua Television Inc. was among those that raised an issue of invasion of privacy with the claim that the information was not needed. And like many others, ICBC Corp. urged a 1% reporting cut-off for all companies regardless of the number of stockholders.

The manner in which 1% interests would be tabulated aroused the ire of licensees with more than 500 stockholders. The proposal would require disclosure of the interests of the 30 largest stockholders unless their interests are below 0.1%. All 1% holdings would have to be aggregated and reported, even if they are spread among different brokers, banks or investment houses. If record holders have no voting rights, the identity of persons empowered to vote the 10 largest blocks of stock in that holding would have to be disclosed.

As Capital Cities Communications Inc., Kaiser Broadcasting Co. and the Times Mirror Co. said jointly, "unfortunately, much of the information called for is not in the possession of the licensee." And if the commission wants that information, they said, it "must promulgate a rule that would require stockholders to make that information available to licensees." The American Bankers Association noted that certain state and local laws would forbid bank trustees from revealing some of the requested information.

The Federal Communications Bar Association asked the commission to "stay its hand" on the proposals until the Securities and Exchange Commission—which has also instituted a rulemaking procedure—decides what information it will require from publicly held companies. FCBA said the SEC rulemaking will promote a wider range of comments from such groups as the American Society of Corporate Secretaries. And, since the FCC proposals differ from SEC's, FCBA said, the commission should delay action for the sake of uniformity among agencies.

As for the commission's proposals, FCBA said they "put licensees in unfair jeopardy since they would be responsible for reporting information they don't possess." According to the FCBA, the SEC proposals put the burden on entities with knowledge of their beneficial interests, not on publicly held companies.

ABC, CBS and NBC agreed, and CBS said that the SEC's approach is to require disclosure of holdings if they are known after a reasonable inquiry.

What broadcasters with more than 500 stockholders generally favored, however, was a commission proposal that would require them to file only an annual update of minor stock transactions. The commission asked that it be filed by April 1 and contain information as of Dec. 31. Most broadcasters, however, requested that it be

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



UNDER \$35,000.

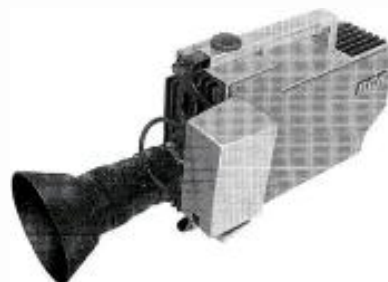
You can pay a lot more for a lot less color TV camera.

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

based on a fiscal year. That approach was suggested in several comments, including a joint one from Broad Street Communications Corp., Cox Broadcasting Corp., Gannett Co. Inc., Plough Broadcasting Co. Inc., Sigmor Corp., Stauffer Publications Inc., The State-Record Co. and Twentieth Century-Fox Corp.

Citizens for Cable Awareness in Pennsylvania, however, saw "no justification for the commission deciding that only those companies with over 500 stockholders need report annually." It said the proposal should apply to all licensees.

While CCAP endorsed the adoption of uniform reporting requirements, it said it was distressed that the commission has not instituted similar procedures regarding the cable television industry. The commission "is again treating this industry as less important—a stepchild," CCAP said.

Four-to-a-state idea of FCC's draws boos

Comments to commission note broadcasting knows no political boundaries, point out differences in state sizes and populations

Broadcasters have turned thumbs down on an FCC rulemaking proposal that would limit an owner from acquiring more than four stations in any state. In comments filed by last week at the FCC, broadcasters said the proposal was unwise and unwarranted and asked the commission to maintain the status quo.

In its proposal, the commission said AM-FM combinations in the same community would count as one station and UHF stations would be treated on a case-by-case basis. Present regional multiple ownerships would be "grandfathered."

Concerned Communications Corp., Mount Toro Broadcasting Corp. and Lancaster-Palmdale Broadcasting Corp. expressed the consensus opinion when they said that the commission "ignored the fundamental fact that radio and television signals have no respect for political boundaries." They urged the commission to retain its present case-by-case evaluations of regional concentrations and said hard and fast rules could cause "highly discriminatory results."

The National Association of Broadcasters objected to the fact that the commission didn't recognize the varying sizes and populations of the 50 states. And, like other broadcasters commenting, it said the commission already has sufficient regional concentration provisions with its duopoly and one-to-a-market rules.

KMSO-TV Inc., KGVO Broadcasters Inc. and KCAP Broadcasters Inc., all licensees of stations in Montana, said the proposal was inapplicable to that state because of

Montana's sparse population and the vast distances between its communities.

Midnight Sun Broadcasters Inc., which operates in Alaska, and Heart O' Wisconsin Broadcasting Inc. compared the states of Alaska and Massachusetts in an attempt to prove the inequity of the proposal. They asked how the commission could allow a standard rule when Massachusetts has 7,826 square miles with 727 people per square mile and Alaska 586,432 with .05 people per square mile.

Citizens for Cable Awareness in Pennsylvania, and its member organization, Philadelphia Community Cable Coalition did not object to the state-boundary criterion. However the citizen groups said the commission should also consider standard metropolitan statistical areas and markets.

Palmer Broadcasting Co. was among the broadcasters who questioned the commission's jurisdiction in establishing the proposed rules. Although the court upheld the commission's seven-station rule, Palmer said, that does not presume it gave the commission "blanket authority to make further restrictive refinements."

If the commission does institute the rule, the NAB said, it should allow ownership of more than four stations "if the population within the service contours of commonly owned stations does not exceed 10% of the total state population."

Millard V. Oakley, who has interests in four Tennessee stations and applied for minority interest in a fifth on June 17, said the rules should not be retroactive. And Edward Johnson of Crossville, Tenn., said that all tender applications should be "grandfathered" up to the date of the proposal's public notice in mid-July.

First black-owned TV signs on in Detroit

WGPR-TV will be local- and black-programed station; its success could lead to seven more

The first black-owned television station in the continental United States began operating at noon last Monday as WGPR-TV Channel 62 Detroit signed on for the first time.

Soon after sign-on, the station aired congratulatory messages from President Ford and Senator Robert P. Griffin (R-Mich.). Another message came from Dr. William V. Banks, president of permittee WGPR Inc., and supreme grand master of the International Free and Accepted Modern Masons, the Detroit-based black fraternal organization which owns the station and also operates WGPR-FM there. The black masons organization received a construction permit two years ago.

Two FCC commissioners participated in the opening week's events at the station—James Quello, a retired manager of WJR-AM-FM, and Benjamin L. Hooks, the commission's first black member.

According to Ulysses Boykin, WGPR's

vice president of civic affairs and public relations, the station will be operating from noon to 10:30 on an interim programming schedule until next week. Its present schedule consists mostly of news, motion pictures, sports, syndicated programs, and cartoons, he said.

Mr. Boykin attributed the delay to WGPR-TV's major studio not being operational until last Wednesday. He said the station's full schedule will run from 7 a.m. to 1 a.m. He anticipated that WGPR-TV may go 24 hours in a year's time.

WGPR-TV's full schedule will rely heavily on local and black programming.

According to its creators, the station, if successful, may lead to an eventual seven-station network.

Eaton loses another round in license battles

FCC denies license renewal of Miami AM for fraudulent billing practices pointing it up as warning for all broadcasters; action follows on heels of Washington AM denial

Group owner Richard Eaton's fortunes continue to plummet at the FCC. Last week, the commission denied renewal of the license for his WFAB(AM) Miami, affirming an administrative law judge's conclusions that the licensee company, United Broadcasting of Florida Inc., had engaged in fraudulent billing and lacks the qualifications to be a commission licensee.

The action came three weeks after the commission denied Mr. Eaton's application for renewal of the license for WOOK(AM) Washington. That station was held to have broadcast lottery information and false and misleading advertising, and to have failed to protect its listening public from such programming (BROADCASTING, Sept. 15).

WFAB's problems involved a substantial advertiser, Crown Trading Co., a large retail appliance dealer with three stores in the Miami area. Administrative Law Judge Byron Harrison, in findings accepted by the commission, said Crown regularly altered and reproduced WFAB documents and used WFAB stationery to deceive national manufacturers regarding the content of its advertising and the cooperative advertising credits to which it was entitled.

The commission also pointed to United's use of inexperienced and untrained station personnel—Leopold Justo, general manager, and Thomas Garcia Fuste, vice president—as a major factor in the case. Both men had grown up in Cuba and had never held an administrative job before, and United's top management, the commission said, made no effort to indoctrinate them in their duties or acquaint them with the commission's rules regarding fraudulent billing.

The commission said the local manage-

ment contributed to Crown's scheme by furnishing blank WFAB stationery to Crown and following procedures under which Mr. Justo regularly prepared and notarized incomplete documents which Crown then submitted for cooperative advertising credits. The commission noted it has warned broadcasters that such practices would lead to a presumption that they are tacitly participating in a fraudulent scheme.

The commission said the evidence falls short of indicating any United employee or principal "consciously and directly participated in Crown's scheme." But it made clear its determination to deal sternly with fraudulent billing, particularly in light of the many warnings it has issued over the years on the subject. The order itself was another warning to broadcasters to take care. It said United's conduct "constitutes a flagrant disregard of commission policy in the fraudulent billing area resulting from top management's decision to divorce itself from all but financial aspects of the station ...

"In light of our repeated statements concerning the seriousness of fraudulent billing and licensee responsibility to take effective steps to guard against such abuses, we cannot condone United's conduct here as 'mere negligence.'"

The commission said United's conduct was "tantamount to an intentional disregard of the rules," and added: "In sum, the record entirely supports Judge Harrison's conclusion that United's conduct constitutes an abandonment of its responsibility of control and supervision and that it must be held accountable for having willfully put in motion the very forces that resulted in wrongful conduct."

Politics and radio and television to get a going-over

'Ballots and Broadcasting' conference this month features experts in field

Television and radio coverage of political campaigns and elections is the topic of the "Ballots and Broadcasting" conference to be held Oct. 26 to 28 at the Sheraton conference center, Reston, Va.

Historical looks at the part radio and TV have played in campaigns, how broadcasting can "provide the widest possible opportunity for candidates to be heard—issues to be discussed—and voters to be informed" and how FCC policies affect election news coverage are some of the subjects of the workshops and discussions. The event is being sponsored by Post-Newsweek Stations in cooperation with the Aspen Institute's Program on Communications and Society and the League of Women Voters.

Senators Hubert Humphrey (D-Minn.) and Charles Mathias (R-Md.), Representative Shirley Chisholm (D-N.Y.) and a former broadcast newsmen, Oregon Governor Tom McCall, are among the politicians that will discuss their campaign ex-

periences with Martin Agronsky and offer ideas for improving political communication on the airwaves.

Representatives of broadcasting, government and citizen groups will include FCC Chairman Richard E. Wiley, CBS News President Richard Salant, Young & Rubicam President Edward Ney, Common Cause Chairman John Gardner, Citizens Communication Center Director Frank Lloyd and ABC News Executive Producer Av Westin.

OTP main target as Macdonald sounds off on government ineffectiveness

Failures of various federal agencies in telecommunications field is charged by congressman, with swipes at past, present and proposed leadership of OTP

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) sharply criticized the Office of Telecommunications Policy and other government agencies last week for failure to exert leadership in the coordinating the development and use of evolving telecommunications technology.

Mr. Macdonald was back in the hospital for the second time in two weeks for treatment of bronchitis, but an aide delivered his speech for him to the Electronics and Aerospace Systems Conference last Monday in Washington. In it, Mr. Macdonald said he is frustrated by "the apparent inability of the federal government to make any clear policy decisions in the telecommunications area."

A big part of the problem, he said, is that OTP "has been leaderless for over 12 months." "Because of this lack of activity on the part of the White House—some would describe it as a total lack of interest—the telecommunications industry seems to have been laboring under a severe handicap in communicating with the government," he said.

He said OTP, under its first director, Clay T. Whitehead, "veered sharply away" from its original design—to coordinate telecommunications policy and research and advise the President. Instead, he said, Mr. Whitehead "allowed OTP to be used as a base for expressing the political philosophy of the White House." Since Mr. Whitehead's departure a year ago, Mr. Macdonald said, the office's future has been uncertain. He recalled the office's brush with death earlier this year (BROADCASTING, Jan. 20) and he said the White House several months ago seemed ready to nominate a new OTP director "who totally lacked the credentials to fill this important position" a reference to former FCC Commissioner

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



ONE-MAN NEWS.

Even a one-man crew can get news fast with a TK-76 portable color camera. 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

Robert Wells, now with Harris Enterprises.

"All of this leads one to wonder whether or not the office is worth continuing," Mr. Macdonald said.

The remarks prompted a strong reaction at OTP, where a spokesman defended the office's record, particularly that of John Eger, who has been acting director since Mr. Whitehead stepped down. He said it is "unfair if not irresponsible" to say that nothing has been accomplished at OTP in the last year. He said Mr. Eger "has brought about a significant shift in OTP policy" toward more efficient use of telecommunications by the government." Under Mr. Eger's leadership, he said, OTP has been active in many legislative and policy areas, ranging from spectrum management and VHF drop-ins to public broadcasting funding and cable television. "John has bent over backwards to cooperate with the committees in Congress," he said. Now Mr. Macdonald "seems to be throwing it back in his face," he added.

Mr. Macdonald also criticized the "ridiculous rivalry and petty squabbling" he said exists between OTP and the Office of Telecommunications at the Department of Commerce, and also the FCC for having made little progress in increasing the expertise in its Office of Plans and Policy.

"This failure of the FCC and OTP to deal constructively with longer range policy challenges seriously restricts our ability to make use of the new technologies," Mr. Macdonald said. An example of this failure is the management of the nonfederal portion of the spectrum, which, he said, "is nothing short of irresponsible. There are simply too many important uses of the spectrum to permit its profligate use and wasteful allocation."

"This leads me to conclude that the chief hope in the telecommunications area—at least until the bureaucrats downtown have gotten themselves straightened out—rests with Congress," Mr. Macdonald said. He said he plans to use his subcommittee "as a catalyst" for long-term policy thinking in telecommunications technology and will initiate legislation in the area "if it will help the telecommunications industry and the general public." His plans at the moment call for hearings on common carriers, then later on his FCC reorganization bill (BROADCASTING, June 23), on cable TV, on satellites and on problems surrounding the export of telecommunications equipment.

On saving oil

FCC Commissioner James Quello feels the commission has given "over-broad interpretation" to the 1966 court decision in which citizens were said to have "standing" to participate in broadcast licensing procedures. He expressed that view in a camp of citizen groups—a United Church of Christ regional workshop in Wichita, Kan. United Church had filed the appeal

which lead to the 1966 decision.

Commissioner Quello said the commission has chosen to ignore the portion of that court opinion which said that the agency should be accorded broad discretion in establishing rules for public participation. The commission, he said, "has accorded standing ... to virtually anyone who has asked for it."

Commissioner Quello also referred to a statement by the UCC's Everett Parker that "the squeaking wheel may get the oil." "The squeaking wheel," said Commissioner Quello, "is not the only one which supports the wagon of over-all community interest." Furthermore, he said, the commission requires broadcasters to ascertain "all significant interests of his program area," not only those interests that "make themselves heard."

Gary AM will go into hearing over whether it lived up to agreement with citizen group

FCC says indications are WLTH signed pact to have petition to deny withdrawn and then did not live up to promises it made

The FCC has made it clear that broadcast licensees need not feel obligated to enter into agreements with local groups. But last week it made it equally clear that stations



Outstanding Minnesotan. Senator Walter Mondale (D-Minn.), named "Outstanding Minnesotan" by the Minnesota Broadcasters Association, told the broadcasters at their annual fall meeting that broadcast-license terms should be lengthened to at least five years. In fact, "serious consideration should be given to an eight or nine year license," he said, "so no sitting President would have any hope of undermining the independence of broadcasters." Above, the senator (center) accepts the "outstanding Minnesotan" award from Frank Befera (l) of WDBO-TV Duluth, vice president of the Minnesota Broadcasters Association, and Stanley Hubbard of Hubbard Broadcasting, St. Paul, MBA president.

that do enter into such agreements are expected to honor them.

The commission designated the renewal application of WLTH(AM) Gary, Ind., for hearing and said one question to be explored is whether the station made any effort to live up to the terms of its agreement with the Gary Human Relations Commission, whose petition led to the hearing order.

The commission said a hearing was required to resolve a number of questions that had been raised in connection with the renewal applications. Some of these dealt with the truthfulness and accuracy of WLTH's representations regarding its original and amended community-leader surveys; the commission said that the licensee had not responded directly to HRC's charge that one of those who conducted the survey was not a management-level employee, as required by the commission's rules, and there is a question as to whether the station had interviewed all of the individuals claimed in the application. Another dealt with HRC's allegation that the station had misrepresented the number of persons it employed.

The commission's interest in the 1970 agreement between HRC and the station, and the degree to which the station honored it, grew out of HRC's charge that the station did not invite the group to aid in the ascertainment procedure, failed to broadcast monthly announcements of its readiness to discuss issues with all citizens, did not call meetings with HRC on a regular basis, did not establish an affirmative-action training program and did not broadcast promised weekly announcements concerning equal employment opportunity.

The commission said it was concerned about WLTH's failure to respond to these and other charges of failure to live up to the terms of the 1970 agreement. "Based on the information now before us," the commission said, "it appears that WLTH may have entered into the 1970 agreement solely for the purpose of obtaining petitioner's dismissal of its prior petition to deny, rather than with an intent to honor the agreement once the petition was withdrawn."

"Such an abuse of the process of community dialogue," the commission added, "cannot be tolerated and falls well below the standard of conduct expected of a broadcast licensee."

China-bound

Two broadcasters are among the 20 women chosen by People's Republic of China to visit that country as representatives of American Women for International Understanding. Martha Dixon, WJIM-TV Lansing, Mich., and Maria Nicholas, reporter for KCRA(TV) Sacramento, Calif., are to arrive in China tomorrow (Oct. 7) for a 21-day visit as guests of the Chinese Women's Friendship Association. Both women will shoot film of trip for use when they return.

AWIU includes women of various professions who visit other countries to meet key leaders to share knowledge and exchange ideas.

Cable broadcasting on opposite sides once again—this time over carriage of specialty TV's

Most broadcasters and cable television system owners came to opposite conclusions in comments filed at the FCC regarding cable carriage of specialty stations. Broadcasters generally claimed that more importation of specialty signals would be harmful to development of local independent television. Cable interests however, said that, like foreign-language stations, specialty stations should not be counted as part of a cable system's signal complement.

In its proposal, the FCC asked for comments on what should be the definition of a specialty station. Most of those commenting held that the best definition would come from redefining an independent station and separating specialty stations.

Broadcasters asked for a more limited definition than the cable interests sought. Golden Valley Broadcasting Co. and others asked that a specialty station be an independent, "broadcasting predominantly programming which consists of non-English, religious, ethnic or automated services." They also urged that specialty stations have "no more than 10 hours of prime-time programming per week consisting of any other type of programming exclusive of news and public affairs."

The National Cable Television Association however sought a much broader definition, one that would define independent stations as those which "generally provide English language 'entertainment/sports programming' for 50% or more of the hours of a broadcast day and at least 50% of the hours in the prime time period." All other nonnetwork stations would be classed as specialty.

Sixty-nine CATV companies, filing jointly, agreed there should be no limit on the number or source of specialty stations that could be carried. The "market place is the best controlling and limiting factor on carriage," the companies said.

The National Association of Broadcasters, however, proposed that only specialty programs be allowed for carriage and not the full station schedule. If a cable system carried two specialty stations that only broadcast 50% specialty programs, NAB said, it would be the equivalent of adding a full day of mass audience programming.

NAB also asked for an amendable list of specific program types that could be carried.

The Association of Maximum Service Telecasters also opposed the proposed

rule changes. AMST said the changes would be inconsistent with the commission's and Congress's allocation goals.

National Religious Broadcasters Inc., however, favored a proposal which would increase the carriage of its programming, particularly in small markets, where it said religious programming is limited.

The Spanish-Language Television Stations said that Spanish language stations would be improperly classified as specialty stations. They said that in some areas, their audience is composed of mostly Spanish-speaking persons, and that their programming is no different from that of other stations aside from language. But they asked that no prohibition be placed on their carriage of their stations unless the signal is imported into an area where a Spanish-language station operates.

FCC opens WTAR hearing again

Commission adds character issue to five-year-old comparative case

After five years and two initial decisions favoring the incumbent, the record in the comparative hearing involving WTAR-TV Norfolk, Va., is being reopened by the FCC and a character qualification added against the station's licensee, WTAR Radio-TV Corp.

The commission is concerned about the use of advertising media owned by the licensee's parent companies, Landmark Communications Inc. and Landmark Securities Inc., to carry allegedly misleading information concerning the financial condition of the Norfolk Savings and Loan Corp. An officer of both Landmark companies was an outside director of the savings & loan.

The action was in response to a petition filed by Hampton Roads Television Corp., which has been seeking to supplant WTAR Radio-TV as licensee of channel 3 since 1970. The administrative law judge in the case, David I. Kraushaar, issued an initial decision in the case favoring WTAR-TV in 1973 and, after the proceeding was remanded for further hearings, affirmed that decision on Jan. 22.

Following that decision, Hampton Roads requested the addition of the character-qualifications issue. It noted that the Landmark companies had been accused in several civil actions of violating federal securities laws by using their media interests to publish information that failed to include that the savings and loan was in shaky financial condition.

WTAR argued that Hampton Roads could not rely on the judgment that had been rendered in the law suit since it had been vacated by a settlement agreement. At most, the WTAR commission should only condition a grant of WTAR-TV's renewal application on the final resolution of all of the then-pending law suits; it should not reopen the hearing.

But the commission, in ordering the

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



STRONG CASE.

Ours seals in shock-mounted optics. Something you won't find in any other portable color camera at any price.

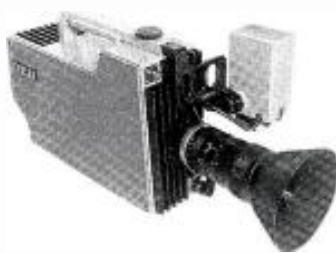
Ours protects a balanced, 19-pound unit that contains all the electronics. With no bothersome backpack, no control unit. And a host of automatic features that let a cameraman aim and shoot, even in low light.

The only item not in the case is a 6-pound battery pack. (Or use a car's 12v. DC cigarette lighter for power.)

The go-anywhere, shoot-anything TK-76 gives film camera freedom to news remotes, documentaries, sports, and profitable local spot commercials.

It costs less than \$35,000. And that's a strong case indeed.

Ask your RCA Representative about getting on the TK-76 order roster. For details, write RCA Camera, Building 2-2, Dept. A1, Camden, NJ 08102.



RCA

reopening of the record, said, "The perpetration of frauds upon the public is patently and flagrantly contrary to the public interest and cannot be countenanced..."

The commission was unmoved by WTAR's argument that the allegedly misleading announcements were not carried by WTAR-TV. It noted that the announcements were carried by other media owned by the Landmark companies, including two daily newspapers and a radio station, and added:

"We believe the alleged misconduct reasonably related to the licensee's ability to operate a broadcast station in the public interest and therefore is relevant in determining whether a grant of WTAR-TV's renewal application is warranted."

Changing Hands

Announced

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

■ **KBRC(AM)** Mount Vernon, Wash.: Sold by Beckley Radio Co. (Leo H. and Louise L. Beckley) to W.D. Radio Co. (George B. Dewey and Edward J. Watson Jr.) for \$500,000 plus about \$100,000 for accounts receivable. Mr. and Mrs. Beckley have no other broadcast interests. Mr. Dewey (50%) is Mount Vernon CPA and Mr. Watson (50%) has interest in and is national sales manager of Chicago foun-

dry-sand and fertilizer firm. Both have Mount Vernon real estate interests. KBRC is on 1430 khz with 5 kw day and 1 kw night.

■ **WILZ(AM)** St. Petersburg Beach, Fla.: Sold by Millbeck Broadcasters Inc. to Rolyn Communications for assumption of about \$250,000 in liabilities. Principal in seller is Arthur N. Millman who has no other broadcast interests. Buyer is owned by R.T. (Bob) Mach (90%), president of Cleveland strip steel firm, and Eugene Danzey (10%), former manager of WTMP(AM) Tampa, Fla. WILZ is daytimer on 1590 khz with 1 kw. Broker: Beckerman Associates.

■ **WGRI(AM)** Griffin, Ga.: Sold by Norrell Broadcasting Group Inc. to WGRI Radio Inc. for \$150,000. Seller is subsidiary of Norrell Southeastern Corp. (Guy Millman, principal), Atlanta personnel placement firm. It received FCC approval to sell its other broadcast property, WQQT(AM) Savannah, Ga., to Robert A. Powers, Leonard A. Morton and John W. Collins for \$300,000 three months ago (BROADCASTING, July 7). Principals in buyer are Russell Spangler, general manager of WGRI, and Cliff Hornsby, executive vice president of Atlanta bank and trust company. WGRI is daytimer on 1410 khz with 1 kw. Broker: Chapman Associates.

■ **WKDL(AM)** Clarksdale, Miss.: Sold by Coahoma Broadcasting Co. to South-

land Communications Inc. for \$150,000. Principal in seller is Robert J. McIntosh who has no other broadcast interests. Buyer is owned by Doug Moulds (35.2%), Don Curran, Frank Deramus and Larry Tabor (21.6% each) who own corporation that has bought KPBA(AM) Pine Bluff, Ark., from Radio Pine Bluff (Bruce and John K. Gresham) for \$155,000, subject to FCC approval (BROADCASTING, July 28). Mr. Moulds is general manager of WMBC(AM)-WJWF(FM) Columbus, Miss. Mr. Curran is pharmacist with interests in Mississippi drugstores. Mr. Deramus is Louisville, Miss., attorney. Mr. Tabor is executive director of Louisville nursing home and president of insurance, real estate, investment and development firm there. WKDL is daytimer on 1600 khz with 1 kw. Broker: Doubleday Media.

■ Other sales reported at the FCC last week include: KLPL(AM)-KBED(FM) Lake Providence, La. (see page 62).

Approved

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

■ **KLVE(FM)** Los Angeles: Sold by PSA Broadcasting Inc. to K-LOVE Radio Broadcasting Inc. for \$2 million. PSA, principally owned by airline of same name, has sold all its other broadcast properties. It sold KEZR(FM) San Jose, Calif., to Radio Uno Corp. (Olen Hayes and Ines Castillo) for \$750,000, subject to FCC approval (BROADCASTING, Sept. 1), and has received FCC approval to sell KEZL(FM) San Diego to subsidiary of Combined Communications Corp. for \$850,000 (BROADCASTING, Aug. 25), and KEZS(FM) Sacramento, Calif., to subsidiary of ASI Communications Inc. for \$700,000 (BROADCASTING, July 14). Buyer is owned by Adolfo Liberman (40%) and sons Julio, Elias and Jose (20% each.) All are officers and directors except Jose Liberman, who, as Mexican national, cannot direct station operations or own more than 20%, according to FCC rules. Jose Liberman also owns 65% of XEGM(AM) Tijuana, Mex., and Adolfo and Elias Liberman are partners in company that transmits programming across the border to that station. All four are equal partners in Hollywood sales representation firm for XEGM and in Hollywood real estate firm. KLVE is on 107.5 mhz with 34 kw and antenna 2,780 feet above average terrain.

■ Other sales approved by the FCC last week include: KLOA(AM) Ridgecrest, Calif.; WDW-AM-FM Dowagiac, Mich.; WPTW-AM-FM Piqua, Ohio; KROW(AM) Dallas, Ore., and KORE-FM Springfield-Eugene, Ore. (see page 62).



SOUTHEAST FULLTIME AM \$380,000

Fulltime AM station licensed to attractive top 50 market. Choice of formats and great potential. Terms available to substantial buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS • NEGOTIATIONS • FINANCING • APPRAISALS

- 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

75-38

Overbilling draws fines

Walter-Weeks Broadcasting Inc., licensee of three Florida AM-FM combinations, has been fined \$9,000 by the FCC for inaccurate billing practices. The commission charged WMEJ-AM-FM Daytona Beach \$5,000; WJNO-AM-FM West Palm Beach

\$1,000 and WSPB-AM-FM Sarasota \$3,000.

The FCC said that evidence obtained for the period May through November 1974 indicated that invoices sent out for advertising showed a greater number of announcements than were listed on station program logs. The licensee has 30 days to contest the fines.

There's a floating Scrabble game at the FCC

Call letters are the responsibility of the Treaties Branch, in overseeing 35,152 combinations

In radio's early days, call-letter selection more often than not was a form of self-gratification, if not identification, for the licensee. So it was only natural that in the twenties the M.A. Leese Optical Co. chose WMAL(AM) Washington. Similarly, when the nationally known milling company in the Twin Cities, Washburn-Crosby Co., entered broadcasting in 1924, the station became WCCO(AM) Minneapolis-St. Paul.

As radio grew and DX'ing (long-distance tuning by radio listeners) became a fad, city and state association became more a part of the call-letter game. Some examples: WWVA(AM) Wheeling, W.Va.; WBAL(AM) Baltimore and WPRO(AM) Providence, R.I.

The further step in adroitness was the imaged-related calls: WIND(AM) for Gary, Ind., adjacent to the Windy City of Chicago; KORN(AM) for Fremont, Neb., in the corn country; KAVE(AM) in Carlsbad, N.M., known to tourists for its caverns; WNAV(AM) for Annapolis, Md., site of the U.S. Naval Academy.

More recently, the inauguration last June of NBC's News and Information Service prompted that network to seek and get new call letters for its owned-and-operated FM stations.

WJOI(FM) Chicago took on the abbreviation for the all-news service and became WNIS-FM. In San Francisco, the first letters in "news and information" were chosen and KNBR-FM became KNAI-FM. In New York, NBC came as close it could to the word "news" and changed WNBC-FM to WNWS-FM.

In Washington, NBC changed formats. Rock became disco stereo as NBC switched music programming from WRC(AM) to WKYS(FM) and WRC began programming NIS. WKYS had been changed from WRC-FM last year.

The changes apparently were not totally the result of NIS, but rather, a re-evaluation of FM service. "I don't think they (his predecessors) thought we had eight radio stations," said Jack G. Thayer, NBC Radio division president, "I think they thought we had four."

ABC made its move five years earlier when its O&O FM stations revised their

formats and were given new calls and increased independence from the AM's.

CBS, however, is still sitting tight and according to Sam Cook Digges, president of the CBS Radio Division, has no intention of tampering with mutual identifications. He sees "tremendous value" in having calls such as WCBS-AM-FM New York which make it "easier" for listeners and WCBS-TV viewers.

But many smaller operations across the country apparently aren't finding that "tremendous value." At the FCC's Treaties Branch where call letter requests are processed, more and more licenses are breaking away from mutual ID's. Of the 135 changes granted by mid-August of this year, the majority were FM's. Of those, some broadcasters sought mutual ID's but more wanted new calls. And the number may further increase as the FCC moves toward adoption of a rule which would limit from 50% to 25% the amount of AM programming an commonly owned FM can duplicate in cities of more than 10,000. And in cities with populations of 25,000-100,000, the FCC plans a 50% limit ("Closed Circuit," Sept. 29.)

Call letters starting with W are for stations generally east of the Mississippi River. K starts for west of the Mississippi. Those K's in the East (KDKA Pittsburgh, KYW Philadelphia, etc.) came about in the early days and were permitted to stand when the call letters ruling was formalized.

Similarly, the three-letter calls (WBZ Boston, KGO San Francisco, KNX Los

Angeles, etc.) are holdover of pioneer days before the Federal Radio Commission decided the supply of three-letter combinations would not meet demand.

The number of changes so far this year is running a bit behind last year but FCC engineer Donald Weiland, who handles call letter ministerial duties, said the number of requests usually increases toward the end of the year. Over-all, 1974 saw 246 call letters changes and 298 new calls for new stations. And, according to Mr. Weiland, any fears that the commission will run out of calls are unfounded. Some 35,152 combinations beginning with either W or K are possible—with one-third of that total assignable to broadcast stations. The rest go to ships, telegraph systems and other communication services.

Of the 12,000-odd combinations for broadcasters, not all are created equal—at least in the mind of station owners. While preference for WACO(AM) Waco, Tex., is obvious, outsiders could not be expected to know about WGCD(AM) Chester, S.C., where the owners took calls to praise their locale as the "Wonderful Guernsey Center of Dixie." Or that religious broadcasters in Vancleve, Ky., use the calls WMTK(AM) to express their mission: "Win Men to Christ."

But some calls are attractive to many broadcasters, and that's when the competition begins. When NBC relinquished WJOI, four owners went after it: WKOI(FM) Pittsburgh, WISN(FM) Milwaukee, WAUK-FM Waukesha, Wis., and WNCR(FM)

MID-WEST TV STATION

Very modern UHF-Network affiliated-excellent reach.

Established station in attractive growth market.

Realistically priced – terms available.

Contact: Howard J. Stasen, Chicago Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1730 K Street, N.W., 20006 (202) 393-3456

CHICAGO: 1429 Tribune Tower 60611 (312) 337-2754

DALLAS: 6060 No. Central Expressway, 75206 (214) 691-2345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties



Shari-

SHEER MAGIC!

How she does it is her secret — but the record proves Shari Lewis reaches young viewers where they live. She draws them in droves. And while they're laughing, they're learning.

That's why we're introducing the all-new "Shari Show" in prime time this week. (Thereafter Shari will be around monthly, on the same days as the NBC Television



Network's "Special Treat" specials-for-kids.) As we see it, our kids — and yours — deserve the best.

Earlier this season we introduced an all-new "Kukla, Fran and Ollie" series to rave reviews.

Now we're offering the winner of five Emmys and a Peabody in an innovative format that will fascinate kids —

Shari and her puppets staffing the TV station of their dreams.

It's a very ambitious series. But when it comes to kids, we don't kid around.

NBC Television Stations

WNBC-TV, NEW YORK
WRC-TV, WASHINGTON
WKYC-TV, CLEVELAND

WMAQ-TV, CHICAGO
KNBC, LOS ANGELES

Cleveland. The calls were eventually granted to the former WKOI in accordance with rules instituted in 1973 that give preference to the broadcaster with the longest service record in the community.

Highly promotable calls like WJOI have long been sought after, as have EZ ["easy"] combinations which especially prove a plus for stations forming beautiful music.

When Arthur C. Kellar and his partners took the calls WEZR(FM) in Manassas, Va., several years ago, Mr. Kellar said, there were few EZ combinations around the country. Today, most EZ combinations have been scooped up and Mr. Kellar is president of EZ Communications Inc. which also owns WEZB(FM) New Orleans, WEZC(FM) Charlotte, N.C., and WEZS(FM) Richmond, Va. All the stations program beautiful music and, according to Mr. Kellar, "Everything we do is developed around the EZ theme," both programming and promotion. Mr. Kellar foresees the demand for significant calls further increasing, based on the success of others in promoting them. "We're all copycats," he said. Mr. Kellar also owns WEEL(AM) Fairfax, Va.

While Mr. Kellar and his partners have tied up four EZ combinations east of the Mississippi, three stations bearing EZ tags on the West Coast have been or are in the process of changing hands. As PSA Broadcasting principally owned by PSA Airlines, departs from the broadcast field, it has let go of KEZS(FM) Sacramento, KEZL(FM) San Diego and KEZR(FM) San Jose, all California. PSA also owned KLVE(FM) Los Angeles (see page 36).

But when too many broadcasters in one area have similar highly-promotable calls, problems can arise. Carl Como, VP and general manager of WMYQ(FM) Miami announced that on Oct. 1 the station changed to WMJX-FM. Mr. Como said listeners were confused because too many stations were using the "Q" in their calls.

Another broadcaster to use similar calls in group ownership is Rex G. Howell, principal in XYZ Television Inc., licensee of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Grand Junction, all Colorado. When the television stations flash a scenic slide on the air at each half hour, the logo XYZ Television is included. Not only does this remind viewers of common station ownership, but it also serves as a cue for satellite stations KREY-TV and KREZ-TV to present an individual ID.

Before the calls KREZ were chosen, Mr. Howell had considered going after KROI. With that call, promotion could have developed around the word king in Latin, Spanish and French. However, that idea became secondary to an XYZ theme. But, Mr. Howell said that "king" promotions are also used.

As for changing the mutual ID for KREX-AM-FM, Mr. Howell is against the idea. He claimed that the current calls are advantageous because the FM is "not in competition" but rather "supportive" to the AM operation.

Mr. Howell said that the bulk of his

television station identification has always depended on the call letters rather than just channel numbers.

This emphasis on calls, Mr. Howell said, has proved especially valuable with the advent of cable television. With an emphasis only on channel promotion, Mr. Howell said, it would be hard for cable viewers to remember from where the signal was imported.

Cable systems too have call letters but these calls the operators can choose for themselves, without the need for FCC approval. According to William Johnson, chief of the FCC's Cable Television Bureau's policy review and development division, cable's use of calls has generated little complaint from broadcasters. But he said the few complaints received from broadcasters were "to some extent" because of jealousy that cable operators do not have to go through the formalized FCC call-letter assignment process.

However, the Cable Bureau has prepared a first draft on a proposal which would ban cable operators from using calls. Mr. Johnson said that presently the bureau cannot find a solution to the problem that broadcast rating systems are distorted when cable calls are used.

No immediate action is expected and Mr. Johnson said the proposal is not on the FCC's current three-month calendar.

Once a call sign becomes available, and it is put on public notice, broadcasters have 30 days to request it. Since the 1973 rule revisions, it no longer is first-come, first-serve. A \$200 filing fee is required if the calls are approved.

According to Robert Hayne, Broadcast Bureau attorney, the 30-day rule has rectified the previous problem of trafficking. As Mr. Hayne explained it, some broadcasters were receiving money and other consideration if they relinquished their call sign at a calculated time when another station could be the first to grab it up.

When a broadcaster has a complaint about station changes or new calls, the gripe is forwarded to Mr. Hayne's desk. Dubbed by his associates as the "king of the call letter disputes," Mr. Hayne has been delegated authority to settle the matter.

According to FCC rules, any call sign (beginning with W or K) is acceptable as long as it is in good taste and will not cause public confusion with other stations in the same service area. This means that call letters must be phonetically and rhythmically dissimilar.

Mr. Hayne estimated that about 10% of all requested calls face objections and the FCC only upholds 10% of that number.

One upheld objection involved a struggle between NBC and WGAY-FM, Washington. While NBC was pursuing the call WKYS for its Washington FM outlet, the letters WJOI became available. According to Mr. Hayne, NBC changed its mind and decided to vie for WJOI, much to the chagrin of WGAY-FM, which claimed those two calls sounded too similar for the same service area. Both stations supplied the FCC with studies by Phd's which Mr. Hayne said came "to totally different con-

clusions."

Ultimately, Mr. Hayne had to decide for himself and a letter was sent telling NBC that "the fact that these phonetically related letters appear in the same sequence imparts a disturbing rhythmic similarity as well." NBC then went after WKYS once more.

There are also those who complain that certain new calls will conflict with established promotional campaigns. In these cases Mr. Hayne said, he will deny the objection. Officially, the FCC maintains that call letters have no intrinsic value in themselves.

Those dissatisfied with a commission decision can then take their case to a local or state court, and the FCC will abide by that decision. However, Mr. Hayne, who has been resolving call letter disputes for the past four years, can recall no case where a commission ruling has been overturned.

However, broadcasters can only battle over the call letters they know are available. And as Mr. Hayne explained, there may be a lot of hidden calls waiting to be salvaged from the bottom of the ocean.

In earlier years, the FCC gave ships calls which now could be assigned to broadcast stations. But broadcasters must discover these calls for themselves. The FCC can only determine if a call sign is available once its requested.

Small-market TV's air their concerns about cable inroads

Damages attributed to FCC letting down the bars should be discussed in summit meeting, says NAB committee

The idea of putting together a "summit meeting" to discuss the "erosion" of FCC restrictions on cable and alleged subsequent damage to broadcasters was "heartily endorsed" by the National Association of Broadcasters 100-Plus Market TV Committee during a meeting last week. The goal of the proposed summit, originally conceived by the NAB executive committee, would be to draw as many as 100 broadcasters to Washington to meet with members of the FCC and staff, an NAB spokesman said.

Concern over cable television dominated the 100-Plus committee's sessions in Washington last week. The committee carried its advocacy—for tightening regulation of cable in matters where cable interests collide with small-market TV interests—to the Office of Telecommunications Policy, where it met with "more than a dozen" OTP executives (acting director John Eger was not present) and to the FCC, where it met with Chairman Richard Wiley, Commissioner Abbott Washburn and members of the FCC staff.

The committee also urged over-all de-regulation of small-market TV and is

hopeful of staging further discussion of that matter with the commission, an NAB spokesman said.

In another session at NAB headquarters, the committee also talked about the problem of escalating air freight costs of shipping film and tapes, endorsing a study by NAB staff which suggests alternate ways to ship film. It suggested trucking film with the United Parcel Service or bus-ing it. Another idea is for small-market TV stations to attempt to get film syndica-tors to bear the costs of shipment.

Further, the committee urged that the TV code review board tighten code rules regarding feminine personal product ad-vertising, both in scheduling of the ads and in upgrading the standards of taste. The TV code board meets in Washington three days this week, beginning Monday.

The members of the 100-Plus commit-tee attending last week were Bill Bengtson of KOAM-TV Pittsburg, Kan., chairman; John Shott, WHIS-TV Bluefield, W. Va.; Sheldon Storrer, WKTU-TV Utica, N.Y.; Sam Carey, WBOC-TV Salisbury, Md.; Richard Reed, Gilmore Broadcasting Corp., Kalamazoo, Mich., and Jay Gardner, KRDO-TV Colorado Springs, Colo.

Media Briefs

CCC buy in Cincinnati. Combined Com-munications Corp., Phoenix-based group broadcaster and outdoor advertising firm, has completed purchase of *Cincinnati En-quirer* from American Financial Corp. for \$55 million in cash, notes and stock (BROADCASTING, May 12). No changes in management, editorial, personnel, policy or operation are planned.

Drop-in extension. In response to request by Association of Federal Communica-tions Consulting Engineers, FCC again has extended deadlines for comments and replies on inquiry (Docket 20418) into dropping new VHF channels into top 100 markets (BROADCASTING, April 7 et seq.). Deadlines were extended from Oct. 15 to Dec. 16 and from Nov. 18 to Jan. 30, 1976, respectively.

Codifier. Michael S. Kievman of Cox Broadcasting Corp., Atlanta, has been named to the National Association of Broadcasters TV code review board. He succeeds Harold Grams of KSD-TV St. Louis.

San Antonio appeal. Bilingual Bicultural Coalition of Mass Media Inc. has filed notice of appeal in U.S. Court for District of Columbia Circuit from FCC's renewal of Mission Central Co.'s KONO(AM) San Antonio, Tex. (BROADCASTING, July 28). BBC contends that commission found station lacking in equal employment practices and without positive affirmative action program and should not have renewed license.

Waiting on FBI. FCC has stayed renewal hearing of WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, until FBI decides whether

or not Friendly Broadcasting Co.'s Freedom of Information Act request to inspect and copy FBI reports should be granted. FCC forwarded request to FBI and said it "raised novel questions" since records were only on loan to commis-sion. Friendly Broadcasting's renewal ap-plications were designated for hearing in January 1972 to determine if licensee was involved in bugging.

Eye toward education. College or voca-tional/technical education scholarships for children of permanent, full-time employees of CBS Inc. will be awarded, on competitive basis by independent selection committees. Stipend of each scholarship ranges from \$500 to \$2,000, depending on ability of family to meet education expenses.

NAB, IBFM seek fine tuning for broadcast's financial picture

Groups seek change in accounting methods saying present amortization practice understates assets

The National Association of Broadcasters and the Institute of Broadcasting Financial Management have together urged a change in broadcast accounting procedure that would end the practice of amortizing intangible assets such as broadcast licenses and network affiliation contracts on financial statements.

The request stems from a complaint that amortization of broadcast intangible assets can distort a station's financial pic-ture, causing "a significant understatement of net income and stockholders' equity," NAB and IBFM said.

Amortization means writing off a por-tion of an intangible asset, such as a broadcast license, as an expense year by year until eventually it will have no stated value. Current practice requires that the cost of a license must be amortized within a period of up to 40 years.

NAB and IBFM argued that the value of network contracts and broadcast licenses do not actually decrease, but if anything increase over the years because they are in short supply. They said that having to write off the cost of these assets unjustifiably cuts into a station's profits and can make it difficult to obtain new capital.

In a position paper to the Financial Ac-counting Standards Board, which is cur-rently reviewing an option dealing with in-tangible assets, NAB and IBFM requested that amortization of broadcasting intangi-bles be required only if the estimated value and future benefits of the intangi-bles are lower than the amounts at which they are carried in broadcasters' financial statements. They also asked that amor-tization of these assets below their residual value not be required.

What they asked then, is that if a TV station, for example, carries a value of \$5 million for its license and that value is not expected to decrease, the station should

be able to continue carrying that \$5 million as assets. If, however, the license value is actually \$4 million and the station is carrying it at \$5 million, it should only have to amortize \$1 million of the license value, then continue to carry \$4 million as assets.

Sonderling, Riverside say there is no basis for opposition to sale

The Riverside Church, which wants to sell, and Sonderling Broadcasting Co., which wants to buy, say the citizen group opposing the \$2.3 million sale of the church's WRVR(FM) New York is off the mark on the law and the facts on which it relied in its petition to the FCC.

Among other things, the Citizens Com-mittee to Save Jazz Broadcasting had raised a novel point in claiming that the church discriminated against blacks in seeking a buyer and asserting that, in view of the paucity of minority-owned broad-casting stations, the public interest re-quires all sellers of stations to take affirma-tive action to locate minority buyers. (BROADCASTING, Sept. 15).

The church, however, said there is no such requirement in law or commission policy. Furthermore, it said, the commit-tee had not backed up its allegation of dis-crimination with an "affidavit of a person with knowledge." And it added that a group of blacks who claim to have been told by a representative of the church that the station was not for sale failed to pur-sue the matter after stories appeared in New York newspapers indicating the church might be interested in disposing of the station.

The church and Sonderling also dispute what they say is the committee's conten-tion that the proposed transfer represents a "format" case in which the all-jazz for-mat would be abandoned. The church noted that it had adopted the present for-mat only early in 1974 in another series of efforts to find a successful format and that it, "in effect," retained its right to con-tinue experimenting.

But more than that, the parties say jazz would not be abandoned by Sonderling. The new owner plans to broadcast jazz 10 1/2 hours daily, Monday through Satur-day, or about 48% of the 22 hours now broadcast. Sonderling plans to devote much of the remainder of the day to rhythm and blues, in an over-all format it says is designed to serve the substantial black audience in New York.

Sonderling also contends that what the courts consider an essential element in triggering a hearing on a proposed format change in a transfer case—protest by a "significant" portion of the listening public—is missing. The 3,445 persons said to have signed the committee's petitions, Sonderling said, constitute only a small fraction of one percent of WRVR's listeners, and an even smaller fraction of one percent of the population within the station's service area.

SPECIAL NOTICE

To SRDS Subscribers

All U. S. commercially operated AM/FM stations are identified in current issues of SRDS.

Traditionally, SRDS compiled, edited and reported complete rate card information for all stations, regardless of market and/or advertiser acceptance. There is much evidence today to suggest this practice is wasteful, extravagant and costly.

So a new listing policy has been inaugurated. Henceforth, SRDS provides complete station rate card information only for stations which, by their actions and by their use of SRDS, actively solicit national/regional spot business.

All stations were contacted and offered the option of having their data reported fully by meeting specific SRDS criteria. Some stations have elected, at their option, to retain only minimal service.

In a compromise with RAB, NAB and SRA, SRDS has agreed to include the 1-time minute rate and representative name at least through the January 1976 issues. Meanwhile, conversion to minimal listing reporting will proceed in an orderly manner on a state-by-state basis.

If our new policy creates inconvenience, please communicate with SRDS, and we shall make every effort to correct and adjust.

Harvey A. Harkaway
Publishing Director
Standard Rate & Data Service, Inc.
5201 Old Orchard Road
Skokie, Illinois 60076

Hopes are high at NBC for its new, late-night variety show

Three-times-a-month program premieres next week with rotating hosts, mostly comedy and some music, and it's nearly sold out through first quarter

"We want to do comedy-variety that harks back to the quality of the old Sid Caesar *Your Show of Shows* rather than an Ed Sullivan-type hour, where eight acts come out one by one, do their little shtick and then bow off."

The speaker was Dick Ebersol, NBC-TV's director of late-night programing, referring to *NBC Saturday Night*, the network's new high-budget entertainment experiment that, it is hoped, will spur mass numbers of young adults into watching a regular series in fringe time. The show kicks off next Saturday, Oct. 11, 11:30 p.m.-1 a.m., and will run every week, except for a once-a-month preemption for NBC's news-magazine show, *Weekend*.

NBC has made a six-month commitment to the series, according to network sources, and will lay out a budget of

\$115,000 per episode, a record for a fringe program of this type. A large studio on the eighth floor of NBC's Rockefeller Center headquarters in New York has been revamped to the tune of \$250,000, these sources say. And the show will employ more writers—11—than any other program now on the air, either prime or fringe time, according to Mr. Ebersol.

In describing the format of *NBC Saturday Night*, Mr. Ebersol, a thick-set man who wears one of the few shoulder-length hairstyles within the confines of NBC's executive suites, says, "It'll probably break down to about 80% comedy and 20% music." There won't be a permanent host, but the first two months' worth of guest hosts are either comedians themselves (George Carlin, Richard Pryor, Lily Tomlin) or performers who have acted in comedy roles (Bob Reiner, Brenda Vaccaro, Dyan Cannon).

The one exception is singer-composer Paul Simon, who will preside over the Oct. 18 show, which will probably reverse the balance to 80% music. Singers Art Garfunkel, Phoebe Snow and Randy Newman will be on the bill with Mr. Simon; the Simon-Garfunkel team will be performing together publicly for the first time since 1969, when they did a CBS prime-time special.

For the most part, Mr. Ebersol says, the music will be "in the popular vein, closer to easy listening than to rock."

As for comedy, "we don't intend to deal in reference points our audience

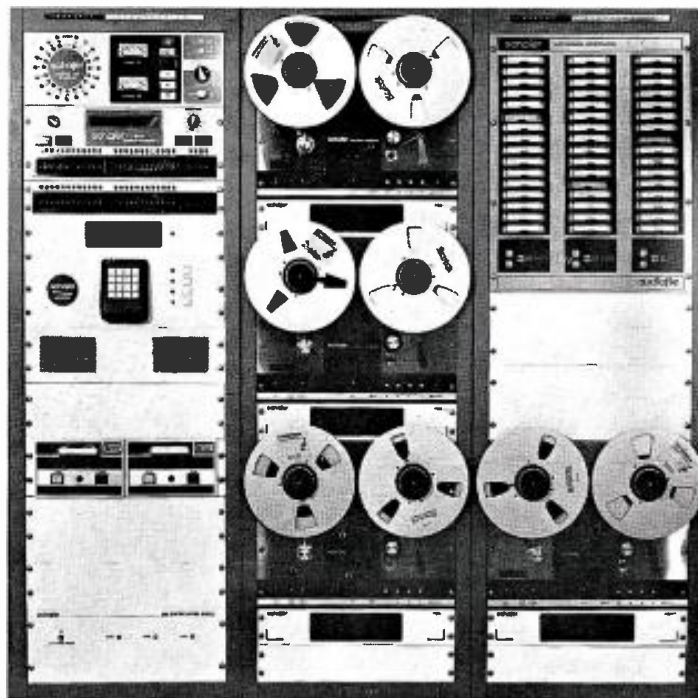
wouldn't understand," says producer Lorne Michaels. That means no satires on esoteric foreign films, on limited-audience cultural artifacts like the Public Broadcasting Service TV series, *The Ascent of Man* or on Saul Bellow's new novel "Humboldt's Gift."

Regular comedy features include Jim Henson and his zany Muppets, comedian Albert Brooks (who will write and direct—and in some cases star in—a series of short films) and a repertory company of seven performers whose credits range from stints with improvisational groups such as Boston's *The Proposition* to featured roles in *The National Lampoon Radio Hour*.

Because NBC will be sending the telecast out live, Herminio Traviesas, the network's head censor, says he's expecting to get some 10 p.m. calls on Saturday for advice from Jay Ottley, the broadcast-standards man assigned full time to the show. He gets these calls during the week occasionally, he adds, when there's a question about something that's been said or done on the Johnny Carson show, which is taped a few hours before it goes on the air.

So far, the self-censorship mechanism of the show's writers is working, Mr. Traviesas says, because "we haven't killed any whole sketches that've been submitted to us. We've changed a word here and there, and we may have altered the direction in which a sketch is going, but nothing major. It's not family hour, after all—we can take a few more chances with-

The Great American Music Machine...



Meet the Schafer 902 . . . The economical system with up to 2048 programmable events.

The Schafer 902 Switch Memory runs your sequential music format flawlessly, hour after hour. In addition, the 902's Random Access Memory provides 2000 events of commercial availabilities.

Because your commercials are programmed in the Random Access Memory separate from your music, the Schafer 902 can provide up to 50 percent more commercial storage capability than other systems with 2048 events.

Shop around. Compare. Before you choose, remember . . . The Schafer 902 can give you up to 50 percent more walkaway time without reprogramming. That's just one of many things the 902 can do for you. If you'd like to find out for yourself why the Schafer 902 will give you more value for every dollar you invest, call or write for details today.

The Schafer 902. The Great American Music Machine . . . and much, much more.

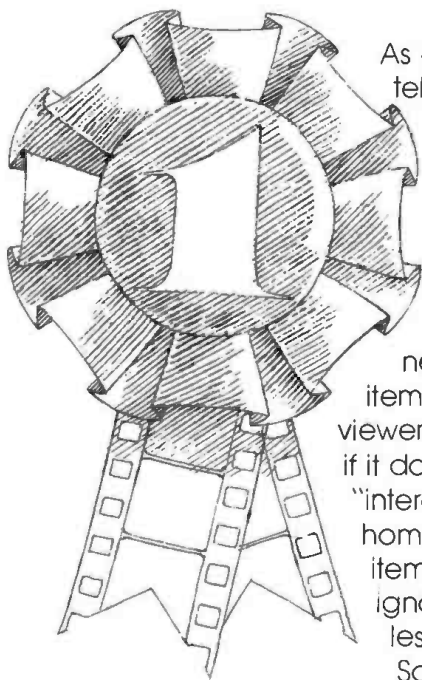
schafer

ELECTRONICS CORPORATION

75 Castilian Drive • Goleta, California 93017 • (805) 968-0755

Film. The basic medium.

Film. For the quality news.



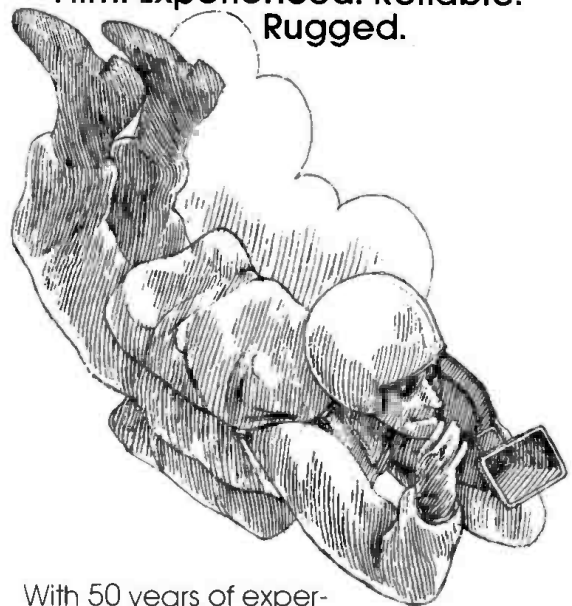
As any pro will tell you, it's not so much what you shoot with, but what you shoot at, that makes for a newsworthy item. But as any viewer will tell you, if it doesn't look "interesting" on the home screen, an item may be ignored, regardless of its content. So when we say

film is the basic medium, we think it supports what's basic to good reporting. Film's fine

image quality lets it function as the backbone of quality reporting. And its versatility helps you get the depth that every major story needs.



Film. Experienced. Reliable. Rugged.



With 50 years of experience built into every reel, the bugs

and rough edges are virtually gone.

Relatively unaffected by temperature and humidity, today's films are ready to roll when you are. Film has always been a workhorse, but today's technology has refined it to a thoroughbred.

With film, the complexity happens during manufacture. Not just before air time. And the beautiful results show up on the screen.

Film. For virtually every light.



Indoors or outdoors, whether the sun is blazing or hiding, you need a recording medium that's as flexible as the weather is fickle.

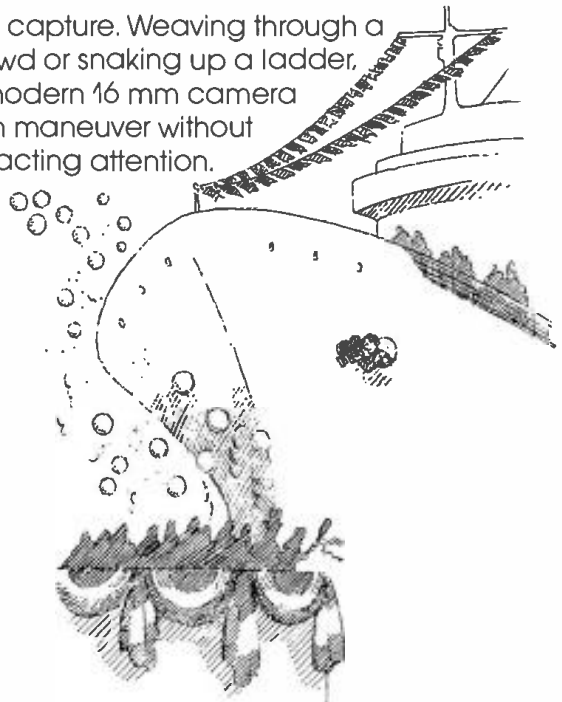
Along with KODAK

EKTACHROME EF Film 7242 (Tungsten), new EASTMAN EKTACHROME Video News Film 7240 (Tungsten) (now being introduced) will allow you to shoot in light as low as FIVE FOOTCANDLES with extended processing. Both films will yield excellent color. And 7240 will provide a better, tighter grain pattern. With either film, whether it's bright and blazing or dark and gloomy, you'll have a better chance to grab the important footage that sometimes makes or breaks your broadcast.

Film. For every angle.

Talking heads provide useful news, but TV is the visual medium. Movement. Action. The unexpected. That's what film can help

you capture. Weaving through a crowd or snaking up a ladder, a modern 16 mm camera can maneuver without attracting attention.



Film. The processing time is also good news.

For last-minute news just before air time, or bulletins as they happen, videotape makes a valuable addition to film. But even film is far from slow. The average 16 mm film can be processed quickly, and simply edited—all in less than 30 minutes.

So, if you're a film person with more than a few minutes to air time, just aim your camera and roll it. Very basic.

But no less effective.

Film. The basic medium.



All of which brings us to the final point. Film doesn't get its impact from sophisticated, expensive electronics. Or bright lights. Or gimmicky special effects. Film gets its impact from you.





Ebersol and Michaels

in the framework of the later time period."

Optimism about the show's success is high at NBC, according to Mr. Ebersol. The touchstone for this confidence, he says, is "the fact that even though we haven't gone on the air yet we're completely sold out for the fourth quarter and already 80% sold out for the first quarter of 1976."

At \$20,000 per minute, and eight network minutes per show, that's the kind of tangible optimism network executives are most comfortable with.

TV taken to task by Writer's Guild West

WGA asks Tunney's support of hearings to determine medium's efforts to live up to moral and legal obligations

The Writers Guild of America, West, has asked Senator John V. Tunney (D-Calif.) to support hearings to determine how well television is discharging its legal and moral responsibilities, leading perhaps to the es-

tablishment of a blue-ribbon commission to study and make recommendations to the Congress.

TV is not meeting those responsibilities, Senator Tunney was told in a letter from David Rintels, WGAW president, made public last week. Among criticisms in the letter, approved for transmission by the WGA board, Mr. Rintels cites these: Independent documentary producers are barred from having their works shown on the networks; creative writers are denied the opportunity to address themselves to controversial themes; programming is shaped to avoid displeasing commercial sponsors; the arts, science, history, poetry, music, literature are "for all practical purposes hidden from the mass audience;" and TV time is sold only to those with commercial products to sell, and not those with ideas to discuss.

What is hoped, Mr. Rintels said, is for Congress to establish an independent, blue-ribbon commission, "composed of outstanding Americans from law, science the arts, labor, management, education, religion, etc., to further study and make recommendations to the Congress on the broad question of television and the American future." The WGA apparently has in mind something similar to the surgeon general's study on cigarette smoking and the later one on TV and violence, as well as Presidential commissions on civil disorders, and on violence.

Aides in Senator Tunney's Washington office last week said the senator has made no decision regarding the WGA request.

In another arena, WGA is sparking the filing of a federal lawsuit challenging the constitutionality of the so-called family viewing hour; this is expected to be filed in a week or so.

Harlem documentary salvaged in new format

When noncommercial WNET-TV New York first proposed to air "Harlem: Voices, Faces" in May, making the Swedish-made documentary available to the Public Broadcasting Service, pressure from local black groups and from within WNET-TV forced postponement (BROADCASTING, May 19). The film is now to be shown on WNET-TV Oct. 14 at 9 p.m. and distributed nationally over PBS on Oct. 17, as 90 minutes within a two-and-one-half hour package.

Material appended to the film is a pre-taped 17-minute interview by WNET-TV producer Antony Mahn with the Swedish filmmakers; reaction to the film and discussion by a panel of local political figures and community leaders, and a history of the controversy surrounding the broadcast, related by WNET-TV correspondent Robert Anson.

The film was seen in its three-hour original version in several European countries, but was criticized as being unbalanced and negative in its presentation of blacks, when scheduled for broadcast here. Efforts to balance the film with a panel discussion collapsed under pressure



Thomson-CSF Laboratories Mark IV Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail. And improves picture resolution as well as color fidelity. The Mark IV, with unique "crispended-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. Now from Thomson-CSF Laboratories.



THOMSON-CSF LABORATORIES, INC.

37 Brownhouse Road, Stamford, Connecticut 06902
(203) 327-7700/TWX (710) 474-3346

twice, said Robert Kotlowitz, vice president for programming, but the panel finally taped gives "a rambunctious, enlightening" discussion, he said.

Panel members include Hilton Clark, Harlem resident active in community affairs; James McCuller, chairman of the National Black Media Coalition, Washington, which actively protested the film's broadcast; Dr. Marjorie Henderson, director of education for the Harlem branch of the National Association for the Advancement of Colored People and director of Black Program Planning and Development, City College of New York; Penelope Ruffin, founder of Penny Sightseeing, travel agency specializing in tours of Harlem, and Professor Juanita Howard, Baruch College.

Picking up the Sox

WMEX(AM) Boston is taking over as originator of the Boston Red Sox baseball coverage under a five-year contract. And it is not waiting for the 1976 season; WMEX was to start with the American League divisional play-off last Saturday (Oct. 4).

Bowing out as the team's radio outlet for the last 30 years is WHDH(AM) Boston (BROADCASTING, June 30). In a surprise announcement when the season was barely seven weeks old and the Red Sox were in first place, WHDH Vice President and General Manager David Croninger claimed the station was losing money and said it would not bid on a new contract in the fall.

WMEX Vice President and General Manager Paul Kelley announced that WMEX would carry 15 preseason and the 162 regular-season games of the Red Sox in 1976. The agreement also includes a network of approximately 15 New England radio outlets.

For the playoffs, Ned Martin and Jim Woods are handling the WMEX coverage, as they did during the regular season. Also, to boost coverage, the 50-kw WBOS(FM) Boston is simulcasting the games.

Hollywood NATAS seeks larger influence

A long-time burn by Hollywood members of the National Academy of Television Arts and Sciences has ignited again. Local chapter governors have voted to seek more heft in the national organization.

For a number of years, the Hollywood chapter, which accounts for almost 45% of total national academy membership, has sought revisions of voting and other procedures to give the production end of the academy a stronger voice in the affairs of the organization.

Governors of the chapter instructed its trustees to the national board to recommend at the forthcoming national meeting in New York, Nov. 14-16, that: voting by the national board be on the basis of proportional representation; the national chairmanship be rotated between the

The time is right. With the 60-minute soap opera now established as an almost surefire ratings getter, CBS will expand its long-running daytime game show, *The Price Is Right*, to 60 minutes beginning Monday, Nov. 3. This lengthening makes *Price* the first regularly scheduled 60-minute game show on the networks. Currently 10:30 to 11 a.m., NYT, *Price* will expand to 11:30 a.m., displacing the game show, *Gambit*, which will move up to 10 a.m. The present CBS occupant of the 10 a.m. time slot, the game show, *Give-N-Take*, will be shunted to 4 p.m., forcing out *Musical Chairs*, which is to be canceled.

Hollywood and New York chapters only; the Emmy award system be restructured by establishing a national awards committee on which representatives only of the Hollywood and New York chapters would sit. The governors also asked that annual contributions to all local chapters by the national academy be ended.

Many of these proposals were submitted to the national board last year at its meeting in San Francisco, but the only thing that was done at that time was a directive to the executive committee asking for a report on the voting proposals. This is due next month.

Tribune-News into TV

The Chicago Tribune-New York Daily News Syndicate has formed a company to produce TV series for the three networks.

The subsidiary is called Tower Productions, and its president is Clarence Greene, veteran Hollywood writer-producer (whose credits include the movies "Pillow Talk" and "The Oscar" and an old TV cop series called *Tightrope*, with a pre-Mannix Mike Connors).

Mr. Greene, who will be based in Los Angeles, said he's not ready to reveal any specific details of series ideas. "But we'll be able to draw on all the comic strips that the syndicate owns," he said.

Before Tower Productions was set up, the Tribune-News Syndicate sold the TV rights to the *Brenda Starr* comic strip to Wolper Productions, which made a pilot out of it, starring Jill St. John. "Now we'd be able to put *Brenda Starr* into production ourselves," said Robert Reed, president of the syndicate.

Mr. Reed added that Tower will also be able to tap the syndicate's columnists, who write on fields such as medicine, law and finance, for potential series ideas.

Clark sets up pay-TV unit

Dick Clark Program Services, Los Angeles, subsidiary of Dick Clark Organization, to act as marketing, promotion, control and purchasing agent for feature movies and entertainment for pay TV, has been established. The new firm includes Carol Levin Sussman as the

director of film buying and promotion, David Sussman, director of operations, and Jack Mann, marketing consultant. Mrs. Sussman was a film specialist with Warner Bros. Television, director of special projects, United Artists TV, and director of film programming for WPIX(TV) New York. Mr. Sussman was operations manager for Warner Bros. nontheatrical division. Mr. Mann formerly was marketing manager of Theta Cable and its Z channel (pay TV) in Los Angeles.

Affiliates' feelings

A poll of 235 TV-network affiliates conducted by Charles S. Steinberg, professor of communications, Hunter College of the City University of New York, and MA candidate Judith Silvis indicates broadcasters' opinions on nightly network news feeds, the fairness doctrine, equal time, family viewing and prime time access.

Two-thirds of the affiliates would be opposed to an expansion of the nightly network news beyond the current half-hour; most agree that the fairness doctrine should be abolished or suspended for a determined period; most favor rescinding the equal-time rule or suspending it for the 1976 presidential election (BROADCASTING, Sept. 29); three-fifths (59.2%) commend the networks for family viewing, but more than two-thirds doubt it will have any positive effect on program quality; the split was even on the con-

TIME-LIFE's "ANIMALS" CONTINUE BIG RATING ROAR IN LOS ANGELES

In the toughest prime-time access slot in the country, Time-Life Television's "WILD, WILD WORLD OF ANIMALS" (KNXT) continues to dominate the Los Angeles market on Saturdays, 7:30-8:00 P.M.

Overnight ratings* for the first three weeks of the new season showed WWWW - narrated by William ("Canon") Conrad - to be tops in the 7:30-8:00 P.M. time slot with "Birds at War" on Sept. 13 scoring a 10 Rating and 21 Share. In the second week, "Kingdom Of The Otter" climbed to 11 Rating and 21 Share. And, on Sept. 27, "Crocodiles" hit a 13.4 Rating and 26 Share.

Further, in the third week of the new season, the strength of "Animals" has boosted KNXT's overall rating in their 7-8:00 P.M. slot so that the CBS O&O now clearly beats "Space: 1999" on KHJ. (From 7-7:30 KNXT programs "Candid Camera.")

In addition to "Space: 1999" (KHJ), other shows being topped head-to-head in L.A. by "WILD, WILD WORLD OF ANIMALS" include "Let's Make A Deal" (KABC), "Don Adams Screen Test" (KNBC), "Lawrence Welk" (KTTV), "Room 222" (KCOP) and "Bowling For Dollars" (KTLA).

*Nielsen Overnight Ratings

tinuation/elimination of prime-time access.

Results were compiled from 124 responses out of 235 stations surveyed (a high response rate, according to the study), including at least one station in every city in the country where stations have network affiliates.

Program Briefs

Burrud's new unit. Bill Burrud Productions, Los Angeles, has opened syndication division to handle various Burrud programs, including *Animal World*, now entering its ninth consecutive year in syndication. *Animal World* is scheduled in 80 markets and is being barter-sponsored by Procter & Gamble, Bayer and Westclox. Other Burrud program to be handled by new division are *World of the Sea*, new half-hour series; *Wanderlust*, *The World Around Us*, and *Wild Life-Adventure*, 78 half-hour episodes available on library basis. Dick Hasbrook, formerly of Les Wallwork and Associates, is director of new division.

Surfaces in syndication. After nine years on network TV, *Undersea World of Jacques Cousteau* will roll into syndication next fall via Metromedia Producers Corp., New York. MPC will be distributing 36 one-hour programs following end of ABC-TV run next summer.

Actor residuals. Screen actors have collected almost \$19 million in TV residuals through August for fiscal year that began Nov. 1, 1974. According to Screen Actors Guild, in current 10-month period, \$12,620,478 was collected in domestic residuals, \$3,090,906 in foreign telecasts, and \$3,189,539 for theatrical movies released to broadcast television—for total of \$18,900,923. Since residual payments through SAG began in December 1953, total of \$208,019,565 has been collected, SAG said.

Pacific programming. Paramount Television and 0-10 Network of Australia will co-produce *The Lost Islands*, half-hour children's adventure series, filmed on-location in the Pacific. Series will feature international cast, including Chinese, Germans and Australians.

Tracking. Survival Anglia Ltd., New York, has bought film rights to Charles Miller's *The Lunatic Express* and will produce as two-part film for TV. Story is pioneering drama of East Africa's first railroad. Production should begin early next year with airing planned for 1976-77 broadcast season.

Vital signs. *Woman Alive*, 10-week magazine-format series made by and for women, will premiere Oct. 21 on Public Broadcasting Service. Main element is documentary film, including self-assertiveness training, controversy over volunteer work by women, women in labor force, Army wives and other subjects. Corporation for Public Broadcasting is funding series, produced in collaboration with *Ms.* magazine.

Broadcast Journalism

FCC turns aside NOW, Chisholm protests against 315 changes

Commission says it now knows it was wrong in past interpretations, and it won't return to its old ways

The FCC says a stay of its declaratory order detailing new interpretations of the equal-time provision of Section 315 of the Communications Act would "affect nothing." If a case arose involving the same facts as those in the order, the commission "would be compelled to interpret the law" as it did in the order.

The commission made the point last week in denying, as expected, the request that was filed in behalf of the National Organization for Women and Representative Shirley Chisholm (D-N.Y.), for a stay of the FCC's new ruling.

The commission reversed two long-standing interpretations in the order. It held that live, on-the-spot coverage of news conferences by political candidates and of debates between political candidates that are not arranged by them or the broadcaster involved are exempt from the equal-time law.

The commission, in denying the request for a stay, said it could not "apply purposefully what we are now convinced is an error of law." That it did so for 13 years "without knowledge," the commission added, "is without moment. Hence we could

not stay ourselves from properly interpreting the law."

The commission said it would be deterred from applying the law as it sees it only by a determination on the merits by a court review which reverses the commission's new interpretation of the equal-time requirement.

However, that does not end the matter. The Media Access Project, which is representing NOW and Mrs. Chisholm, has asked the U.S. Court of Appeals to stay the commission's action. MAP requested the stay and filed a notice of appeal on Sept. 26, a day after the commission announced its order. The text of the order was issued on Sept. 30.

The commission, meanwhile, is considering further action in the Section 315 area—a notice of inquiry and rulemaking that would be designed to clarify standards for determining what other political coverage would come within one or another of the Section 315 exemptions.

Officials say one matter discussed is whether political speeches should be considered exempt. Another major question that would be raised is whether regularly scheduled news interview programs, like *Meet the Press*, lose their exempt status if modified in format and aired at a different time from that when normally broadcast—in prime time, for instance.

The Aspen Institute, whose petition led the commission to change its mind about Section 315's applicability to political debates, also asked the commission to rule that such altered forms of news interview programs retain their exempt status.

Word that an inquiry was in preparation was disclosed by Chairman Richard E. Wiley last month at the same time that he announced the commission would change



So this is the newsroom. President Ford toured the KMOX-TV St. Louis newsroom when he visited the station to tape a *Newsmakers* interview last month. White House News Secretary Ronald Nessen is at left, smoking a cigarette, and the President's television adviser, Bob Mead, is framed between the two men whose backs are seen in the foreground. The KMOX-TV interview was one in a number the President has given to stations in cities he has visited during his recent travels around the country. Last week, in Omaha, he was interviewed on video tape by commercial and public broadcasting reporters—Terry Forstberg, of KMTV; Steve Murphy, of wow-TV; Joel Fowler, of the Nebraska Educational Television Network, and Mary Jane O'Dell, of the Iowa Educational Television Network—and by Howard Silber, of the *Omaha World Herald*. President Ford was in Omaha to attend a White House conference on domestic policy. The conference, including remarks by the President, was carried live by the state educational networks in Nebraska, Iowa and South Dakota.

its position on the interpretation of political debates and conferences (BROADCASTING, Sept. 22). However, it was not clear last week when the matter would come before the commission. The inquiry has been drafted, but several commissioners were said to have raised questions about some aspects of it.

TVN to stop its news feeds

Coors spokesman says decision will moot conflict-of-interest charges facing Coloradan in Washington; but Hill sources indicate that road for CPB nominee is far from clear

Television News Inc., New York, which has been supplying national and international news to station clients via on-the-air feeds for more than two years, will discontinue that service Oct. 31. Fifty people, including support staff, will lose their jobs in TVN's New York, Washington and Los Angeles offices.

TVN has been providing daily feeds to 80 TV stations. A spokesman said that a large number of clients telephoned TVN headquarters in New York expressing their disappointment in TVN's decision and voicing apprehension about its inaccessibility to immediate delivery of national and international news segments.

(The other independent source of news to TV stations, UPITN, now serves only international outlets. It had a national network that briefly competed with TVN for domestic outlets, but that was bought out and shut down by TVN in May 1974.)

The announcement from Jack G. Wilson, president of TVN, made it clear that the news service had not been operating profitably. He said that an evaluation of a system that would use satellite transmission indicated this approach would not answer the needs of TVN at this time.

The company's film division, TVN Enterprises, will continue operation, but there has been some talk of possible merger, through sale or acquisition with other entities. Hughes Television Network, an subsidiary of Hughes Tool Co., and TVS Television Network, a division of Corinthian Broadcasting Corp., were mentioned by one source as possible candidates.

The major stockholder in TVN Inc. is the Adolph Coors Co., Golden, Colo., which withdrew financial support of TVN's daily news feed when the board of directors concluded "that our concept of independent news is not commercially feasible at this time," said Mr. Wilson.

He stressed personal pride in TVN's association with Joseph Coors, who has been nominated to the board of the Corporation for Public Broadcasting.

Mr. Wilson said: "The chairman (of the Senate Commerce Committee Subcom-



Milestone. House Minority Leader John Rhodes (R-Ariz.) congratulates Associated Press executives Wes Gallagher (l) and Keith Fuller at the first anniversary celebration of AP Radio in Washington last week. Mr. Gallagher is president and general manager of the press association, Mr. Fuller is VP and deputy general manager. The audio news service began operation with 200 subscribing stations, now has 320. It feeds 21 five-minute newscasts daily, plus sports, business, agriculture and public affairs programming.

mittee on Communications) and several other senators expressed the thought that Mr. Coors should resign from the TVN board to eliminate the element of conflict of interest . . . It is my understanding the committee has already been informed of possible major changes in TVN. Yet . . . it is my hope and the strong desire of the remainder of the board of TVN that Mr. Coors not resign." He said Mr. Coors's

services and business judgment are now "needed more than ever."

A spokesman for Mr. Coors in Golden said last week that Mr. Coors feels the conflict-of-interest issue has become moot since TVN will cease to exist on Oct. 31. But a Senate Commerce Committee source said last week the question has not been mooted in the minds of some committee members. Among other activities,

Radio drama is back. And we've got the best and biggest series being offered — "This Is Your FBI" — radio's premiere action program from 1945 till 1953. Finest nostalgia program available. 104 technically perfect 30-minute segments. First time offered — exclusive market rights available. Write or call collect for audition LP, complete details.



O'Connor Creative Services
Box 8888, Universal City
California 91608
(213) 769-3500



TVN Enterprises, the division that will continue, produces and sells documentaries, prompting concern among some that Mr. Coors will still be in the news business. TVN Enterprises was responsible for *The Last Frontier*, narrated by and featuring Robert F. Kennedy Jr. and *Knights in White Satin—Ali-Frazier 3*, both national syndicated specials.

Another source of trouble to Mr. Coors nomination may be the hiring discrimination suit filed by the Equal Employment Opportunity Commission against Adolph Coors Co. last month. The suit, entered in federal district court in Denver, said the Coors company has discriminated for the past 10 years in the hiring and promotion of blacks, Mexican-Americans and women. Charges of job discrimination from citizen group witnesses during the Commerce Committee's confirmation hearings last month (BROADCASTING, Sept. 15) prompted the committee to request reports on the Coors employment record from the U.S. EEOC and from the Colorado Civil Rights Commission. The information in those reports, now in the committee's hands, has been declared confidential. It is known only that the U.S. EEOC cited its suit against the Coors Co. in its report.

Broadcasting not on equal footing with print media: Burger

Chief justice finds use of public airwaves makes radio and TV subject to regulation not imposed on press

In case any communications lawyer or broadcaster thinks that the Supreme Court might soon be persuaded to turn away from its holdings that broadcasting may be subjected to a kind of regulation that cannot be constitutionally imposed on the press, an interview with Chief Justice Warren E. Burger that was made available last week is instructive.

The chief justice, in an interview with the U.S. Information Agency, was asked whether "freedom of the press is equally applicable" to radio and television and he indicated it was not.

Since broadcasting requires use of the airwaves—"part of the public domain, public property"—he said, it is subjected to a form of regulation "which would be found unacceptable with respect to the printed media." As a specific example of the different treatment accorded broadcasting, he cited the FCC's fairness doctrine.

But chief justice also said that the permissible regulation of broadcasting does not extend to content "in any specific detail." And although he agreed that a system in which broadcasting was licensed by government offered the possibility of abuse by the government, he said the courts provide a line of defense against such abuse.

In discussing the media in general, he described them as possessing considerable



Hands across the sea. ABC News and Independent Television News Ltd., London, have signed reciprocal contract for news coverage, beginning last Wednesday (Oct. 1). Effect of agreement will be to "extend our reach and give more depth to our coverage"—perhaps by as much as a third in international news—according to William Sheehan (c), president of ABC News, who signed pact with Nigel Ryan (r), ITN editor. With them is Elmer W. Lower, ABC vice president for corporate affairs. Feeds will be carried by Intelsat satellite. ITN is the news service for all 16 commercial TV program contractors in Great Britain. Its also part of the UPITN partnership, comprising UPI, ITN and John McGoff interests. Mr. Sheehan called the arrangement the first "broadcaster-to-broadcaster," international pact.

power in their own right—power that, like the Supreme Court's, he said, is virtually unreviewable. Indeed, he feels the news media have become in effect "a fourth branch of government." As a result, he said, they should exercise their powers "with restraint," as the Supreme Court should exercise its powers.

The chief justice made the comment when the discussion touched on the relationship between the news media and the judiciary. He said the relationship was different from the media's relationship with the executive or with Congress, since Presidents and members of Congress, he noted, may and do respond to press attacks.

But when the news media attack judges—he said he was not referring to criticism of opinions but "criticism in the broad sense—by a long standing tradition in this country, judges never respond." As a result, he said, "there is at least some obligation on media to act with the same kind of restraint with which the media expect judges to act."

NPR in FOI fight

National Public Radio filed suit last week under the Freedom of Information Act against the Justice Department. NPR

wants Justice to release FBI information concerning the death last November of Karen Silkwood, a laboratory technician the FBI says was killed accidentally en route to a meeting where she said she would produce evidence of safety violations in the nuclear industry. Her charges and her death were subjects in an NPR *All Things Considered* broadcast last March. Justice said the material NPR seeks is exempt under the "internal communications" and "investigative records" provisions of the FOI law.

Complainants lose before news council

The National News Council has dismissed complaints against broadcast reporting by CBS News and ABC News.

Two complaints against CBS News were found unwarranted. One, registered by Accuracy in Media, Washington, alleged that a report narrated by Dan Rather a year ago, "Castro, Cuba and the USA," did not indicate strongly enough Fidel Castro's views favoring violent revolution. The second complaint, registered by the Indochina Resource Center, Washington, took issue with CBS News reports on massacres in Vietnam and Cambodia, which were based on press handouts.

In both cases, the News Council ruled the network's decision to report as it did was a matter of its news judgment, adding that the press should have been skeptical of handouts, however.

The Indochina Resource Center also alleged that ABC News carried an inaccurate report by Howard K. Smith, containing a mistranslation concerning a land reform program. Mr. Smith responded personally, and the News Council found the commentator had taken reasonable precautions, deeming the complaint unwarranted.

No charity for United Way

The FCC has turned down the United Way of America's request for a ruling that the appearance of President Ford in a special broadcast helping to inaugurate the United Way's charity drive is exempt from the equal-time law. President Ford is a candidate for the Republican presidential nomination, but United Way argued that the broadcast would constitute on-the-spot coverage on a bona-fide news event and would therefore meet one of the tests for exemption. The commission, however, said the program, which was taped in July, would be more akin to a public service than to a news program dealing with current events. And the commission said the equal-time law contains no exemption for broadcasts carried "in the public interest" or as "a public service." The vote was close—4-to-3, with Chairman Richard E. Wiley and Commissioners Robert E. Lee, Charlotte Reid and Glen O. Robinson in the majority, and Commissioners Benjamin L. Hooks, James Quello and Abbott Washburn dissenting.

The Broadcasting Playlist™ Oct 6

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.

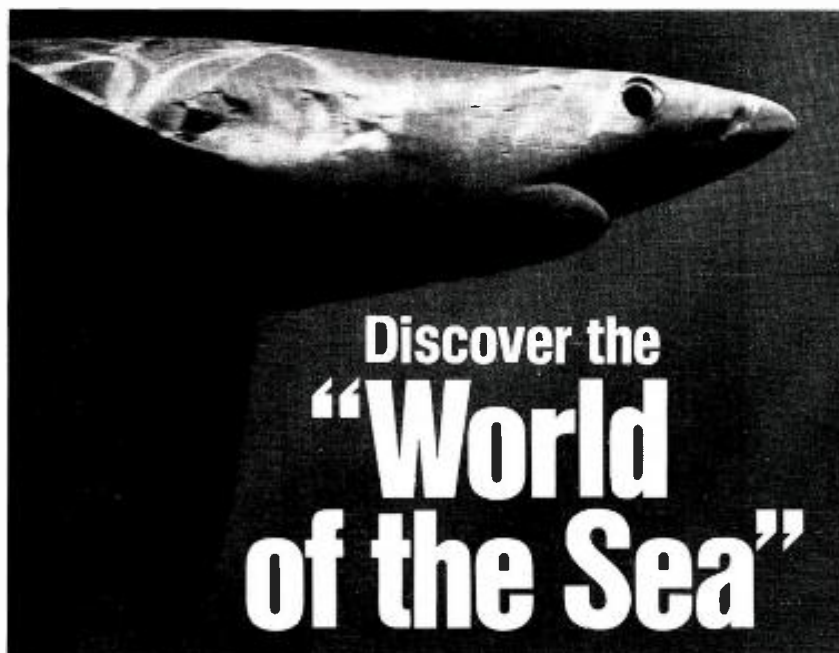
Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1 Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	1	1	1	1
5	2 Fame (3:30) David Bowie—RCA	5	2	2	2
4	3 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	2	4	7	5
2	4 Fallin' in Love (3:13) Hamilton, Joe Frank & Reynolds—Playboy	3	3	3	4
9	5 Dance with Me (2:59) Orleans—Asylum	6	6	4	3
3	6 At Seventeen (3:56) Janis Ian—Columbia	4	5	5	8
10	7 Mr. Jaws (2:03) Dickie Goodman—Private Stock	9	10	6	7
8	8 I'm Sorry (3:29) John Denver—RCA	7	7	8	6
6	9 Jive Talkin' (3:43) Bee Gees—RSO	10	8	10	10
17	10 Bad Blood (3:12) Neil Sedaka—Rocket	14	11	9	11
24	▲ 11 Brazil (3:14) Ritchie Family—20th Century	12	9	11	9
7	12 Could It Be Magic (3:37) Barry Manilow—Arista	8	14	15	12
14	13 It Only Takes a Minute (3:13) Tavares—Capitol	11	16	12	14
15	14 Feelings (3:27) Morris Alpert—ABC	13	15	13	17
19	15 Ain't No Way to Treat a Lady (3:26) Helen Reddy—Capitol	15	12	17	16
25	16 Ballroom Blitz (3:17) Sweet—Capitol	21	13	14	15
12	17 Run Joey Run (3:52) David Geddes—Big Tree	19	20	16	13
20	18 Games People Play (3:29) Spinners—Atlantic	16	18	18	18
21	19 Do It Any Way You Wanna (3:15) People's Choice—TSOP	18	21	19	19
13	20 Wasted Days & Wasted Nights (2:41) Freddie Fender—ABC	17	17	22	22
26	21 Miracles (3:25) Jefferson Starship—Grunt	20	22	20	24
22	22 Rocky (3:34) Austin Roberts—Private Stock	22	23	23	20
11	23 Someone Saved My Life Tonight (6:45) Elton John—MCA	26	19	24	21
—	▲ 24 Lyn' Eyes (3:58) Eagles—Asylum	24	24	21	25
27	25 How Long (But You Got a Chick on the Side) (3:30) Pointer Sisters—ABC	25	25	28	28
29	26 Who Loves You (4:04) Four Seasons—Curb/Warner	23	26	29	31
23	27 Love Will Keep Us Together (3:15) Captain & Tennille—A&M	28	27	26	27
28	28 Daisy Jane (3:07) America—Warner Bros.	27	28	30	33
18	29 Fight the Power (5:05) Isley Bros.—T-Neck	44	31	27	23
34	30 Feel Like Making Love (3:03) Bad Co.—Swan Song	35	39	25	26
36	31 Third Rate Romance (3:22) Amazing Rhythm Aces—ABC	31	30	31	32
43	▲ 32 S.O.S. (3:22) Abba—Atlantic	30	29	32	30
—	▲ 33 What a Difference a Day Makes (3:12) Esther Phillips—Kudu	32	32	33	29
33	34 There's Nothing Stronger Than Our Love (2:52) Paul Anka—United Artists	29	34	35	36
30	35 Why Can't We Be Friends (3:45) War—United Artists	38	33	34	35
—	▲ 36 Lady Blue (3:28) Leon Russell—Shelter	33	36	36	38

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
47	▲ 37 The Way I Want to Touch you (2:35) Captain & Tennille—A&M	36	35	38	40
—	▲ 38 Born to Run (4:25) Bruce Springsteen—Columbia	51	37	39	34
16	39 How Sweet It Is (to Be Loved by You) (3:33) James Taylor—Warner Bros.	34	41	40	44
45	40 Black Superman Ali (3:32) Johnnie Wakelin—Pye	46	42	37	37
32	41 One of These Nights (3:29) Eagles—Asylum	41	38	45	43
35	42 That's the Way of the World (3:08) Earth, Wind & Fire—Columbia	37	40	43	46
—	43 Low Rider (3:11) War—United Artists	40	43	41	47
—	44 Heat Wave (2:46) Linda Ronstadt—Asylum	42	44	42	45
48	45 You (3:40) George Harrison—Apple	43	47	46	42
37	46 Tush (2:14) Z.Z. Top—London	47	50	44	39
46	47 The Proud One (3:02) Osmonds—MGM	39	*	47	*
—	48 Calypso (2:38) John Denver—RCA	45	48	48	50
—	49 I Only Have Eyes for You (3:30) Art Garfunkel—Columbia	*	45	49	49
—	50 To Each His Own (3:23) Faith, Hope & Charity—RCA	48	49	*	41

Country

3	1 Daydreams about Night Things (2:21) Ronnie Milsap—RCA	2	1	2	2
1	2 Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	3	2	3	1
2	3 San Antonio Stroll (2:45) Tanya Tucker—MCA	1	4	1	5
5	4 Don't Cry Joni (2:10) Conway Twitty—MCA	5	5	5	3
4	5 (Turn Out the Light and) Love Me Tonight (2:18) Don Williams—Dot	4	9	4	6
6	6 I'm Sorry (3:29) John Denver—RCA	11	3	9	4
—	▲ 7 All Over Me (2:50) Charlie Rich—Epic	10	6	7	8
12	8 What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	6	7	11	7
7	9 Rocky (3:38) Dickie Lee—RCA	8	11	6	9
9	10 I Hope You're Feelin' Me (2:59) Charlie Pride—RCA	9	10	10	11
10	11 If I Could Only Win Your Love (2:36) Emmylou Harris—Reprise	12	8	12	10
14	12 Funny How Time Slips Away (3:02) Narvel Felts—ABC/Dot	7	13	8	12
13	13 Another Woman (3:07) T.G. Shepard—Melodyland	14	15	13	14
8	14 I'll Go to My Grave (Loving You) (2:46) Statler Bros.—Mercury	15	14	16	15
—	▲ 15 I Still Believe in Fairytale (2:20) Tammy Wynette—Epic	19	12	15	21
11	18 What in the World's Come Over You (2:30) Sonny James—Columbia	16	17	17	13
18	17 Home (2:10) Loretta Lynn—MCA	13	*	14	20
22	18 Bringing It Back (3:07) Brenda Lee—MCA	18	20	18	19
—	19 I Should Have Married You (3:10) Eddie Rabbitt—Elektra	21	16	19	16
—	20 Today I Started Loving You Again (3:24) Sami Smith—Mega	22	22	20	18
20	21 Thanks (2:26) Bill Anderson—MCA	17	*	22	*
17	22 Say Forever You'll Be Mine (2:45) Dolly Parton & Porter Wagoner—RCA	20	25	21	24
16	23 Heart to Heart (2:45) Roy Clark—ABC/Dot	24	18	23	23
24	24 This Is My Year for Mexico (2:45) Crystal Gayle—United Artists	*	19	*	22
15	25 Rhinestone Cowboy (3:18) Glen Campbell—Capitol	25	*	25	17



Discover the "World of the Sea"

A new half hour series now available

Bill Burrud hosts episodes rich in color and suspense, from silent encounters with marauding sharks to breathtaking dives into tropical reefs. It's a weekly plunge into a world of adventure, a fast-paced new series perfect for family hour programming.

Also available "Animal World" (Barter)

For syndication information contact:

Jon Eichstaedt or Dick Hasbrook at Bill Burrud Productions, 1100 South La Brea Ave., Los Angeles, Calif. 90019 (213) 937-0300.

"World of the Sea" is already scheduled on:

KFMB—San Diego
KABC—Los Angeles
WIBC—Pittsburgh
WPLG—Miami
WLWC—Columbus

WLCY—Tampa/
St. Petersburg
WFTV—Orlando
WJXT—Jacksonville
WYTV—Youngstown

A Sea World/Bill Burrud Production

Broadcast Advertising®

Taking sides over Bellotti's petition

AAF and NBC file oppositions with FCC on proposed ban on OTC drug advertising on TV; Choate group and ACT are in favor of it; originator of it all will appear in Boston at FCC regional conference

Massachusetts Attorney General Francis X. Bellotti, the man who would ban the TV advertising of over-the-counter drugs before 9 p.m., will be on hand on Oct. 17 when the FCC holds its regional meeting in Boston. And an aide to the attorney general said he would discuss his proposal from the audience.

Mr. Bellotti and 13 other state attorneys general filed the petition with the commission in July at the same time he testified at hearings of the House Communications Subcommittee on the influence of television advertising on children (BROADCASTING, July 21). He is persuaded that over-the-counter drug advertising on TV can be harmful to children.

The Bellotti petition has drawn opposition from a number of broadcasters and the Proprietary Association, which is composed of nonprescription drug manufacturers. And it has picked up two more supporters and two more opponents.

The Council on Children, Media and Merchandising, headed by Robert Choate, says that the commission, at a minimum, should conduct research into the effect of televised drug advertising on children. The council contends that existing research justified the concern expressed by the attorneys general in their petition—that "children are likely to be influenced by and learn from televised drug advertising." But if the commission is not satisfied that the existing body of research provides a basis for action, the council said, it should sponsor additional research.

Action for Children's Television also supported the petition. "When health hazards are involved, the only adequate protection is the prohibition of such advertising," ACT said.

The new opponents are NBC and the American Advertising Federation.

NBC said there is no evidence supporting the contention that a link exists between television advertising of over-the-counter drugs and either the use of illegal drugs or accidental poisonings; thus, banning the advertising would not solve the problems of concern to the attorneys general. But such a ban, NBC said, would be an "unwarranted interference with competition" and would have "a substantial adverse impact on broadcasting."

The AAF said the petition should have been directed to the Federal Trade Commission. But it also said that proponents of the proposal have failed to establish a factual basis for it and that they ignore the "laudatory results" that the broadcasting

PREPARING 1976 BUDGETS ?

Many GM's & GSM's will be attending planning meetings soon with the secure knowledge of where their station is going next year, (and beyond).

How? Broadcast Economic Trends has some answers. Our only business is preparing computerized sales and profit forecasts for radio and TV stations.

BET monitors and analyzes national, regional, and local trends that affect your future business.

Call collect or write today for a very informative brochure. Your future is too important not to.



BROADCAST ECONOMIC TRENDS

1234 Board of Trade Building • Kansas City, Missouri 64105
Call Collect (816) 471-1979

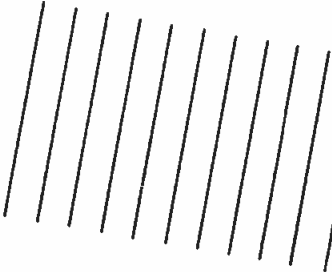
To order
your own copy
of the
1975 Broadcasting Yearbook
and/or the
1975 Broadcasting Cable
Sourcebook,
fill in and mail
the attached
order form.



BUSINESS REPLY MAIL
No postage necessary
if mailed in the United States

FIRST CLASS
Permit No. 1206-R
Washington, DC

Postage will be paid by
Broadcasting Publications Inc.
1735 DeSales Street NW
Washington, DC 20036



and advertising industries have achieved through self-regulation of drug advertising.

Meanwhile, the petition lost another of its original co-signers. Paul Douglas, attorney general of Nebraska, asked that his name be withdrawn because, according to Mr. Bellotti's office, he did not believe there is sufficient evidence to warrant the proposed ban. He is the third attorney general to withdraw his name. However, since six attorneys general have added their names to the petition, the total number now endorsing the proposal is 17.

Santini pushes for more

Representative James Santini (D-Nev.) introduced a bill last week that would permit information about all lawful gaming activities to be broadcast on radio and TV.

Congress last year amended the U.S. criminal code to permit the broadcast of advertising and information about state-run lotteries (BROADCASTING, Dec. 23, 1974). The Santini bill (H.R. 9902) would extend that exemption to all legal gambling operations—from church bingo games to casinos in the congressman's home state of Nevada.

TVB liaison unit added

Television Bureau of Advertising's sales advisory committee has chosen a seven-man executive committee to provide a closer working relationship with the bureau. Named to the executive committee of the SAC, composed of 30 station and group members: Thomas G. Maney, WCVB-TV Boston; Richard Appleton, WPTV-TV Philadelphia; Patrick Gmitter, Cox Broadcasting, Atlanta; Douglas Smith, WFBC-TV Greenville, S.C.; Robert E. Rice, WRAU-TV Peoria, Ill.; Richard McCloskey, KMEG-TV Sioux City, Iowa, and Robert Headlee, WBRZ-TV Baton Rouge.

The Russians are coming

Food products from the Soviet Union will appear in consumer advertising, including spot TV and radio, in the U.S. next year. Black-Russell-Morris, Union, N.J., advertising firm, has been representing various Soviet Union trade organizations in the U.S. for past year and thus far has placed primarily industrial advertising. Recently it introduced in West Coast markets a food product called Siberian gin seng (herbs), which now is being advertised in health food publications but is set to go into broadcast early next year. George Black, of B-R-M, said there are plans to introduce other food products in the U.S. (likely prospects for broadcast advertising) as well as lines of vodka, which are not generally accepted on TV-radio. The Soviet Union is so eager to crack the U.S. market with its consumer products that it has asked Mr. Black and his colleague, Melville Morris, to come to Moscow this month to conduct a seminar for officials of more than 50 of its trade

Winner and still champion. For the 20th consecutive year, television in 1974 was the number one advertising medium among the top 100 national advertisers, according to the Television Bureau of Advertising. In releasing TvBasics, its annual compendium of facts and figures, TVB said national advertisers in 1974 invested \$3.6 billion in spot and network television (up 8.4% from 1973), as compared with magazines, \$1.5 billion (up 5.3%); newspapers, \$1.2 billion (up 4.9%) and network and spot radio, \$450 million (same as 1973).

organizations. Their presentation will dwell on ways to advertise Russian products effectively in the U.S.

Advertising Briefs

Off and selling. The Production Group Inc., new San Francisco commercial TV production house, reports its services have been taken by six Kaiser Broadcasting Co. stations, network-owned outlets in Los Angeles and almost 50 agencies and retailers. TPG, owned by Clinton E. Frank Inc. and Kaiser Broadcasting Co., is headed by Martin D. Rockey, who was West Coast vice president and creative director for CEF agency in San Francisco. TPG offers precreated and preformatted TV ads to which advertiser or station can add slides or copy.

French connection. Media Buying Services International, New York, has opened office in Paris. Six-year-old media buying firm also has offices in Los Angeles, Toronto, Montreal, London and Frankfurt, Germany.

Honor for Quaal. Council of Better Business Bureaus will induct 15 members into newly created "Better Business Bureau Hall of Fame" at Oct. 7 meeting in Atlanta. Only broadcaster to be honored will be Ward L. Quaal, former chairman of WGN Continental Broadcasting, Chicago. Mr. Quaal was instrumental in merger of Association of Better Business Bureaus and National Better Business Bureaus to form present association.

Finance

ABC now says it will only break even in the third quarter

Earlier estimates of 35% drop in profits revised sharply downward

ABC officials said last week that when final figures are in, they will show that the company had zero profit in the third quarter.

In July, ABC had said third-quarter net income would fall about 35% from 1974's \$11,380,000 third-quarter profits. It then attributed the expected decline to "the softness of the television advertising marketplace" and "the continuing high cost of restructuring the company's record music division." In its announcement last week, ABC Inc. said the record and television divisions had not fared as well as had been projected, and the Wildlife Preserve in Largo, Md. had been affected by the economy and by new competitive attractions in the area.

"The combination of these factors has had an impact on the third quarter to an extent not foreseeable in mid-July," ABC said. "Consequently, instead of an estimated decline of 35% in operating results, the company will approximately break even for the third quarter."

ABC decided to issue its latest report because it had given estimates on the period when it was in registration for a bond issue. Third-quarter results will be released in three to four weeks.

Fox borrows \$29.3 million

20th Century-Fox has arranged a \$20-million long-term financing commitment with two insurance companies to cover Fox's \$11-million purchase of KCPX-TV Salt Lake City, and its \$9.3-million buy of KMOL-TV San Antonio. Commitments for the 15-year loan were obtained from Travelers Insurance Companies and from Teachers Insurance and Annuity Association of America. Each will share equally in the loan.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address
☐ Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

- ☐ 3 years \$60
- ☐ 2 years \$45
- ☐ 1 year \$25
- Canada Add \$4 Per Year
- Foreign Add \$6 Per Year
- ☐ 1975 Cable Sourcebook \$10.00 (If payment with order: \$8.50)
- ☐ 1975 Yearbook \$20.00 (If payment with order: \$17.50)
- ☐ Payment enclosed
- ☐ Bill me

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

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

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Oct. 1	Closing Wed. Sept. 24	Net change in week	% change in week	High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	17 3/4	19 1/8	- 1 3/8	- 7.18	28 3/8	12 3/8	7	17,187	305,069
CAPITAL CITIES	CCB	N	36 1/2	37 1/8	- 5/8	- 1.68	43 1/2	19 1/2	12	7,208	263,092
CBS	CBS	N	45	48 1/4	- 3 1/4	- 6.73	53 1/8	20 1/8	12	28,313	1,274,085
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	21 1/4	22	- 3/4	- 3.40	26 1/2	9 3/8	11	5,812	123,505
GROSS TELECASTING	GGG	A	9 1/8	9 3/8	- 1/4	- 2.66	13 5/8	6 3/8	6	800	7,300
LIN	LIN8	O	6 1/4	6 3/4	- 1/2	- 7.40	9 1/8	2	7	2,373	14,831
MOONEY	MODN	O	1 3/4	1 3/4		.00	3 5/8	1	5	385	673
RAHALL	RAHL	O	5 7/8	5 3/4	+ 1/8	+ 2.17	6 1/4	1 3/4	12	1,297	7,619
SCRIPPS-HOWARD	SCRIP	O	18	18		.00	22	13 1/2	6	2,589	46,602
STARR	S8G	M	3 3/4	3 1/2	+ 1/4	+ 7.14	9	3 1/4	4	1,091	4,091
STORER	SBK	N	14 3/8	15 1/2	- 1 1/8	- 7.25	20 5/8	10 7/8	7	4,571	65,708
TAFT	TFB	N	17 5/8	18 7/8	- 1 1/4	- 6.62	27 1/4	10 3/4	6	4,045	71,293
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										78,163	2,184,564
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2	2 3/8	- 3/8	- 15.78	2 1/2	3/4	12	1,248	2,496
AVCO	AV	N	5 3/8	5 1/2	- 1/8	- 2.27	8 7/8	2 1/8	1	11,481	61,710
BARTELL MEDIA	BMC	A	3/4	7/8	- 1/8	- 14.28	2 3/8	5/8	1	2,257	1,692
JOHN BLAIR	BJ	N	4 1/8	4 1/2	- 3/8	- 8.33	7 1/2	3 1/2	20	2,403	9,912
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5 5/8	5 5/8		.00	6 1/2	1 1/2	21	4,164	23,422
COMBINED COMM.	CCA	N	9 1/8	8 3/4	+ 3/8	+ 4.28	16 1/8	5 1/8	6	4,673	42,641
COWLES	CWL	N	7 1/2	7 1/2		.00	8 7/8	3 7/8	7	3,969	29,767
DUN & BROADSTREET	DN8	N	25 5/8	26 7/8	- 1 1/4	- 4.65	36	14 5/8	17	26,514	679,421
FAIRCHILD IND.	FEN	N	6 3/8	6 3/8		.00	8 3/4	3 3/4	6	4,550	29,006
FUQUA	FOA	N	4 3/4	5	- 1/4	- 5.00	10 3/4	3 1/8	8	8,086	38,408
GANNETT CO.	GCI	N	32 3/4	33 1/8	- 3/8	- 1.13	38 1/2	20 1/2	20	21,108	691,287
GENERAL TIRE	GY	N	15 1/8	15 3/4	- 5/8	- 3.96	18 1/4	10 1/4	5	21,523	325,535
GLOBETROTTER	GL8TA	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	HMN	N	17 1/2	16 7/8	+ 5/8	+ 3.70	19 3/8	6	11	4,369	76,457
JEFFERSON-PILOT	JP	N	27 1/4	27	+ 1/4	+ .92	38 1/4	20 1/2	11	24,066	655,798
KAISER INDUSTRIES	KI	A	7 7/8	8 3/4	- 7/8	- 10.00	11 3/8	4 1/4	5	27,575	217,153
KANSAS STATE NET.	KSN	O	3 5/8	3 1/2	+ 1/8	+ 3.57	4 1/8	2 3/4	6	1,815	6,579
KINGSTIP	KTP	A	5 1/2	5 1/2		.00	6 3/4	1 1/2	10	1,154	6,347
KNIGHT-RIDDER	KRN	N	24	25 1/4	- 1 1/4	- 4.95	32 3/4	9 1/4	16	8,305	199,320
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	18 1/4	18 3/4	- 1/2	- 2.66	19 3/8	10 3/4	10	3,352	61,174
LIBERTY	LC	N	9 3/4	9 3/4		.00	15 5/8	7 1/8	4	6,762	65,929
MCGRAW-HILL	MHP	N	10 1/2	11 1/4	- 3/4	- 6.66	13 1/2	5 1/2	9	24,569	257,974
MEDIA GENERAL	MEG	A	14 3/8	14 3/8		.00	32 3/4	13 1/2	5	3,604	51,807
MEREDITH	MOP	N	9 1/2	9	+ 1/2	+ 5.55	13 3/8	8	4	3,003	28,528
METROMEDIA	MET	N	12 7/8	13	- 1/8	- .96	15	4 1/2	10	6,553	84,369
MULTIMEDIA	MMED	O	12	12		.00	14 1/4	8 3/4	8	4,389	52,668
NEW YORK TIMES CO.	NYKA	A	12 1/8	12 1/2	- 3/8	- 3.00	14 1/2	6 3/4	7	10,938	132,623
OUTLET CO.	OTU	N	12	11 3/4	+ 1/4	+ 2.12	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		.00	10	1 1/2	8	3,181	12,724
REEVES TELECOM	R8T	A	1 3/8	1 1/2	- 1/8	- 8.33	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	18 7/8	19	- 1/8	- .65	22	6 1/2	13	13,404	253,000
RUST CRAFT	RUS	A	5 7/8	6 1/8	- 1/4	- 4.08	10 1/4	5 1/8	4	2,328	13,677
SAN JUAN RACING	SJR	N	9	8 5/8	+ 3/8	+ 4.34	13 3/8	5 1/2	6	2,509	22,581
SCHERING-PLOUGH	SGP	N	48 1/4	49 1/4	- 1	- 2.03	74 3/8	44 3/4	20	53,938	2,602,508
SONDERLING	S08	A	6 1/8	6 1/8		.00	10	3 1/2	4	727	4,452
TECHNICAL OPERATIONS	TO	A	3 3/8	3 3/8		.00	6 3/4	2 3/8	4	1,344	4,536
TIMES MIRROR CO.	TMC	N	15 1/4	16 1/8	- 7/8	- 5.42	19 1/2	9 1/4	9	33,814	515,663
WASHINGTON POST CO.	WPO	A	22 1/8	23	- 7/8	- 3.80	28 3/4	14 3/4	7	4,751	105,115
WOMETCO	WOM	N	13 7/8	14	- 1/8	- .89	16 7/8	6 1/4	9	5,775	80,128
TOTAL										373,705	7,480,337
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	1 7/8	1/8		1,200	300
AMER. ELECT. LABS	AEL8A	O	1 1/4	1 1/4		.00	2 1/8	1/2	10	1,672	2,090
AMERICAN TV & COMM.	AMTV	O	11 3/4	13 1/4	- 1 1/2	- 11.32	19 1/4	5 1/2	21	3,304	38,822
ATHENA COMM.** *	O		1/4	1/4		.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4	4 1/2	- 1/2	- 11.11	24 1/8	2 1/2	8	8,390	33,560
CABLECOM-GENERAL	CCG	A	5 3/4	6 1/4	- 1/2	- 8.00	7 1/4	1 1/2	10	2,560	14,720
CABLE FUNDING	CFUN	O	5 1/4	5 1/2	- 1/4	- 4.54	7 3/8	3 7/8	131	1,121	5,885
CABLE INFO.	O		3/4	3/4		.00	1 1/4	1/8	2	663	497
COMCAST	O		2 1/4	2 1/4		.00	3 1/4	3/4	9	1,708	3,843
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	11 1/2	12 1/4	- 3/4	- 6.12	15 7/8	3 3/4	18	3,560	40,940
ENTRON	ENT	O	3/4	3/4		.00	1 1/2	3/8	5	1,358	1,018
GENERAL INSTRUMENT	GRL	N	8 7/8	10 3/8	- 1 1/2	- 14.45	17 1/8	5/8	6	7,201	63,908
GENERAL TV	O		5/8	5/8		.00	1 1/2	1/4	31	1,000	625
SCIENTIFIC-ATLANTA	SFA	A	17 5/8	18 1/2	- 7/8	- 4.72	18 1/2	4	15	966	17,025
TELE-COMMUNICATION	TCOM	O	3 3/8	3 3/8		.00	6 3/8	7/8	2	5,181	17,485
TELEPROMPTER	TP	N	5 3/8	6 1/2	- 1 1/8	- 17.30	9	1 3/8	12	16,604	89,246
TIME INC.	TL	N	53 3/4	56 1/8	- 2 3/8	- 4.23	59 1/4	24 7/8	11	9,960	535,350
TOCOM	TOCM	O	2 1/2	2 1/2		.00	4 7/8	1 3/4	6	634	1,585
UA-COLUMBIA CABLE	UACC	O	8 1/2	8 3/4	- 1/4	- 2.85	12 3/4	3 3/4	12	1,714	14,569
UNITED CABLE TV	UCTV	O	2 1/2	2 3/4	- 1/4	- 9.09	4 5/8	1/4	5	1,879	4,697

	Stock symbol	Exch.	Closing Wed. Oct. 1	Closing Wed. Sept. 24	Net change in week	% change in week	1974-75 High	1974-75 Low	P/E ratio	Approx. shares out (000)	Total market capital- ization (000)		
VIACOM	VIA	N	8 1/4	9 1/8	-	7/8	-	9.58	9 1/4	2 5/8	11	3,665	30,236
VIKDA**	VTK	A	1 3/8	1 1/2	-	1/8	-	8.33	4	1/2	1	2,534	3,484
Programming										TOTAL	83,760	929,938	
COLUMBIA PICTURES	CPS	N	5 3/4	6 3/4	-	1	-	14.81	9 1/2	1 5/8	22	6,748	38,801
DISNEY	DIS	N	42 3/8	46 5/8	-	4 1/4	-	9.11	54 3/4	18 3/4	23	29,755	1,260,868
FILMWAYS	FWY	A	5 1/4	6 1/8	-	7/8	-	14.28	6 1/8	2 1/8	7	1,792	9,408
FOUR STAR			1/4	1/4				.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	19 5/8	21 3/8	-	1 3/4	-	8.18	42 1/2	18 3/8	3	14,470	283,973
MCA	MCA	N	80 1/4	82 1/2	-	2 1/4	-	2.72	82 1/2	19 1/4	11	8,478	680,359
MGM	MGM	N	15	15 3/8	-	3/8	-	2.43	32 1/2	9 1/4	6	12,180	182,700
TELE-TAPE** *	O		1/4	1/4				.00	3/4	1/8		2,190	547
TELETRONICS INTL.	O		4 5/8	4 1/8	+	1/2	+	12.12	5	1 1/4	10	943	4,361
TRANSAMERICA	TA	N	7 1/2	7 7/8	-	3/8	-	4.76	10 3/8	5 1/2	11	64,945	487,087
20TH CENTURY-FDX	TF	N	12 1/2	12 3/4	-	1/4	-	1.96	14 7/8	4 1/2	13	7,547	94,337
WALTER READE**	WALT	D	1/2	1/2				.00	1/2	1/8		4,296	2,148
WARNER	WCI	N	18	19 3/4	-	1 3/4	-	8.86	20 7/8	6 7/8	7	16,718	300,924
WRATHER	WCD	A	4	3 5/8	+	3/8	+	10.34	8 1/8	1 1/4	7	2,229	8,916
										TOTAL	172,957	3,354,595	
Service													
BBDO INC.	BBDO	D	15 3/4	16	-	1/4	-	1.56	17 1/2	9 7/8	7	2,513	39,579
COMSAT	CO	N	35 5/8	37 3/8	-	1 3/4	-	4.68	46	23 3/4	8	10,000	356,250
DOYLE DANE BERNBACH	DDYL	D	8	9 5/8	-	1 5/8	-	16.88	11 7/8	5 5/8	4	1,816	14,528
ELKINS INSTITUTE** *	ELKN	D	1/8	1/8				.00	5/8	1/8		1,897	237
FOOTE CONE & BELDING	FCB	N	9 1/4	9 3/8	-	1/8	-	1.33	11 1/4	5 3/8	6	2,121	19,619
GREY ADVERTISING	GREY	D	6 3/8	6 1/2	-	1/8	-	1.92	8 3/8	1	4	1,213	7,732
INTERPUBLIC GROUP	IPG	N	15 1/2	16	-	1/2	-	3.12	19	8 1/8	5	2,249	34,859
MARVIN JOSEPHSON	MRVN	O	6	6				.00	9 3/4	3 1/4	4	1,800	10,800
MCI COMMUNICATIONS	MCIC	O	2 1/4	2 3/8	-	1/8	-	5.26	6 1/2	1		13,339	30,012
MOVIELAB	MOV	A	1 1/4	1 1/4				.00	1 3/4	1/2	7	1,407	1,758
MPD VIDEOEDTRONICS	MPD	A	3 3/8	3 5/8	-	1/4	-	6.89	4	1	19	537	1,812
NEEDHAM, HARPER	NDHMA	D	5	5				.00	7 1/2	3 5/8	7	853	4,265
A. C. NIELSEN	NIELB	D	17 5/8	18 3/8	-	3/4	-	4.08	28	7 3/8	16	10,598	186,789
OGILVY & MATHER	OGIL	O	17 3/4	17 3/4				.00	23 1/2	10	6	1,805	32,038
J. WALTER THOMPSON	JWT	N	6 1/2	6 3/8	+	1/8	+	1.96	12	4 1/4	9	2,649	17,218
UNIVERSAL COMM.*	O		1/4	1/4				.00	3/4	1/8		715	178
										TOTAL	55,512	757,674	
Electronics/Manufacturing													
AMPEX	APX	N	5 3/8	5 5/8	-	1/4	-	4.44	8 3/8	2 1/4	5	10,885	58,506
CCA ELECTRONICS*	CCAE	D	1/8	1/8				.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 5/8	1 7/8	-	1/4	-	13.33	2 1/8	1	8	2,319	3,768
CDHU, INC.	CDH	A	2 3/4	2 3/4				.00	3 7/8	1 1/4	31	1,617	4,446
CONRAC	CAX	N	18	19 1/4	-	1 1/4	-	6.49	21 3/4	10	8	1,271	22,878
EASTMAN KODAK	EASKD	N	89 1/4	92 1/2	-	3 1/4	-	3.51	108 3/4	63	23	161,347	14,400,219
GENERAL ELECTRIC	GE	N	42 1/2	44 3/8	-	1 7/8	-	4.22	65	30	14	182,885	7,772,612
HARRIS CORP.	HRS	N	22 1/4	22	+	1/4	+	1.13	33 1/2	13 1/8	15	6,160	137,060
HARVEL INDUSTRIES*	HARV	O	3	3				.00	9	2 1/2	19	480	1,440
INTERNATIONAL VIDEO	IVCP	D	1 7/8	2 1/4	-	3/8	-	16.66	7 1/2	1 1/4	3	2,730	5,118
MICROWAVE ASSOC. INC	MAI	N	15 1/4	17 3/8	-	2 1/8	-	12.23	26 7/8	9 3/4	8	1,320	20,130
3M	MMM	N	49 5/8	54	-	4 3/8	-	8.10	80 1/2	7 5/8	25	114,240	5,669,160
MOTOROLA	MDT	N	44 1/4	43 3/8	+	7/8	+	2.01	61 7/8	34 1/8	20	28,198	1,247,761
N. AMERICAN PHILIPS	NPH	N	18 5/8	18 1/8	+	1/2	+	2.75	24 1/4	11 1/4	9	12,033	224,114
DAK INDUSTRIES	DEN	N	7 3/4	7 7/8	-	1/8	-	1.58	12 7/8	5 1/4	3	1,639	12,702
RCA	RCA	N	16 3/4	17 1/2	-	3/4	-	4.28	21 1/2	9 7/8	13	74,547	1,248,662
ROCKWELL INTL.	RDK	N	22 1/4	22 3/8	-	1/8	-	.55	28 3/8	18 3/8	7	30,913	687,814
RSC INDUSTRIES	RSC	A	1 5/8	1 3/4	-	1/8	-	7.14	2 1/4	1/2	6	3,440	5,590
SONY CORP.	SNE	N	7 7/8	8 3/4	-	7/8	-	10.00	29 7/8	4 3/4	21	172,500	1,358,437
TEKTRONIX	TEK	N	37 5/8	37	+	5/8	+	1.68	47 3/4	18 1/2	13	8,671	326,246
TELEMATION	TIMT	O	1 3/4	1 3/4				.00	2 3/4	1	10	1,050	1,837
VARIAN ASSOCIATES	VAR	N	13 3/8	14 3/4	-	1 3/8	-	9.32	17 3/4	6	12	6,838	91,458
WESTINGHOUSE	WX	N	12 7/8	13 7/8	-	1	-	7.20	26	8 1/2	36	87,024	1,120,434
ZENITH	ZE	N	22 1/8	22 1/2	-	3/8	-	1.66	31 5/8	10	92	18,797	415,883
										TOTAL	931,785	34,836,385	
GRAND TOTAL										1,695,882	49,543,493		
Standard & Poor's Industrial Average			93.4	96.7	-3.3								

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over the counter (Bid price shown)
P-Pacific Coast Stock Exchange
††Stock did not trade on Wednesday;
closing price shown is last traded price.

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly highs and lows are drawn from
trading days reported by Broadcasting.
Actual figures may vary slightly.

P/E ratios are based on earnings-per-share figures
for the last 12 months as published by Standard &
Poor's Corp. or as obtained through Broadcasting's
own research. Earning 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.

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Revenues	Net Income	Per Share	Per Share
Communications Properties Inc.....	9 mo. 7/31	14,201,710	+38.7%	(734,138)	-	10,234,554	209,946	(.15)	.04
Filmways Inc.....	6 mo. 8/31	48,058,000	+66.8%	870,000	+12.5%	28,800,000	773,000	.43	.38
General Tire & Rubber.....	9 mo. 8/31	1,286,324,000	+ 29%	42,215,000	-23.7%	1,249,882,000	55,353,000	1.94	2.55
Rust Craft.....	6 mo. 8/31	35,725,000	- 2.6%	(189,000)	-	36,686,000	519,000	(.08)	.22

*Change too great to be meaningful.

radio • television • catv • public relations/contacts

Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

FCC information

You can now have—on a daily basis—FCC information releases. Many satisfied clients, including consulting engineers, attorneys, technical staffs, marketing organizations use these releases to get the jump on competition and to keep their clients fully informed on FCC matters. Only \$15 a month plus first class postage.

WASHINGTON INFORMATION GROUP

Fred Maletz, GM, (202) 265-2507
Box 12026
Washington, D.C. 20005

flags

OVER 1,000,000 KITS SOLD BY THE MEDIA

3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Ideal for Bicentennial Promotion

Write or Call Today
For Catalog Sheet
of Bicentennial Items.
Immediate Delivery.

ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618/273-3376

free film

FREE LOAN 16mm FILMS

All topics ... entertaining, informative, top quality. Book singly, in packages or series ... you name it. Call us collect for programming assistance.

ASSOCIATION-STERLING FILMS, Ridgefield, NJ (201) 943-3855, LaGrange, Ill. (312) 354-7422, Dallas (214) 638-6799, Atlanta (404) 458-6253, San Valley, Ca. (213) 767-0200

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

instructions

F.C.C. EXAM MANUAL

The Original Test-Answers exam manual that prepares you at home for FCC First and Second class licenses. Includes Up-Dated multiple choice tests and key Schematic diagrams. PLUS - Self-Study Ability Test. ONLY: \$9.95 Postpaid.

COMMAND PRODUCE FILMS P.O. BOX 26348
4800 EMERSON DRIVE SAN FRANCISCO, CALIF. 94126

programming

Fun Music RADIO
is changing into
GOLD

Box 2049, Scottsdale, Az 85252 602-946-2093

programming (cont'd)

ONE MOMENT PLEASE®
with **MORT CRIM**

award winning—money making
syndicated TV and radio feature

FREE AUDITION
Alcare Communications
collect (215) 687-5767

CAVOX

is PROFIT-PROGRAMMED MUSIC for Automated or Live Radio

Complete Library Service • 5 MCM Formats • Mono or Stereo
Call (213) 776-6933, CAVOX Stereo Productions,
502 S. Isis, Inglewood, CA 90301.
Ask for Bob Mayfield.

**Automation Programming
that sounds LIVE!**

CONCEPT PRODUCTIONS

CONTEMPORARY M.O.R. • PROGRESSIVE TOP 40
SOFT TOP 40 • FAMILIAR PROGRESSIVE ROCK

5831 Rosebud Lane, Sacramento, CA 95841
phone (916) 331-7407

CUSTOM TAPES FOR AUTOMATION

THE CnB STUDIOS

3415 BERESFORD AVENUE
BELMONT, CALIFORNIA 94002
415 / 592-4149

5-minute
Quality advertising programs
Award winning—Time tested
Increasing appeal and popularity
Repeated Renewals

**POINT OF LAW
DOCTOR'S HOUSE CALL**

Broadcast as Public Service

or
Sell to wide range of General Sponsors
Write or Call for Brochure/Audition Tape

SIGNAL PRODUCTIONS, INC.
6223 Selma Avenue • Hollywood, Calif. 90028
Telephone (213) 463-4173

programming (cont'd)

PETERS PRODUCTIONS, INC.

Programmed by the Pros

"COUNTRY LOVIN'" —Modern country
"THE GREAT ONES" —Adult MOR
"THE LOVE ROCK" —An instant winner
"MUSIC ... JUST FOR THE TWO OF US."
—5 beautiful formats

ALSO CUSTOM JINGLES
Telephone (714) 565-8511

PETERS PRODUCTIONS, INC.
8228 Mercury Court San Diego, California 92111

**Maybe ours should
be yours.**

When you select *KalaMusic*, you'll be able to reach your most affluent market with beautiful music programmed towards adults 18 to 49. That's the market buying the bulk of your clients' products & services.

We know. *KalaMusic* is the same music we use ourselves with a proven track record. Music that has been remarkably effective for us. And it's been successful for other stations in major, medium and small markets.

Write for a free demo tape or call Stephen Trivers or Bill Wertz; collect at 616-345-7121.

KalaMusic

Suite 334
Industrial State Bank Bldg.
Kalamazoo, Mich. 49006



the great int.

more music enterprises

5305 Laurel Canyon Blvd. N. Hollywood, CA 91607
(213) 985-3300

legal

BROADCASTING AND THE LAW

A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you . . . In a unique way. For further information and a sample copy write:

BROADCASTING AND THE LAW

Box 8357A
Knoxville, Tennessee 37916

radio drama

The GREEN HORNET

Radio Mystery Series

IS BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, Inc.
444 MADISON AVE., NEW YORK 10022 • (212) 759-3232



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Lum & Abner Distributors
1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 378-9292

To: BROADCASTING

1735 DeSales St., N.W.
Wash., D.C. 20036
(202) 638-1022

Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rate.

Name _____

Company _____

Address _____

Cable

AT&T-cable accord on pole rates hailed on three fronts

**Wiley pleased that commission did not have to be an enforcer;
NCTA happy over stability attained;
phone company cites concessions**

The cable pole-rate attachment controversy has been settled, at least through 1978 and as it pertains to Bell phone companies. AT&T agreed last Monday morning (Sept. 29) to go along with the version of FCC Chairman Richard Wiley's compromise proposal that the National Cable Television Association approved a week earlier (BROADCASTING, Sept. 29).

The agreement calls for no rate increase in any state, except in California and Pennsylvania, through Dec. 31, 1978. In those two states, where cable operators now pay \$2.50 per pole per year, the rate will increase to \$3.25 per pole effective July 1, 1976. That increase will mean about \$580,000 a year over the present revenues from pole-attachment leases, it was reported.

But NCTA thus managed to avoid a settlement that included increases for cable operators in Washington and Oregon, as called for in Chairman Wiley's proposal, and to achieve one that is less than a third of the \$1.8-million settlement package NCTA's negotiating committee had approved in 1973.

As outlined by Mr. Wiley, the nationwide freeze period will give the two sides time to begin a working business relationship so that future rates can be determined on their own without FCC interference. (The commission throughout the five-year pole negotiation stalemate held back from confronting the question of whether it should attempt to assert jurisdiction over the pole-attachment issue and impose a settlement. The Wiley proposal was intended to help the parties resolve their differences and thus remove the thorny question of jurisdiction from the commission's agenda. The commission had been scheduled to consider the question on Tuesday [Sept. 30]).

Chairman Wiley, who received word of the settlement over the weekend, discussed it with evident satisfaction in a speech to the Southern Cable Television Association in Atlanta, on last Monday. He said he had made "strenuous efforts" over the past year to help the parties reach an agreement, and he suggested that the settlement was fortunate for the cable industry. For although many in the cable industry had hoped that the commission would assert jurisdiction over the pole-attachment issue, he said, a "negative vote" by the commission "was a real

possibility," and that would have resulted in "a somewhat chaotic situation to the detriment of a cable industry." It was for that reason, he added, "that I decided to propose the terms of a final settlement."

Chairman Wiley expressed the hope that the "restraint and spirit of accommodation" which marked the reaching of the agreement between NCTA and AT&T will be reflected in the negotiations NCTA will hold with the independent telephone companies and other utilities that furnish pole space or conduit facilities to cable systems. He offered to aid in these talks, adding: "The bottom line for me, of course, is that the public not be deprived of quality cable service due to unfair or unreasonable pole-attachment rates."

AT&T's counsel, Jack Pettit, said the agreement provides an interim relationship but cautioned that two issues were still not resolved. He said the jurisdictional question and the problem of "where we go from here" were not resolved in the Monday agreement. Nevertheless, Mr. Pettit felt the settlement represented a lot of concessions on both sides. It is "not all that we would have wished," he said, but added that it probably was not all the cable industry hoped for either.

Amos Hostetter, NCTA pole committee chairman, said he was "pleased" that the agreement stabilized a "major cost component in the cable industry." Of course independent telephone companies are not involved with the AT&T agreement. "It remains to be seen" what the reaction of those phone companies will be, said Mr. Hostetter, but he hoped that the AT&T agreement would be a precedent.

The agreement notes that if any cable system, either individually or collectively, in California or Pennsylvania refuses to agree to the increases, then Bell can seek pole-attachment increases in accordance with existing contracts in the local regulatory forum.

Pole-rate fees have not changed in California since 1954, according to AT&T. They have remained at the same levels in Pennsylvania for at least 10 years.

FCC Chairman Wiley's proposal marked the first time the commission had come forward with a specific rate-schedule proposal. Prior to that, in April, the FCC staff had devised a basic formula for setting rates. During the summer, NCTA generated cost-related figures to plug into the staff's formula resulting in a specific rate schedule—showing increases in some states, decreases in others and an over-all drop of about 15% nationwide (BROADCASTING, Aug. 4). NCTA would not present these figures to AT&T as a proposal, but hoped each side would respond to the input since the formula was provided by the commission's staff (BROADCASTING, Aug. 18, Sept. 1 and Sept. 8). AT&T however, would not review the figures unless presented by NCTA as a proposal.

When those talks fell apart, AT&T suggested to the FCC that its Bell System companies would seek settlements on a local level. (BROADCASTING, Sept. 22).

The insistence of NCTA that any for-

mula for rates be based on cable's proportionate use of the pole and AT&T's push for a "sharing-of-savings" plan or across-the-board increases killed earlier proposals advanced from both sides. The failure of the proposal-counter proposal scheme eventually brought about the stalemate that saw Mr. Wiley help with figures of his own.

All in agreement

The FCC's rulemaking proposal to allow processing of certificate-of-compliance applications without the wait for local cable franchise fee provisions to come in line with commission standards drew unanimous support from the few cable groups filing comments.

The National Cable Television Association said delays can run as long as two

years and are unnecessary because franchise provisions either come later into compliance with the FCC's limit of a 3% gross subscriber revenue franchise fee or local authorities will justify the higher fee (BROADCASTING, Sept. 29).

Echoing that sentiment, 69 cable operators filing a joint comment said the "protracted state of limbo" while waiting for local franchise provisions to come into federal compliance benefits neither the cable operator nor the public. Cablecom-General, in a separate comment, agreed.

The Arizona Cable TV Association thought the FCC should go further and declare any franchise provision—not just that relating to fees—"inoperative" to the degree it violates FCC rules.

Cable Briefs

New adviser. James D. Livingston, former CATV specialist on RCA corporate staff, has formed Livingston Associates to assist TV stations in cable system relations. Consulting firm is located at 800 Welch Road, Palo Alto, Calif.

Going pay way. Plains TV Corp., CATV system operator based in Muskogee,

Mich., will provide pay movies to areas of Dayton, Columbus and Cincinnati, all Ohio, via multipoint distribution service provided by Dayton Communications Corp., affiliate of Microband National System Inc. Service, initially directed at hotels, and apartments with master antenna systems, is intended to later interconnect separately owned cable systems in those three markets.

Minority ownership. Office of Minority Business Enterprise at Commerce Department reports 28 minority cable groups have obtained franchises and are completing financing and construction plans. OMBE, along with Cablecommunications Resources Center and aided by Department of Agriculture's Farmers Home Administration, Small Business Administration and Commerce Department's Development Administration, is currently working with some 70 other minority groups looking towards building and operating cable systems. CRC conducts market surveys to judge which areas are "cable-ready" and has identified 75 out of 500 rural markets in the South and Southwest as target areas.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970: Section 3685; Title 39, United States Code).

1. Title of Publication: BROADCASTING.
2. Date of Filing: September 30, 1975.
3. Frequency of Issue: 51 Mondays a year (combined issue at year end).
- 3A. Annual Subscription Price: \$25.00
4. Location of Known Office of Publication: 1735 DeSales St., N.W., Washington, D.C. 20036.
5. Location of Headquarters or General Business Offices of the Publishers: 1735 DeSales St., N.W., Washington, D.C. 20036.
6. Names and addresses of the Publisher, Editor and Managing Editor:
Publisher—Lawrence B. Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036.
Editor—Sol Taishoff, 1735 DeSales St., N.W., Washington, D.C. 20036.
Managing Editor—Donald West, 1735 DeSales St., N.W., Washington, D.C. 20036.
7. Owner:
Broadcasting Publications, Inc., Washington, D.C.; Sol Taishoff, Washington, D.C. 20036; B.T. Taishoff, Washington, D.C. 20036; Lawrence B. Taishoff, Washington, D.C. 20036; J.T. Cowan, Washington, D.C. 20036.
8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None.
9. Not applicable.
10. Not applicable.
11. Circulation:
A. Total no. copies printed (net press run)
35,459* 36,400**
B. Paid circulation
1. Sales through dealers & carriers, street vendors & counter sales 33* 54**
2. Mail subscriptions 29,396* 30,743**
C. Total paid circulation 29,429* 30,797**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means 5,302* 4,644**
E. Total distribution (sum of C and D) 34,731* 35,441**
F. Office use, left-over, unaccounted, spoiled after printing 728* 959**
G. Total (sum of E & F—should equal net press run shown in A) 35,459* 36,400**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

* Average no. copies each issue during preceding 12 months.

** Actual number of copies single issue published nearest to filing date.

A new state regulator weighs cable's problems

Trimmed Massachusetts budget decried by Chairman Oettinger who also points finger at encumbrances at federal level

The "primary objective" for the Massachusetts Cable Commission, said Anthony G. Oettinger, its chairman since July, is to streamline rate case handling. It is neither in the interests of the consumer nor cable operator to have rate cases drag along, he said.

The Massachusetts Cable Commission is currently faced with between 20 and 30 rate cases. The commission doesn't move as "expeditiously as I'd like", conceded Mr. Oettinger, who puts the blame on the "minuscule budget" allocated for cable regulations. Last year that budget was \$128,000. This year the exact numbers are uncertain, but the commission has requested a \$200,000 budget for "modest growth" of its staff. The state has cut back its over-all budget however. Today, the Massachusetts Cable Commission, which regulates some 70 franchised systems in the state, has a staff of seven full-time employees, including four professionals and two clerical people and seven part-time commissioners.

If the budget is cut further, said Mr. Oettinger, rate decisions would be slowed down significantly. That may not be as bad as it seems, conceded Mr. Oettinger, because it would increase incentive to come to agreements at the local level without the need for rate appeals to the state. In the last year (since December 1974, when the commission assumed jurisdiction in rate cases) eight rate decisions were resolved locally. The commission has acted in only one case—involving a

system in Revere, Mass.—where it established a rate higher than the present one but less than the one sought by the operator. An additional charge was allowed for local origination.

In Mr. Oettinger's eyes, the commission has three responsibilities to the consumer: to protect him from paying "excessive" rates, assure him good service and a choice of programming. If the commission cannot insure that cable is the "TV of abundance," said Mr. Oettinger, then at least it can see that there is "free choice" television with no governmental intervention.

Many people could be forced to pay twice for programming, said Mr. Oettinger, once through advertising for broadcast television and once directly for receiving that program via cable. He also accused the FCC of "dragging its feet" on the pole attachment issue. The 1972 FCC cable television rules, claimed Mr. Oettinger, are a "morass of protectionism" for the broadcasting industry, making it a "miracle" that cable is here at all today. He does not anticipate any changes in those "byzantine rules" until legislative attention is focused on rewriting the 1934 Communications Act.

Assumptions like scarcity which underlie the 1934 Act, said Mr. Oettinger, just are not true today. Broadcast television, cable communications and video disk technology should all be thought of together in providing for the unlimited channels of communications that can exist, explained Mr. Oettinger. Most of Mr. Oettinger's views on where communications is headed are contained in the Com-

mittee for Economic Development's reports—*Broadcasting and Cable Television: Policies for Diversity and Change*, on which he served as an adviser. (Mr. Oettinger in addition to serving on the Massachusetts Cable Commission since its 1972 birth, is Gordon McKay professor of applied mathematics, professor of information resources policy and a member of the public administration faculty at Harvard University, Cambridge, Mass. He is also director of Harvard's program on information technologies and public policy.)

Ancillary services, such as two-way communications are "gone," contended Mr. Oettinger. The industry hit hard by the economy, has not been able to generate the monies to provide such services, he said. But projects like Home Box Office Inc.'s satellite-interconnected pay programming network are viewed optimistically by Mr. Oettinger.

Cable operators are entitled to a profit, said Mr. Oettinger, and although he would not pin down what those profits should be, he did draw a distinction between basic retransmission services and more sophisticated major-market cable systems and their alternative programming choices. Those performing a mere retransmission service are in effect a public service and should be regulated along those lines. Cable systems serving areas where off-air reception is good are different in that the



Oettinger

subscribers have a real option to disconnect. In those cases, the consumer and the open market can more readily be allowed to play a decisive role in rates, he said.

Mr. Oettinger feels the negative sentiment towards state level regulations often voiced by cable operators is changing. Gradually cablemen have discovered that broadcasters still get the upper hand in the FCC rules in exchange for the "small bone" given to cable operators concerning federal overview of state rules, he asserted. He acknowledged there is

duplicative work and forms to be filled out, but, Mr. Oettinger said, the commission is trying to simplify the workload regarding its rules on franchising. The budget crunch made those revisions "impossible to follow up," however.

Mr. Oettinger does not believe in state regulation for its own sake. He concedes that a strong argument can be made for less regulation. But in his mind, the FCC is hardly the tool—unless new mandate legislation is adopted in Congress—to control cable's future.

Fates & Fortunes®

Media



Saxe

Edward L. Saxe, former president of CBS Television Services Division when that unit comprised CATV and film syndication operations (spun off into Viacom International), has joined TransCom-munications Corp., Greenwich, Conn., as principal and director.

Mr. Saxe was for many years chief operations officer for CBS Television Network, joins TransCom associates **Robert Button** (ex-Comsat) and **Hubert Schlafly** (ex-Teleprompter) in development of cable-broadcast-satellite projects.

George Keramidas, director of audience analysis, planning and development, ABC-TV, New York, appointed director of audience research. **Jules Haimovitz**, senior statistician, ABC-TV, New York, appointed manager of operations and statistical research.

Thomas H. Pierce, Midwest manager, CBS FM Sales, Chicago, named general manager of CBS-owned KCBS-FM San Francisco.

Walter C. Liss Jr., program director, WKBW-TV Buffalo, N.Y., named general manager, KFSN-TV Fresno, Calif. Both are Capital Cities Communications stations.

Edward W. Estlow, general business manager, Scripps-Howard Newspapers, New York, named president of parent company, E.W. Scripps Co. (also parent of Scripps Broadcasting), succeeding **Jack R. Howard**, retiring at end of year (BROADCASTING, Sept. 22).

Hal Von Nessen, promotion director, Cosmos Broadcasting Corp., Columbia, S.C., named executive assistant. **John G. Lert Jr.**, financial analyst, named planning-development director.

Kenneth Goldblatt, station manager, WAOK(AM) Atlanta, named VP/chief operating officer, New Giv Inc., licensee of WGIV(AM) Charlotte, N.C. **Manny Clark**, program director, WGIV, named operations director.

Graciano Wee, senior staff accountant, promoted to manager, general and cost accounting, ABC corporate controller's department, West Coast, Los Angeles. **James Myers**, staff accountant, promoted to senior staff accountant, succeeding Mr. Wee.

Mary Lin Harman, director of public affairs, public service and traffic, KBCA(FM) Los Angeles, has joined publicity and public relations department of KMPC(AM) same city.



Jorgenson

Michael Jorgenson, general manager, KLAK-AM-FM Lakewood-Denver, Colo., named manager, WBNS-AM-FM Columbus, Ohio. He will report to **Gene D'Angelo**, executive VP for WBNS-AM-FM-TV and WLWI(TV) Indianapolis, all owned by Dispatch Printing Co., Columbus.

Richard Brady, general manager, KEZQ(FM) Little Rock, Ark., named to additional position, VP of licensee, Mann Media.

William E. Prettyman Jr., sales manager, WPGC-AM-FM Morningside, Md.-Washington, named VP/station manager.

Jay Williams Jr., station manager, WVBF(FM) Framingham-Boston, named VP/general manager.

John Marver, general manager/part-owner, WANT(AM) Richmond, Va., named general manager/national sales director, WENZ(AM) Highland Springs-Richmond, Va.

Thomas W. Bruce, manager, WMSA(AM) Massena, N.Y., named radio director of licensee, Brockway Co.

Dave Chandler, assistant station manager, KPST(AM) Preston, Idaho, named station manager.

Newly elected officers, Hawaii Association of Broadcasters: **George Hagar**, KHON-TV Honolulu, president; **Don Metzger**, KGU(AM) Honolulu, VP; **Fred Constant**, KPOI(AM)-KHSS(FM) Honolulu, secretary; **Jim Ownby**, KNDI(AM) Honolulu, treasurer; **Nora Cooper**, KMVI(AM)-TV Maui, neighbor island representative.

Newly elected officers, Western Educational Network: **Paul Steen**, KPBS(FM)-TV San Diego, president; **Bill Osterhaus**, KQED(TV) San Francisco, VP; **Don Upham**, KUAC-TV Fairbanks Alaska, secretary; **Bob Casey**, KIXE-TV Redding, Calif., treasurer.

John P. Witherspoon, VP, noncommercial KCET(TV) Los Angeles and chairman, Corax Communication Group, named president, Public Service Satellite Consortium, San Diego.

Carl H. Austin, instructor at Army Security Agency School, Fort Devens, Mass., named public affairs coordinator, noncommercial WUSF(FM) Tampa, Fla.

Doddin Applegate, part-time coordinator, noncommercial WGVC(TV) Allendale, Mich., named public support director.

Broadcast Advertising

Fred Cuneo, account executive, NBC-TV's participating program sales department, New York, named director, special program sales.

Wesley P. Dubin, director, central division, Network Sales Proposal/Planning Department, ABC-TV, Chicago, named to newly created position of network television negotiator, Needham, Harper & Steers Advertising, Chicago.

Leo F. McMullin, VP, media, Stockton, West, Burkhart, Cincinnati, named executive VP.

Ted Conway, formerly president, Television Information Co., Los Angeles (television monitoring), named general sales manager, KMIR-TV Palm Springs, Calif., succeeding **Ralph Connor**, resigned.

Ralph A. Smith, Southwest regional manager, Radio Advertising Bureau, New York, named general sales manager, KXOL(AM) Fort Worth.

Inger Jensen, account executive, national sales, WBBM-TV Chicago, named sales manager. **Ellen Rike**, sales research manager, named director of sales research.

William D. Crossan, art director/producer; **Myrna Omang**, radio-TV commercial production business manager, Compton Advertising Inc., New York, named VP's.

Eleanor Gannon, research supervisor, NBC O&O Spot Sales, New York, named research manager, MMT Sales, New York.

Peter J. Cleary, Eastern regional sales manager, RKO Radio, New York, named VP.

Michael J. Barry, and **Michael K. Collier**, associate research directors, J. Walter Thompson, Chicago, named VP's.

Angus Robinson, VP, special sales projects, NBC-TV, Chicago, has taken early retirement to pursue outside business interests. No successor has been named to Mr. Robinson, who is 57 and was with NBC for 22 years.

Dean Borba, sales/marketing director, Houston Sports Association, and former broadcaster, named VP. He will direct sales and marketing operations, including Astros baseball radio-TV network.

John C. Devine, television sales manager, Avery-Knodel, named manager of Los Angeles office, on retirement of **Douglas L. MacLatchie**, senior VP and manager, at end of this month. Mr. MacLatchie will serve in advisory capacity for next six months.

Dave Recher, VP, Chicago office of Eastman Radio, elected VP for Midwest region.

John Crotchett, marketing supervisor, non-automotive accounts, Clinton E. Frank, Los Angeles, San Francisco, named VP.

J. Nicholls Spain, account executive, WWJ-TV Detroit, named local sales manager.

Leslie Glick, marketing, research director, KYW(AM) Philadelphia, named office manager, Serubo & Leebron Advertising, Elkins Park, Pa.

Mitch L. Price, freelance photographer/filmmaker, New York, named radio-television creative manager, Daniel H. Price Inc., same city.

Wayne T. Upchurch, account executive, Jefferson Pilot Broadcasting Co., Charlotte, N.C., named general sales manager, Jefferson Productions, same city.

John Attebery, sales staff, KSDO(AM) San Diego, named local sales manager.

Allan Johnson, local sales manager, WKOX(AM) Framingham-Boston, named to same position, WVB(FM) same city. Both are Fairbanks Broadcasting stations.

John Purcell, local sales manager, WSFA-TV Montgomery, Ala., named to same position, WTVR-TV Richmond, Va.

Joseph Woodford, account executive, WLEE(AM) Richmond, Va., named regional sales manager, WENZ(AM) Highland Springs-Richmond, Va.

Fairfax Cone, director/founder-chairman, Foote, Cone & Belding, and late **G.D. Crain Jr.**, founder/publisher, *Advertising Age* elected to American Advertising Federation's Advertising Hall of Fame.

Programing

Hal Classon, producer, CBS News special events unit, New York, named associate director of operations, CBS Television network sports. **Hugh Gray Raisky**, designer, CBS-TV, named associate producer, CBS-TV Sports.

Marvin (Mendy) Rudolph, chief referee, National Basketball Association, New York, named commentator, CBS Television network sports, New York, succeeding **Oscar Robertson**, who has not announced plans.

Don Kobiela, creative services director, KQV(AM) Pittsburgh, assumes additional duties as executive producer/director of Pittsburgh Penguins hockey.

Merrill Barr, formerly district sales manager, O'Connor Creative Services, Hollywood, named VP-marketing and elected to firm's board. Other O'Connor appointments: **Ed Cotter**, account executive, WMAQ(AM) Chicago, named Midwestern district sales manager;

Johnny Gunn, freelance TV and radio commercial announcer, named Northeastern district sales manager.

Stephanie Covine Tinfo, public service director, WNNJ(AM)-WIXL(FM) Newton, N.J., named production director, WRAN(AM) Dover, N.J.

Marty Adelman, announcer WNNJ(AM) WIXL(FM) Newton, N.J., named music director.

John E. Reichard, general sales manager, Jefferson Productions, Charlotte, N.C., named president, Mobile Image Inc., Atlanta film/video tape production firm.

David M. Wilson, program operations director, Indiana State University, Terre Haute, named production manager, noncommercial WNIN(TV) Evansville, Ind.

J. Allison Binford Jr., television production director, Illinois Office of Education, Springfield, named programming VP, Connecticut Public Television, Hartford. **Alfred Steel Jr.**, acting program manager, Connecticut Public Television, named program manager.

Broadcast Journalism



Frawley

Thomas J. Frawley, VP, news, Cox Broadcasting Corp., Washington, named to newly created position, VP, Washington. **Andrew M. Cassells**, news director, Washington, named bureau chief. **Richard A. Mallary**, with Frank N. Magid Associates, Marion, Iowa, named broadcasting division news

director, Atlanta.

Roger Ailes, has resigned as executive VP, Television News Inc., New York. He will continue with his own production firm, Roger Ailes Associates, New York.

Elizabeth L. Dribben, writer/producer, CBS News, New York, named producer, special events unit.

Donald C. Hamilton, director of business affairs, CBS News, New York, elected VP-business affairs.

Lou Law, reporter, WCAU(AM) Philadelphia, named reporter/anchor, WMAL(AM) Washington.

John Quinones, news staff, K TSA(AM) San Antonio, Tex.; **Sandra Feldman**, news editor, KIKK-AM-FM Pasadena, Tex., named reporters, KTRH(AM) Houston.

Chuck Patyk, **Robin Hughes**, anchor/reporters, WHAS(AM) Louisville, Ky., named senior editors, WHAS and WNS(FM) same city.

Bob Lawrence, anchor/producer, WPEC(TV) West Palm Beach, Fla., named anchor, KTHV(TV) Little Rock, Ark.

Ed Casaccia, news writer/producer, KFSN-TV Fresno, Calif., named news producer, WKBW-TV Buffalo, N.Y.

Max Showalter, news director, WCTW(AM)-WMDH(FM) New Castle, Ind., named to same position, KFIZ(AM) Fond du Lac, Wis.

Cable

Gerald A. Sanders, regional engineer, Com-

munications Properties Inc., Austin, Tex., named chief engineer. He is succeeded by **Charles G. Prosser**, chief technician, CPI's Springfield, Ill., system.

Tony Lynn, graduate of S.I. Newhouse School of Public Communications, Syracuse University, named program/sales manager, local origination operations, Elmira Teleprompter Cable TV, Elmira, N.Y.

Equipment & Engineering

Glynn E. Rogers Sr., engineering director, WXIA-TV Atlanta, named to same position, Spartan Radiocasting Co. licensee of WSPA-AM-FM-TV Spartanburg, S.C.

Russell Artz, assistant chief engineer, WPLG-TV Miami, named chief engineer, WXIA-TV Atlanta.

James M. Richardson, regional director, TeleMation Inc., Salt Lake City, named executive VP, Syste-Matics Inc., Tulsa, Okla.

James E. Foss, staff engineer, KUZS-AM-FM Bakersfield, Calif., named chief engineer.

Samuel C. Jones, sales manager, Data Products Division, Robins Industries, Commack, N.Y., named sales manager, Robins-Fairchild Division.

Peter T. Coe, technical products group VP,

Berkey Photo, Burbank, Calif., named to additional position, president, Berkey Colortan, lighting equipment division.

William J. Overhauser, founder/chief executive, Sparta division, Cetec Corp., Sacramento, Calif., retired. **Jack J. Lawson**, sales manager, named acting general manager.

Julius Green, antenna engineering director, Channel Master division, Avnet Inc., Ellenville, N.Y., named to same position, Blonder-Tongue Laboratories, Old Bridge, N.J.

Dr. Peter C. Goldmark, president, Goldmark Communications, Stamford, Conn., named to receive national human relations award of National Conference of Christians and Jews at Nov. 19 dinner in Darien, Conn.

Robert N. Maglathlin, technical staff, Raytheon Co., Bedford, Mass., named development director, Raytheon, Lexington, Mass.

Allied Fields

James C. Warwick, special projects staff, FCC Common Carrier Bureau, Washington, named chief of Facilities Division's International and Satellite Transmission Systems Branch.

Edward L. Shuey, president, WSLW(AM) White Sulphur Springs, W. Va., WMON(AM) Montgom-

ery, W. Va., named associate, Frazier, Gross & Clay Inc., Washington TV-radio management consultant firm. He succeeds **David E. Schutz**.

David M. McGhee, news staff, WRTV(TV) Indianapolis, named VP, Howard S. Wilcox Inc., Indianapolis public relations firm.

Deaths

Alfred A. Coe, 62, president/general manager, KUKA(AM) San Antonio, Tex., died there Aug. 30. Mr. Coe was station manager at KITE(AM) San Antonio for 13 years until 1961 when he bought KUKA. He is survived by his wife, June, and one son.

Bob Considine, 68, newspaper columnist, author and broadcaster, died Sept. 25 in New York after suffering stroke the day before. His broadcasting activities included writing scripts, commentaries and 15-minute weekly radio show on NBC. He was also regular on *America After Dark* TV show. He is survived by his wife, Millie, three sons and one daughter.

Clive Morton, 71, actor, died Sept. 24 in London. Mr. Morton, character actor who appeared in television and movies, specialized in roles of lawyers, policemen and butlers, including butler in *Upstairs, Downstairs*. He is survived by his wife, Fanny, and one daughter.

For the Record®

As compiled by BROADCASTING, Sept. 22 through Sept. 26 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

AM applications

■ Greenwood, Ark.—Channel One Enterprises seeks 1510 khz, 1 kw-D. P.O. address: Rt. 1, Box 328D, Greenwood 72936. Estimated construction cost \$14,756; first-year operating cost \$10,150; revenue \$12,000. Format: country, bluegrass, top-40. Principals: Charles R. Crisler (100%) is on staff of Western Arkansas Planning and Development District in Fort Smith. Ann. Sept. 24.

■ Bonners Ferry, Idaho—Radio Bonners Ferry seeks 1450 khz, 1 kw-D, 250 w-N. P.O. address: 205 W. Kootenai, Box 749, Bonners Ferry 83805. Estimated construction cost \$41,844; first-year operating cost \$25,000; revenue \$75,000. Format: MOR. Principals: Donald P. Howe, Harold Sims and Peter B. Wilson (each 1/3). Mr. Howe owns farm, Mr. Sims is partner in agricultural implement company and Mr. Wilson is attorney. Ann. Sept. 24.

■ Murray, Ky.—The Jackson Purchase Broadcasting Co. seeks 1130 khz, 250 w-D. P.O. address: Box 1031, Bowling Green, Ky. 42101. Estimated construction cost \$9,937; first-year operating cost \$29,168; revenue not given. Format: progressive MOR. Principals: Charles M. Anderson (50%) owns majority interest in WKV(AM) Cave City, Ky. Freddie W. McCoy and

Stephen B. Catron (25% each) are former announcers for WBGN(AM) Bowling Green. Mr. Catron is also attorney for Kentucky Department of Human Resources. Ann. Sept. 24.

■ Port Gibson, Miss.—Adams Broadcasting Co. seeks 1320 khz, 500 w-D. P.O. address: 7216 Willow Creek Dr., Nashville 37221. Estimated construction cost \$16,800; first-year operating cost \$26,100; revenue \$41,000. Format: C&W, R&B. Principal: Jerry A. Adams (100%) is manager of WMAK(AM) Nashville. Ann. Sept. 24.

■ Amery, Wis.—Polk County Broadcasting seeks 1260 khz, 5 kw-U, DA-2. P.O. address: 2491 Lake Elmo Ave. N., Lake Elmo, Minn. 55042. Estimated construction cost \$34,550; first-year operating cost \$64,500; revenue \$115,000. Format: MOR, C&W. Principals: David L. Carlson (50%) is former part owner of farm equipment sales firm. Reynold P. Lark (50%) is chief engineer of WYOO(AM) Richfield, Minn. Ann. Sept. 24.

AM start

■ WQIN Lykens, Pa.—Authorized program operation on 1290 khz, 500 w-D. Action Sept. 11.

FM applications

■ Jackson, Ky.—Intermountain Broadcasting Co. seeks 97.7 mhz, 580 w., HAAT 608 ft. P.O. address: 1138 Main St., Jackson 41339. Estimated construction cost \$27,185; first-year operating cost \$6,979; revenue \$50,000. Format: easy listening, country, bluegrass. Principals: James M. Hay (50%) owns WGRK(AM) Greensburg and 50% of WEKG(AM) Jackson, both Kentucky. A. Dale Bryant (50%) is attorney and 50% stockholder in WSKV(FM) Stanton, Ky. Ann. Sept. 22.

■ Meredith, N.H.—Lakes Region Broadcasting Corp. seeks 105.3 mhz, 90 kw., HAAT 2,060 ft. P.O. address: Box 105, Meredith 03253. Estimated construction cost \$158,750; first-year operating cost \$148,433. Revenue \$180,000. Format: standard pop. Principals: Browning Laboratories (82%) is manufacturer of electronic equipment. Gardiner G. Greene Sr. is majority stockholder. G. Bradford Tiffany (10%) is engineer for nonprofit systems engineering organization. Leonard M. Foster (8%) owns real estate firm and marine sales and service company. Ann. Sept. 16.

■ *Dallas—Southern Methodist University Students' Publishing Co. seeks 91.3 mhz, 10 w. P.O. address: 3300 Dyer, Dallas 75275. Estimated construction cost \$32,185; first-year operating cost \$10,000. Principal: Frank A. Ragulsky Jr., director of student publications and radio. Ann. Sept. 26.

■ *Tacoma, Wash.—University of Puget Sound seeks 90.1 mhz, 10 w. P.O. address: 1500 N. Warner, Tacoma 98416. Estimated construction cost \$11,000; first-year operating cost \$5,000. Principal: Lloyd Stuckey, financial vice president. Ann. Sept. 23.

■ Riverton, Wyo.—Riverton Broadcasting Co. seeks 93.5 mhz, 3 kw., HAAT 278 ft. P.O. address: Box 393 Riverton 82501. Estimated construction cost \$37,000; first-year operating cost \$24,000; revenue \$36,000. Format: standard MOR, country, rock. Principal: Tony A. Kehl (100%) owns interest in KWOR(AM) Worland, Wyo., KCSR(AM) Chadron and KVSH(AM) Valentine, both Nebraska. Ann. Sept. 26.

FM actions

■ *Chunky, Miss.—Application by Pine Forest Academy and Hospital and Sanitarium for new FM on 88.9 khz returned. Ann. Sept. 26.

■ St. Charles and Florissant, Mo., FM proceeding: St. Charles Broadcasting Co., Changing Waves, both for St. Charles; and Florissant Broadcasting Co., Florissant, competing for 97.1 mhz (Docs. 20227-9)—Review Board has made effective July 21 initial decision of Judge David I. Kraushaar granting application of Florissant Broadcasting Co. for new FM. Judge granted 97.1 mhz, 50 kw. HAAT 500 ft. P.O. address 2120 Pyrenees Drive, Florissant 63033. Estimated construction cost \$43,970; first-year operating cost \$58,000; revenue \$36,000. Principals: Kenneth A. Behlmann (5%), president, Paul L. Blair (15%) et al. Florissant Broadcasting Co. and St. Charles Broadcasting Co., competing applicant, have merged.

■ Jefferson City, Tenn.—Application by Coffman Broadcasting Co. for new FM on 99.3 khz dismissed. Ann. Sept. 26.

FM start

■ KLGTV Breckenridge, Colo.—Authorized program operation on 102.3 mhz, ERP 3 kw, HAAT —230 ft. Action Sept. 11.

Ownership changes

Applications

■ **WBIS(AM)** Bristol, Conn. (1440 khz, 500 w-D)—Seeks assignment of license from Bristol Broadcasting Corp. to Radio House Inc. for \$325,000. Seller: E. Constance Hatch is executrix of husband's estate. Buyers: Robert W. Baker (51.4%) is general sales manager for WSPD-TV Toledo, Ohio. Marsh R. Howard, Thurston B. Howard and Robert J. Baker (16.2% each) are employees of packaging company, Sun Oil Co. and Marathon Oil Co., respectively. Ann. Sept. 22.

■ **WAVO(AM)** Decatur, Ga. (1420 khz, 1 kw-DA-D)—Seeks assignment of license from Sudbrink Broadcasting of Greater Atlanta to Bible Broadcasting Network. No consideration; charitable contribution. Seller: Robert W. Sudbrink owns WLYF(FM) Miami, WPCH(FM) Atlanta, WLAK(FM) Chicago, WLIF(FM) Baltimore, WTOW(AM) Towson, Md., WZ1P(AM)-WWEZ(FM) Cincinnati and WEZW(FM) Wauwatosa, Wis. He is in the process of buying WIIN(AM) Atlanta and WFUN(AM) South Miami. Buyer: Bible Broadcasting is nonstock, charitable organization, Lowell Davey, executive director. Ann. Sept. 22.

■ **WBGR-AM-FM** Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Blue Grass Radio to WBGR Broadcasting for \$205,000. Seller: Adlai C. Ferguson Jr. owns WPRS(AM)-WACF(FM) Paris, Illinois. Buyers: William J. and Mary Ann Brown (50% each). Mr. Brown is former announcer for KRTH(FM) Los Angeles. Mrs. Brown is teacher. Ann. Sept. 22.

■ **KLPL(AM)-KBED(FM)** Lake Providence, La.—Seeks transfer of control of Lake Providence Broadcasting Service from Bendell L. Enochs (66.6% before; none after) to Ashley Norman Davis Jr. (8.8% before; 75.7% after). Consideration: \$25,000. Principals: Mr. Davis is manager of KLPL(AM)-KBED(FM). Ann. Sept. 11.

■ **WCAT(AM)** Orange, Mass. (1390 khz, 1 kw-D)—Seeks assignment of license from Berkshire Broadcasting Co. to P&S Broadcasting for \$190,000. Seller: Berkshire Broadcasting, Donald A. Thurston, president, is licensee of WMNB-AM-FM North Adams and WSBS(AM) Great Barrington, both Massachusetts. Buyers: John Shaefer (41.67%) is operations director for WWSR-AM-FM St. Albans, Vt. Richard W. Partridge (41.67%) is general sales manager for WIOQ(FM) Philadelphia. Janet E. McBride (16.66%) is employee of Montgomery county, Pennsylvania. Ann. Sept. 26.

■ **WPRJ(AM)** Parsippany-Troy Hills, N.J. (1310 khz, 1 kw-DA-D)—Seeks assignment of license from Percypeny Radio to Sound of America for \$230,000. Seller: Paul F. Godley Jr., president, has no other broadcast interests. Buyers: Oscar T. Grann (40%), D. Michael Brandewie (40%) and Daniel J. Hamilton (20%) are engineers for the Federal Aviation Administration. They own WSER(AM) Elkton, Md. Ann. Sept. 26.

■ ***WMUB-TV** Oxford, Ohio (ch. 14)—Seeks assignment of license from President and Trustees of Miami University to University Regional Broadcasting, consortium created by Miami University, Wright State University and Central State University. Clair R. Tettemer is executive director. Ann. Sept. 24.

■ **KBRC(AM)** Mount Vernon, Wash. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Beckley Radio Co. to W.D. Radio Co. for \$500,000. Sellers: Leo H. and Louise L. Beckley have no other broadcast interests. Buyers: George B. Dewey (50%) is CPA with interest in real estate company. Edward J. Watson Jr. (50%) also has interest in real estate company and is manager of operations and stockholder in foundry sand and fertilizer company. Ann. Sept. 26.

Actions

■ **KFBR(AM)** Nogales, Ariz.—Broadcast Bureau granted involuntary assignment of license from Frank Baranowski to Longin W. Baranowski, personal representative of estate of Frank Baranowski (BAL-8492). Action Sept. 22.

■ **KWAO(FM)** Sun City, Ariz.—Broadcast Bureau granted relinquishment of negative control of Sun City Broadcasting Corp. by Russell C. Lash and Frederick L. Madeira through sale of stock to Newell E. Coxon Jr. (BTC-7837). Action Sept. 17.

■ **KSOM-AM-FM** Ontario, Calif.—Broadcast Bureau granted involuntary assignment of license from AR

Call letters

Applications

Call	Sought by
New TV	
*KLTM	Louisiana Educational Television Authority, Monroe, La.
New FM's	
WACM	Mountain Broadcasting, Freeland, Pa.
KWAS	The Good News Broadcasting Co., Amarillo, Tex.
*KIPC	Albuquerque Public Broadcasting Corp., Albuquerque, N.M.
*WDPS	Dayton City Schools, Dayton, Ohio
*KAXE	Northern Community Radio, Grand Rapids, Minn.
WCCQ	Nelson Broadcasting Co., Crest Hill, Ill.
Existing AM's	
WJFL	WVIM Vicksburg, Miss.
WANR	WTUU Toledo, Ohio
KRXV	KBUY Fort Worth
Existing FM's	
WGLY	WOOA Gouds, Fla.
KLVN	KCOB-FM Newton, Iowa
WHTT	WMDR Moline, Ill.
WKIR	WTJS-FM Jackson, Tenn.
WZEZ	WAMB-FM Nashville
KSPZ	KVOR-FM Colorado Springs
KZLO	KDZA-FM Pueblo, Colo.
KGRS	KBUR-FM Burlington, Iowa
WMJX	WMYQ Miami
WXTO	WATH-FM Athens, Ohio
WESP-FM	WCEM-FM Cambridge, Md.

Grants

Call	Assigned to
New TV's	
*KYIN	State Educational Radio and Television Facility Board, Mason City, Iowa
KPRY-TV	Forum Communications Co., Pierre, S.D.
*KCOS	El Paso Public Television Foundation, El Paso
New FM's	
*WPIO	Florida Public Radio, Titusville, Fla.
KMCS	McClarin Broadcasting Co., Gatesville, Tex.
WEMO	Upper Rock Island County Holding Co., East Moline, Ill.
WZVS-FM	Carlos J. Colon-Ventura, Vieques, Puerto Rico
Existing TV	
KDOG-TV	KVRL Houston
Existing AM's	
WKNG	WTLG Tallapoosa, Ga.
WQII	WJIT San Juan, Puerto Rico
Existing FM's	
WKSW	WNCR Cleveland
WGCI	WNUS-FM Chicago
WIXX	WBAY-FM Greenbay, Wis.
KFOR-FM	KHKS Lincoln, Neb.

Communications Corp. to J. Gordon Campbell, receiver (BAL-98491, BALH-2177). Action Sept. 22.

■ **KLOA(AM)** Ridgecrest, Calif. (1240 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Glenn E. Shoblom to John J. and Eleanor Beth Quigley for \$150,000. Seller: Mr. Shoblom has no other broadcast interests. Buyers: Mr. and Mrs. Quigley (50% each). Mr. Quigley is director of radio-television programming for Colgate-Palmolive Co. Mrs. Quigley is advertising sales person for Westchester-Rockland Newspapers (BAL-8448). Action Sept. 17.

■ **KUBA(AM)-KHEX(FM)** Yuba City, Calif. KLIQ(AM)-KEGL(FM) Portland, Ore. and KUDY(AM)-KICN(FM) Spokane, Wash.—Broadcast Bureau granted acquisition of positive control of Cascade Broadcasting Corp. by David M. Jack through exchange of preferred stock for common stock (BTC-7842). Action Sept. 22.

■ **WWRH(FM)** Columbus, Ga.—Broadcast Bureau granted relinquishment of negative control of Kamman Enterprises by Sidney and Judith Kaminsky and Norman and Debra Goldman through sale of stock to

Arthur C. Angell Jr. (BTC-7839). Action Sept. 17.

■ **KAIN(AM)** Nampa, Idaho (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Nampa Broadcasting Co. to First National Broadcasting Corp. Brent T. Larson, solo proprietor, is changing ownership form to corporation (BAL-8469). Action Sept. 9.

■ **WDOW-AM-FM** Dowagiac, Mich. (AM: 1440 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Broadcast Bureau granted acquisition of positive control of Dowagiac Broadcasting Co. from William Kuiper (50% before; none after) to William E. Kuiper (50% before; 100% after) through sale of stock by William Kuiper to licensee corporation. Consideration \$53,300. Principals: William E. Kuiper is son of William Kuiper (BTC-7838). Action Sept. 17.

■ **KLAV(AM)** Las Vegas—Broadcast Bureau granted involuntary transfer of control of Frontier Broadcasters from Seven Star Media Corp. to Seven Star Media Corp., debtor in possession (BTC-7844). Action Sept. 22.

■ **KNDK(AM)** Langdon, N.D.—Broadcast Bureau granted pro forma assignment of license to Johnson, Johnson and Laidlaw (BAL-8484). Action Sept. 17.

■ **WPTW-AM-FM** Piqua, Ohio (AM: 1570 khz, 250 w-D; FM: 95.7 mhz, 35.6 kw)—Broadcast Bureau granted acquisition of positive control of WPTW Radio from Piqua National Bank and Trust Co. (50% before; none after) to Richard E. Hunt (50% before; 100% after). Consideration: \$250,000. (BTC-7831). Action Sept. 17.

■ **KROW(AM)** Dallas, Ore. (1460 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Polk County Broadcasters to KROW Broadcasters for \$120,000. Seller: Alvin P. Alms, vice president. Buyers: Sheldon E. (28.28%) and Patricia K. Robbs (21.76%). Arthur E. (16.02%) and Anne E. Johnstone (15.62%), et al. Mr. Robbs is program director for KITV(TV) Honolulu and Mrs. Robbs is housewife. Mr. Johnstone is director of the Salvation Army in Honolulu and Mrs. Johnstone is graduate student (BAL-8424). Action Sept. 17.

■ **KORE-FM** Springfield-Eugene, Ore. (93.1 mhz, 2.6 kw)—Broadcast Bureau granted assignment of license from Norwood Broadcasting Co. to Sterling Recreation Organization for \$87,500. Seller: James R. Norwood, president, also owns KORE(AM). Buyers: Frederic A. Danz, John Danz trust, et al. Danz estate and trust own KALE(AM) Richland, KEDO(AM)-KLYK(FM) Longview, both Washington and KSOJ(FM) San Jose, Calif. (BALH-2157). Action Sept. 22.

■ **KMOL-TV** San Antonio, Tex. (ch. 4)—Broadcast Bureau granted assignment of license from Avco Broadcasting Corp. to United Television Inc. for \$9,300,000. Seller: Avco Broadcasting owns several TV and radio stations in Ohio, Indiana and California. Buyer: United Television is subsidiary of Twentieth Century Fox and licensee of KMSP-TV Minneapolis (BALCT-563). Action Sept. 17.

Facilities changes

TV action

■ **KOLO-TV** Reno—Broadcast Bureau granted CP to change type trans. (BPCT-4886). Action Sept. 18.

AM applications

■ **WFLA** Tampa, Fla.—Seeks mod. of CP to increase MEOV's. Ann. Sept. 23.

■ **WHYT** Noblesville, Ind.—Seeks CP to increase daytime power to 500 w DA-D; make changes in ant. system. Ann. Sept. 23.

■ **WEQO** Whitley City, Ky.—Seeks CP to increase daytime power to 1 kw. Ann. Sept. 24.

■ **WHOU** Houlton, Me.—Seeks CP to make changes in ant. system. Ann. Sept. 23.

■ **WPLM** Plymouth, Mass.—Seeks CP to make changes in ant. system. Ann. Sept. 19.

■ **WFTO** Fulton, Mass.—Seeks CP to increase daytime power to 2.5 kw, change type trans. Ann. Sept. 19.

■ **KHRT** Minot, N.D.—Seeks CP to increase daytime power to 2.5 kw; change type trans.; redescribe trans. and studio location. Ann. Sept. 23.

■ **WOBL** Oberlin, Ohio—Seeks CP to change frequency to 1320 khz; increase power to 1 kw DA-2;

change hours of operation to U. Ann. Sept. 23.

■ **WHOL Allentown, Pa.**—Seeks CP to increase daytime power; change type trans. and make changes in ant. system. Ann. Sept. 22.

■ **WARV Warwick-East Greenwich, R.I.**—Seeks CP to change ant.-trans. location. Ann. Sept. 26.

■ **WAMG Gallatin, Tenn.**—Seeks CP to increase daytime power to 2.5 kw. Ann. Sept. 24.

■ **WGRV Greenville, Tenn.**—Seeks CP to change ant. system. Ann. Sept. 23.

■ **WJKM Harlsville, Tenn.**—Seeks CP to increase daytime power to 500 w. Ann. Sept. 24.

■ **WUAT Pikeville, Tenn.**—Seeks CP to increase daytime power to 1 kw; change frequency to 1170 khz. Ann. Sept. 22.

■ **KADO Texarkana, Tex.**—Seeks CP to increase daytime power to 2.5 kw; change trans. Ann. Sept. 23.

■ **KBLW Logan, Utah**—Seeks CP to increase daytime power to 5 kw. Ann. Sept. 24.

■ **KPUG Bellingham, Wash.**—Seeks CP to increase daytime power to 10 kw and nighttime power to 5 kw DA-N; change type trans. Ann. Sept. 23.

■ **KITN Olympia, Wash.**—Seeks CP to add nighttime operation of 500 w DA-N; change hours of operation to U. Ann. Sept. 23.

AM actions

■ **KIPA Hilo, Hawaii**—Broadcast Bureau granted CP to increase daytime and nighttime power from 1 kw to 5 kw, unlimited (BP-19843). Action Sept. 19.

■ **WAUB Auburn, N.Y.**—Broadcast Bureau granted direct measurement (BZ-8908). Action Sept. 17.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KERV Kirtville, Tex.** (BP-19,878), Sept. 3; **KTWO Casper, Wyo.** (BP-16,713), Sept. 5; **WIRA Fort Pierce, Fla.** (BP-19,713), Sept. 12; **WMYB Myrtle Beach, S.C.** (BP-19,703), Sept. 3 and **WQWX Mebane, N.C.** (BP-17,988), Sept. 3.

FM application

■ **WKDN-FM Camden, N.J.**—Seeks CP to change trans. location to Highland Ave. and Cooper River Dr., Lawnside, N.J.; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 32.5 kw (H&V) and HAAT: 580 ft. Ann. Sept. 26.

FM actions

■ **WNAN Demopolis, Ala.**—Broadcast Bureau granted mod. of CP to change type trans. and type ant.; ERP 3 kw (H&V); ant. height 190 ft. (H&V); conditions (BMPH-14604). Action Sept. 16.

■ **KTLE Twin Lakes, Iowa**—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted (BMPH-14603). Action Sept. 18.

■ **WTOS-FM Skowhegan, Me.**—Broadcast Bureau granted CP to install new ant. ERP 25 kw (H&V); ant. height 2420 ft. (H&V); remote control permitted (BPH-9601). Action Sept. 16.

■ **KGWV-FM Belgrade, Mont.**—Broadcast Bureau granted CP to install new trans. and ant.; ERP 3 kw (H&V); ant. height 205 ft. (H&V); condition (BPH-9598). Action Sept. 18.

■ ***Albuquerque, N.M.**—Broadcast Bureau granted Albuquerque Public Broadcasting Corp. mod. of CP for new station to specify different ant. location and different ant. supporting structure; ERP 8.3 kw (H&V); ant. height 4,160 ft. (H&V); remote control permitted (BMPED-1302). Action Sept. 18.

■ **WFGM Fairmont, W. Va.**—Broadcast Bureau granted mod. of CP to specify studio location and remote control as 101 12th St., Fairmont; change trans. and ant.; make changes in ant. system; ERP 47 kw (H&V); ant. height 520 ft. (H&V) (BMPH-14555). Action Sept. 16.

■ **WIFC Wausau, Wis.**—Broadcast Bureau granted CP to make changes in ant. system; ERP 100 kw; ant. height 1080 ft.; remote control permitted (BPH-9599). Action Sept. 22.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: **KOLA Riverside, Calif.** (BPH-9309), Sept. 10; **KWWK Rochester, Minn.** (BPH-9032), Sept. 11;

WKFM Fulton, N.Y. (BPH-9508), Sept. 11 and ***WSSL-FM Easton, Mass.** (BPED-1952), Sept. 11.

In contest

Procedural rulings

■ **Alexander City, Ala., AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—ALJ James F. Tierney set target date for hearing for Nov. 5, in event hearing may prove necessary on any outstanding issue. Action Sept. 19.

■ **Morro Bay and Atascadero, Calif., FM proceeding:** Morro Bay Investment Corp., R & L Broadcasters, Gateway Broadcasters and West Coast Wireless Co., competing for 104.5 mhz (Docs. 20513-6)—ALJ Lenore G. Ehrg scheduled hearing for Nov. 11 in lieu of Oct. 7. Action Sept. 18.

■ **Princess Anne and Pocomoke City, Md., FM proceeding:** Maranatha Inc., Leisure Time Communications and Peter and John Radio Fellowship, competing for 102.5 mhz (Doc. 20388-90)—ALJ Lenore G. Ehrg granted petition for leave to amend application by Leisure Time Communications to reflect sale of Joseph I. McInerney's 800 shares of stock and his resignation as president-director, and appointment of his successor. Action Sept. 19.

■ **WOTW-AM-FM Nashau, N.H., renewal proceeding:** Eastminster Broadcasting Corp. (Docs. 19564-5)—FCC scheduled oral argument for Oct. 20 in proceeding involving applications of Eastminster Broadcasting Corp. for renewal of licenses for WOTW-AM-FM. Eastminster's renewal applications were set for hearing by commission in 1972 on issues of whether it knowingly engaged in fraudulent billing practices in operation of WOTW in violation of rules and whether it violated numerous other rules in operating both AM and FM stations. Action Sept. 17.

■ **WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio, renewal proceeding:** Friendly Broadcasting Co. (Doc. 19412)—FCC forwarded to Federal Bureau of Investigation, Freedom of Information Act request of Friendly Broadcasting Co., for inspection and copying of FBI Investigation Reports, dated Feb. 8, 1974 and Feb. 12, 1975. Commission also stayed hearing in proceeding now scheduled to commence Oct. 2. Action Sept. 25.

■ **KMCM(AM) McMinnville, Ore., renewal proceeding:** Norjud Broadcasting (Doc. 20543)—ALJ Chester F. Naumowicz Jr. scheduled hearing for Dec. 8, at time and location to be specified later. Action Sept. 22.

■ **Media, Pa., FM proceeding:** Alexander S. Klein Jr., Greater Media Radio Co., Roberts Broadcasting Corp., competing for 100.3 mhz (Docs. 20567-9)—ALJ David I. Kraushaar continued hearing date from Nov. 3, until Feb. 9, 1976. Action Sept. 22.

■ **WKPA(AM) New Kensington-WYDD(FM) Pittsburgh, license proceeding:** Gateway Broadcasting Enterprises (Doc. 19452)—FCC scheduled oral argument for Oct. 20, in proceeding involving revocation of licenses of Gateway Broadcasting Enterprises for WKPA and WYDD(FM). Action Sept. 17.

FCC decision

■ **WNJR(AM) Newark, N.J., AM proceeding:** 1430 Associates and WNJR Radio Co., competing for WNJR facilities (1430 khz) (Docs. 20298-9)—FCC denied petition by WNJR Radio Co. for reconsideration of Review Board decision denying its application to continue as interim operator of WNJR(AM). Review Board granted application of 1430 Associates for interim authority to operate facilities of station until FCC disposition of competing applications for regular authority for station. Action Sept. 17.

Complaint

■ **WLS-TV Chicago**—FCC denied application by The Polite Society for review of Broadcast Bureau ruling denying its complaint against WLS-TV. Society alleged that WLS Inc., and its parent company, American Broadcasting Companies, violated duty to operate WLS-TV in public interest by broadcasting excessive mayhem and violence, especially during prime time viewing for children. In addition, complaint alleged WLS-TV had violated implicit prohibitions against "profane or obscene words, language or meaning." In

denying complaint, Broadcast Bureau stated that commission is prohibited from censoring broadcast matter by Communications Act and does not attempt to direct its licensees to present or to refrain from presenting programs that feature "excessive mayhem." Action Sept. 17.

Other actions

■ **FCC denied request of United Way of America** for interpretation by commission that broadcast of special message by President of United States inaugurating annual United Way charity drive and encouraging contributions to local United Way campaigns is exempt from "equal opportunities" provisions of Communications Act. Action Sept. 25.

■ **WUDO(AM) Lewisburg, Pa.**—Station operating on 1010 khz deleted. Renewal application not filed. Ann. Sept. 23.

■ **WPVI-TV Philadelphia**—FCC granted application of Capital Cities Broadcasting Co. for renewal of license of WPVI-TV. Commission denied petition of Concerned Communicators that challenged licensee's community leader ascertainment survey. Concerned Communicators said WPVI-TV had failed to ascertain needs, interests and problems of black community, had failed to program for that community and practiced employment discrimination. FCC conditioned grant on outcome of rulemaking proceeding (Docket 20350) that focuses on adequacy of television service in New Jersey and possibility of bringing commercial VHF service to that state. Action Sept. 17.

■ ***WUHY-FM Philadelphia**—FCC granted WHYY Inc., licensee of educational station WUHY-FM, one-year limited waiver of rules to permit carriage of commercial matter on station's authorized subcarrier frequencies. Under subsidiary communications authorization WUHY-FM has been serving special needs blind and print-handicapped. Programming containing commercial material includes "Shoppers' Guide," advertisements dealing with job opportunities, sale of household goods from private residences and recordings of radio programs from 1930's and 1940's including original commercials. Commission found that limited waiver would be appropriate, since WUHY-FM's proposed service was consistent with public interest, primarily meeting basic information and other needs of blind that would not otherwise be served. Action Sept. 17.

Allocations

Petitions

FCC received following petitions to amend TV table of assignments (ann. Sept. 22).

■ **Pioneer Communications, Huntsville, Ala.**—Seeks to assign ch. 54 to Huntsville, Ala. (RM-2585).

■ **State Educational Radio and Television Facility Board, KITT-TV Fort Dodge, Iowa and Northwest Television Co., KVFD-TV Fort Dodge, Iowa**—Seeks to change noncommercial educational reservation from ch. 46 to ch. 21 at Fort Dodge; delete ch. 46 from Fort Dodge or reassign ch. 46 to Boone, Iowa; assign commercial ch. 50 to Fort Dodge and issue appropriate modification orders (RM-2594).

■ **University of North Carolina, WUNC-TV, WUND-TV, WUNE-TV, WUNF-TV, WUNG-TV, WUNJ-TV, WUNK-TV and WUNL-TV Chapel Hill, et al., N.C.**—Seeks to delete ch. 59 at Waynesville and assign ch. 57 to Waynesville-Canton; 59 to Andrews and 67 to Bryson City, all North Carolina (RM-2584).

FCC received following petitions to amend FM table of assignments (ann. Sept. 22).

■ **KAPI Inc. KAPI(AM) Pueblo, Colo**—Seeks to assign ch. 296A to Pueblo (RM-2591).

■ **Troy Mattox, Blackshear, Ga. and A.J. Guest, Gainesville, Ga.**—Seek to assign ch. 285A to Blackshear (RM-2590).

■ **Covington County Broadcasters, Taylorsville, Miss.**—Seeks to assign ch. 269A to Collins, Miss. (RM-2589).

■ **KTOO Broadcasting Company, KVOV(AM) Henderson, Nev.**—Seeks to assign ch. 263 to Henderson (RM-2586).

■ **Scott and Davis Enterprises, College Station, Tex.**—Seeks to add ch. 285A to Bryan, Texas

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	0	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

(RM-2597).

■ Dickenson County Broadcasting Corp. WDIC(AM) Clintwood, Va.—Seeks to assign ch. 27.2A to Clintwood (RM-2693).

■ STL Inc., Walla Walla, Wash.—Seeks to assign ch. 22.1A in lieu of ch. 24.4A at Enterprise, Ore. (RM-2588).

■ Bluestone Broadcasters, WMTD(AM) Hinton, W. Va.—Seeks to assign ch. 27.2A to Hinton (RM-2595).

Rulemaking

Petitions

■ Haley, Bader & Potts, Washington—Requests amendment of rules and regulations with respect to procedures for reconsideration of rule making actions (RM-2596). Ann. Sept. 22.

■ Joseph F. Hennessey, Washington—Requests amendment of rules to provide that federal rules of evidence are applicable in commission adjudicatory hearing proceedings (RM-2592). Ann. Sept. 22.

■ Laurinburg Broadcasting Co., Radio Station WLNC(AM) Laurinburg, N.C.—Requests amendment of rules to permit assignment of facilities meeting technical standards of stations designated as Class A on channels designated as B-C channels provided such assignments do not result in signal or service degradation to existing or proposed facilities, nor foreclose any future assignment of Class B or C facilities to frequencies designated as Class B-C channel or Class A facilities to frequencies designated as Class A channels (RM-2587). Ann. Sept. 22.

Actions

■ As result of continuing Task Force study on re-regulation of broadcasting, commission proposed amending certain provisions of rules regarding program logs for AM, FM and TV stations. FCC said study indicated need to revise program logging requirements pertaining to changes and corrections on program logs, automated programming systems, use and certification of automatic logging and automatically maintained logging data, entries indicating sponsor identification and noncommercial educational FM stations. Action Sept. 17.

■ FCC adopted rules implementing Privacy Act of 1974. New rules were designed to protect rights of individuals in accuracy and privacy of information concerning them which is contained in records maintained by FCC. Rules cover any group of records under FCC control from which information about individuals is retrievable by name or some other personal identifier such as social security number or fingerprint. Amendment to rules becomes effective Sept. 27. Action Sept. 17.

■ FCC adopted rules exempting cable television systems and system conglomerates serving fewer than 1,000 subscribers from syndicated program exclusivity rules. FCC said burden of complying with syndicated program exclusivity rules must fall disproportionately heavily on smaller systems since they have less manpower available and have smaller financial base over which to spread capital costs of obtaining necessary switching equipment and to pay for continuing operation and maintenance of this equipment. Action Sept. 17.

■ FCC delegated authority to Chief, Broadcast Bureau, to make final dispositions in rulemaking proceedings involving routine changes in FM or TV tables

of assignments. Action Sept. 23.

■ FCC modified divestiture requirements of rules prohibiting cross-ownership interests between television stations and cable systems within predicted Grade B contour of station. Under modified rule, divestiture is required only where system is owned, operated or controlled by nonsatellite television station which places principal city grade contour over community and there is no other commercial nonsatellite station placing such contour over community. New rules become effective Oct. 30. Action Sept. 17.

Translators

Applications

■ Almanor TV Club, Chester, Westwood and Canyonland, Calif.—Seeks ch. 57, rebroadcasting KCRA-TV Sacramento, Calif. and ch. 59, rebroadcasting KOVR Sacramento, California (BPTT-2914-5). Ann. Sept. 24.

■ Neighborhood Township, Translator TV Authority, Champion, Mich.—Seeks ch. 11, rebroadcasting WLUK-TV Green Bay, Wis. via W7SAE Iron Mountain, Mich. (BPTTV-5390). Ann. Sept. 23.

■ Quinn River Television Maintenance District, McDermitt, Nev.—Seeks ch. 12, rebroadcasting KOLO-TV Reno via K60AP Oroville, Kings River and Bottle Creek, Nev. (BPTTV-5391). Ann. Sept. 23.

Action

■ W58AB Lock Haven, Pa.—CP authorization canceled and call letters deleted at request of licensee. Ann. Sept. 23.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Antenna Systems Engineering Co., 1694 Sixth St., Coachella, Calif. 92236, for Mecca, Calif. (CAC-05621): KNXT, KNBC, KTLA, KABC-TV Los Angeles; KMIR-TV, KPLM-TV Palm Springs, Calif.

■ Highlands Cable TV., for Highlands county (CAC-05617), Sebring, (CAC-05618) and Avon Park (CAC-05619), all Florida: Add WSBW-TV, WDBO-TV Orlando, Fla. and delete WESH-TV Daytona Beach, Fla.

■ Magic Valley Cablevision, for Hansen, Idaho (CAC-05596): Requests certification of existing operations. For Twin Falls county Idaho (CAC-05597): Add KTVB, KATD Boise, Idaho.

■ Decatur Cable Co., for Decatur, Ind. (CAC-02884): Delete WGN-TV Chicago; WHMB-TV, WFYI Indianapolis, and add WXIX Newport, Ky.; WGTE-TV Toledo; WBGU-TV Lima, both Ohio.

■ Seemore TV, for Philadelphia, Miss. (CAC-05620): Add WHTV-TV Meridian, Miss.

■ Galaxie Cablevision Corp., Drawer 710, Montgomery, W. Va. 25136, for Handley (CAC-05598), Boomer (CAC-05599), Burnwell (CAC-05600), Cannellont (CAC-05601), Carbondale (CAC-05602), Charlton Heights (CAC-05603), Falls View (CAC-05604), Gallagher (CAC-05605), Glen Ferris (CAC-05606), Hansford, (CAC-05607), Holly Grove (CAC-05608),

Hughston (CAC-05609), Jodie (CAC-05610), Livingston (CAC-05611), London (CAC-05612), Mammoth (CAC-05613), Standard (CAC-05614), Ward (CAC-05615) and Winifrede (CAC-05616), all West Virginia: WCHS-TV Charleston; WOWK-TV, WSAZ-TV, WMUL-TV Huntington; WHIS-TV Bluefield; WOAY-TV Oak Hill; WSWP-TV Grandview, WDTV Weston, all West Virginia.

■ Westex Cable Corp., for Del Rio, Tex. (CAC-05595): Add TCM Piedras Negras, Mexico.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Federal Transvision Corp., Federalburg, Md. (CAC-03464); New Milford Cable Vision Co., New Milford (CAC-04940) and Bridgewater, (CAC-04941), both Connecticut; Metropolitan Cablevision Corp., Speedway, Ind. (CAC-05085); Sleepy Eye CATV, Russell, Minn. (CAC-05088); Clinton TV Cable Co., Clinton, Tenn. (CAC-05095); MBS Cable TV, Cross Creek township, Ohio (CAC-05091); Massillon Cable TV, village of Navarre (CAC-05164), portions of Perry township (CAC-05165), portions of Jackson township (CAC-05166) and portions of Tuscarawas township (CAC-05167), all Ohio; Televents of New Mexico/San Juan Cable TV, Aztec, N.M. (CAC-05176); Continental Cablevision of Miami Valley, Englewood (CAC-05214), Union (CAC-05215), Vandalia (CAC-05216) and Trotwood (CAC-05217), all Ohio; Santa Fe Cablevision Co., Santa Fe, N.M. (CAC-05226); Triangle Cable Co., unincorporated areas of Stanislaus county contiguous to Oakdale, Calif. (CAC-05268); Richey Cable, Eagar, Ariz. (CAC-05312); Saltillo-Guntown Cable TV, Saltillo (CAC-05397) and Guntown (CAC-05398), both Mississippi; Schenectady Cablevision, Scotia, N.Y. (CAC-05424R); Village CATV, Bella Vista Village, Ark. (CAC-05429); Youngsville TV Corp., Youngsville (CAC-05425) and Pittsfield (CAC-05426), both Pennsylvania.

■ Paradise, Calif.—Cable Bureau granted application by Televents of Paradise for certificate of compliance to carry KHSI-TV Chico, *KIXE-TV, KRCR-TV Redding, KCRV-TV, KXTV Sacramento, KOVR Stockton, *KVIE Sacramento and KTVU Oakland, all California (CAC-2291). Action Sept. 19.

Other action

■ Arkansas—FCC denied request of two cable television companies for review of determination by Broadcast Bureau denying Freedom of Information Act request for access to 1963-1974 financial reports of KAIT-TV Jonesboro, Ark. Two companies, Newport TV Cable Co. and Pochontas TV Cable, said access to financial reports was needed to prove that station was profitable one not needing protection of network non-duplication rules. Broadcast Bureau said reasons advanced by Newport/Pochontas in support of request for disclosure did not outweigh policy considerations favoring nondisclosure. Action Sept. 23.

In contest

■ Pittsburgh—FCC set for hearing request of WIIC-TV Pittsburgh for network program exclusivity protection from cable systems on which station is entitled to such protection. Proceeding was initiated as result of Southwest Pennsylvania Cable TV's alleged failure to provide network program exclusivity to WIIC-TV on that station's request, as required by rules. Hearing issues include whether WIIC-TV had requested exclusivity protection in keeping with rules, on selective basis from systems on which station is entitled to protection and if so whether Southwest would be competitively disadvantaged and suffer significant economic harm, and whether cease and desist order would be in public interest. Action Sept. 17.

Acting Chief Administrative Law Judge Chester F. Naumowicz made following assignments on date shown:

■ Carlsbad, Calif., **cease and desist order**, Carlsbad Cable TV (Doc. 20596)—Designated Lenore G. Ehrig as presiding judge and scheduled hearing for Dec. 16. Action Sept. 22.

■ Durango, Colo., **order to show cause**, Cable TV of Durango (Doc. 20593)—Designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled hearing for Dec. 16. Action Sept. 22.

■ Watkins Glen and Montour Falls, N.Y., **order to show cause**, Watkins Glen Master Television Antenna Corp., Montour Falls TV Corp. (Doc. 20587)—Designated ALJ Ernest Nash as presiding judge and scheduled hearing for Dec. 15. Action Sept. 22.

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
(202) 223-4664
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W., 659-3707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Patamoc, Maryland 20854
301 - 299-3900
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860

**Midwest Engineering
Associates**
Consulting Engineers
F. W. Mannel, P.E.
BSEE; MSEE
7304 N. Oxford, Peoria, Ill. 61614
(309) 691-3426

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

P. H. LEE ASSOCIATES, INC.
Over 36 Years in Communications
And Broadcast Engineering
AM-FM-TV Frequency Measurements
P.O. Box 1575
Thousand Oaks, Calif. 91360
(805) 492-5055 (213) 889-7769

**JOHN F. X. BROWNE
& ASSOCIATES, INC.**
TELECOMMUNICATIONS
CONSULTANTS/ENGINEERS
25 West Long Lake Road
BLOOMFIELD HILLS, MICH. 48013
Tel (313) 642-6226 TWX (810) 232-1663
Member AFCCE

RALPH E. EVANS ASSOCS.
Consulting TeleCommunications
Engineers
AM-FM-TV-CATV-ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: (414) 442-4210
Member AFCCE

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, Chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

Classified Advertising

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

RADIO

Help Wanted Management

Immediate opening for account executive, preferably RAB trained, for California daytimer. Salary, bonuses, incentives. Box J-7, 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.

Major equipment manufacturer seeking field engineer for international broadcast support group. Must have high power experience, MW and SW. Project management experience helpful. Box J-247, BROADCASTING.

Radio Manager needed. Religious 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 K-14, BROADCASTING.

Group owner needs two (2) people with management ability for newly acquired AM/FM stations in major southeastern market. Excellent facilities and potential. Write Box K-34, BROADCASTING.

General Manager, for WHWH, Princeton, New Jersey, outstanding award winning, high volume No. 1 station in market. Present manager leaving for family business in November. His forte has been personal sales, and sales direction. Don't apply for managing one of country's finest medium market stations unless you love selling. Call John Morris or Herb Hobler 609-924-3600 or Box 1350, Princeton, NJ.

General Sales Manager with a proven record of building sales volume through creative selling and able to develop a dynamic sales staff. Must be retail oriented but also have experience working with major agencies and rep. Great opportunity with a multi-station company. All replies confidential. Contact George Dubinetz, WJJD, 8 S. Michigan Ave., Chicago 60603. An Equal Opportunity Employer.

Sales minded asst. mgr. needed, small market sales background necessary. Bob Cook, WSTL, Eminence, KY.

General Manager, small markets, Northern California growth oriented broadcast group requires an experienced General Manager. Areas of expertise must include administrative and financial management. Competitive compensation-profitability package. Send resume in confidence to: E.L. Sparbur, PO Box 242, DePere, WI 54115.

GM-Sales-minded for 24 hour, fully automated, 3,000 Watt FM in northern Michigan. Must be stable, sober and experienced. Earnings based on ability to increase sales, future equity opportunity. J.K. Hubbard, Longyear Building, Marquette, MI 49855. 906-225-1117.

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.

Central New England medium metro market number one station needs self-starting salesperson with good record. Unlimited potential for hard worker. Replies held in strict confidence. Send resume, requirements Box K-12, BROADCASTING.

Help Wanted Sales Continued

Radio Sales needed. Religious station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box K-15, BROADCASTING.

Opportunity for comer, opening for assistant station manager. You'll spend seventy five percent of your time in sales and service opportunity to grow with single station market AM/FM. Will interview applicants from Rocky Mountain area; very desirable community. I'll phone you. Air mail resume and expected salary to Box K-29, BROADCASTING.

KAKE Radio, Wichita, Kansas has opening in sales. MOR station. Aggressive, community-oriented, on-air personalities who can sell the listener what you sell the customer. Heavy on remotes (the sold kind). KAKE Radio & TV news staff largest in Wichita. Looking for goal oriented, hard worker. Women and minority applicants encouraged. Call Frank Gunn 316-943-4221.

Southeast Ohio's No. 1 AM/FM stations. FM going stereo contemporary. Separate station, separate calls, aggressive sales person needed. FM Sales yours. Must be organized, self motivated, and hungry. Good first impressions with our management a must! WATH, PO Box C, Athens, OH 45701.

Sales: Top rated country/western facility in metro market, looking for aggressive salesperson, a producer of profit, not just a sharer of profit, experienced required. An excellent opportunity for the right salesperson to locate in a Real People Radio Station. Apply to Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804.

Experienced sales person/manager. Combo air/sales pays more. Growing, open market. Help us get 5KW plus FM. 716-945-1515. WGGO, 680 Broad Salamanca, NY 14779.

Superb year-round vacation area station needs aggressive salesperson able to handle established list with potential for expansion limited only by ability and desire. Voice and Production mandatory. Excellent track record and background only. Salary plus commission plus expenses. Jeff Smith, WYYS, Tomahawk, WI. 715-453-4481.

Group Sales Manager; to head up and direct sales for four station chain in Virginia and N.C. 2 small and 2 medium markets. Must be an experienced sales person who can produce local, national & regional sales and sell promotions. Gray Broadcast Enterprises, PO Box 512, Altavista, VA 24517.

Good bucks good opportunity. Sales person with sales management and or management potential. 3 stations and growing. Contact Mr. D., 5865 Camino Escalante, Tucson, AZ 85718.

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.

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.

Announcer. Top notch medium market station needs country jock with first phone. Excellent working conditions, reasonable salary. Must have experience in news, copy, production, etc. Good references and background. We check carefully. No hippie types, please! This is a quality job for a qualified person. Pennsylvania. Box J-210, BROADCASTING.

Help Wanted Announcers Continued

Talk show host. Connecticut medium market. Versatile, bright and friendly personality, able to do politics, fun topics, controversy, trivia, sports, etc. Preferably doing some talk now. Send resume and salary first letter to Box J-212, BROADCASTING.

Radio announcer needed. Religious station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box K-16, BROADCASTING.

Ready for that move to a Number One rated medium market station? If you're on your way up, we can help. Opening soon, afternoon drive show, in Midwestern state capitol. We've got the staff, plant and good salary. send resume. Box K-22, BROADCASTING.

Northeast AM station. Contemporary MOR, Number 1 market, very 'picky,' still seeks reliable/creative air personality. Good production a must, no beginners need apply. Resumes to Box K-23, BROADCASTING.

Alaska's good music station, semi-automated top production facilities. Start \$1100 monthly. 5 days. Send tape, resume to Ken Flynn, KHAR, 3900 Seward Hwy. Anch., AK 99503. EEO.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPQW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Rocky Mountain. Experienced announcer for MOR. Lovely medium-sized city. Send tape and resume to Jim Aldrich, PD, KTFI, Box 65, Twin Falls, ID 83301. EOE/MF.

Medium market stereo rocker needs versatile jock/production person. Work daytime hours. Interest in, and understanding of, audio equipment a necessity. WDBR, Springfield, IL 62708.

Regional full-time AM-FM needs talented, experienced personality with production pride and know how. First phone preferred. Our standards are high. Tape and resume to WGBR, Box 207, Goldsboro, NC 27530.

Bright morning person with PBP experience needed. Must be good production person and understand MOR format. Send tape, resume, salary requirements to Ken Coe, WLOI, Box 385, Laporte, IN 46350.

Wanted, a warm, witty mature, friendly communicator for morning drive. DeeJay experience required, but secondary to giving listeners everything they need to know to start their day. Male and female applicants from all races desired. Send resume, tape to Joe Kelly, WSBT Radio, 300 West Jefferson, South Bend, IN.

Maryland: WSER Elkton, has openings for bright MOR morning jock. Sales if desired. Top salary. EOE. Call Mr. Doll 301-398-3883 or write PO Box 38, Elkton, MD 21921.

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 Springhill Avenue, Mobile, AL 36604. Equal Opportunity Employer.

Looking for a bright talented cheerful communicator who is well experience with "pop"-top 40. Capable of being second part of a two person morning show with super production and programming experience. Tapes, resumes to Bill Shirk, WXLW, 3003 Kessler Blvd., Indianapolis, IN. 317-925-6494.

Announcer-Sales position open at Western Oregon station. Call 503-367-4444. Helpful if you have some engineering knowledge but not necessary. E.O.E.

Help Wanted Announcers Continued

Wanted bright morning personality preferably with a 1st and/or PBP sports experience for good Midwest small market station. Send tape, resume, salary requirements to Lee Emerson, Program Director, Box 405, South Haven, MI 49090.

Help Wanted Technical

Experienced engineer. Must know solid state, AM FM Stereo, directionals. Must especially know trouble shooting and general repair. This is a demanding job for a qualified person only. No flunkies or novices need apply. Modern and well kept facilities. Owner is an engineer. Background and work experience in first letter. Applicants carefully screened. Mid atlantic state, reasonable living conditions. Medium market. Salary open. Box J-209, BROADCASTING.

Wanted: Experienced broadcast engineer for Midwestern university. First phone. Heavy on maintenance. Radio-TV-audio systems. Brand new facility. Opening immediate, salary range 10K. Plus excellent fringe benefits. Equal Opportunity Employer. Box J-232, BROADCASTING.

Chief Engineer. New York City major FM station. Box J-242, BROADCASTING.

Chief Engineer. Medium market, major operation AM/FM needs knowledgeable, experienced hands-on chief engineer. Salary up to \$22,000 for right person. This is a high pressure job which could be very rewarding if you are good and know what you are doing. Send complete resume to Box J-244, BROADCASTING.

Radio Engineer needed. Religious station with quality programming needs experienced Program Director with some sales or engineering background. Must have solid background. Reply to: Box K-17, BROADCASTING.

WMOD is a top station in the Washington, D.C. area looking for a good maintenance engineer. Must be experienced. Excellent pay and working conditions. 1680 Wisconsin Ave., Washington, D.C. 20007. 202-338-8700.

Transmitter Engineer for 5 KW operation. Must have first class license and capability to learn quickly under technical director. WSAV, Savannah, GA.

Wisconsin AM/FM seeking combo chief with first. Must be experienced directional, maintenance. Some announcing required. Send complete resume, references. WSWW, PO Box 1, Platteville, 53818.

Help Wanted News

News Director for Michigan. 2 station operation. Must have good Top 40 news delivery; be a digger. We're respected now and want to be tomorrow. Resume to Box J-217, BROADCASTING.

Wanted: Aggressive female/male journalism grad who knows how to find, write, voice news. Major NE station. EOE. Tell all first letter. Box J-224, BROADCASTING.

News Director. Good small station with large commitment to local news. Want someone with experience or recent graduate with exceptional ability. Good working conditions. Reasonable salary. Write: Arch Harrison, WJMA, Orange, VA 22960. EOE.

News Director/PBP sports announcer wanted preferably with 1st but not necessary for good Midwest small market station. Send tape, resume and salary requirements to Lee Emerson, Program Director, WJOR, Box 405, South Haven, MI 49090.

Wanted: Newperson to do morning news and traffic reports on WKRC and spot reporting on WKRC mid-days. Send tape, resume, to Doug Anthony, WKRC, 1906 Highland Cincinnati, 45219. No calls.

Afternoon/evening radio newperson. Experienced, mature person who lives radio news. Send tape, resume. Duane Wallace, News Dir., WMBD, Peoria, IL.

WOBM Toms River, New Jersey, is looking for experienced news people. Good writing skills and delivery required. Call Tom Kuhn, 201-269-0927, Equal Opportunity Employer.

Help Wanted News Continued

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.

Radio News Editor. Midwestern CBS affiliate seeks experienced radio newperson. Must be able to assume responsibility for radio news operations in TV-AM-FM station. Strong delivery, crisp writer, with experience as radio news producer. Will co-anchor expanded drive time newscasts. Male and female applicants from all races desired. Send audio tape, resume and sample script to News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601.

Help Wanted Programing, Production, Others

Program Director. Michigan automated beautiful music. Community oriented adult. Good voice. News, production ability. Experience—pay. Security. Responsibility. WBCM 517-894-2922.

Program Director for Chicago Suburban station. Creativity and experience required. Contact Judith Grambo, Manager, WJOB, Hammond, IN.

Situations Wanted Management

Veteran broadcaster in 40's with 20 years experience in all phases of TV-radio-cable, is willing to invest dollars and time in an active management position in an Eastern market operation where potential has never been maximized. Box K-4, BROADCASTING.

National Radio spot manager for major rep firm seeks new challenge. Six years experience in local/national sales, plus B.S. in broadcasting/marketing. Young, aggressive and a hard worker. Seeking a national sales manager's position for either a radio station or another major rep firm. Prefer major California, South Florida or Texas markets. Excellent references. Resume available on request. A personal interview will convince you I have what it takes to get the job done. Box K-25, BROADCASTING.

G.M. 50KW Midwest FM seeks challenge at small market AM/FM. 17 years radio. Interview at my expense. Box K-39, BROADCASTING.

Successful broadcaster. 17 years experience, top announcer, engineer, sales mgr, sales seminar instructor and motivator, general mgr. Strong on community and public relations. Above excellent track record. Desires money and position on East Coast only. Box K-41, BROADCASTING.

22 years, of hard, honest work, in all phases of broadcasting. Excellent track record, Seeking GM. Prefer Northeast small to medium market. Evenings 804-288-2529.

Sales and profit pro, management, sales, programming, sports, only solid offers considered, can build your station, call 805-489-1734.

Situations Wanted Sales

Seasoned, mature broadcast executive (management and sales) seeks position selling services or programs to broadcast stations or clients. Box J-220, BROADCASTING.

Situations Wanted Announcers

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

Basketball, play-by-play. One of the nation's best. Exciting delivery. Box J-110, BROADCASTING.

Situations Wanted Announcers Continued

I am happy now, but would like to know what's available. I'm good. Box J-206, BROADCASTING.

Country, MOR, Top 40 small to medium market experience, relocate anywhere. Ready to move now. Call 404-935-4385. Box J-211, BROADCASTING.

Creative announcer, 1 year experience, 3rd endorsed, enthusiastic, dependable. Looking for MOR or rock in Midwest. Wisc., Ill. preferred. Box J-222, BROADCASTING.

11 year broadcast vet, with experience in rock & country plus 2 years on camera, desires position in Midwest. Box J-243, BROADCASTING.

Young, single announcer seeking progressive rock station only. Hard working, dependable, know music. Currently employed at Adult Contemporary station. 1½ yrs. experience. 3rd endorsed. Will relocate. Box K-1, BROADCASTING.

Currently P.D., small market, experienced, all phases of announcing/production/copy writing. FCC first ticket. Desire P.D.-announcer position with northeast medium market station offering solid opportunity. Only stations with definite immediate opening need reply. Box K-3, BROADCASTING.

If you are serious, if you need a professional, excellent voice, personality, First phone, No. 1 A.R.B.'s, 10 years. Let's get together! Box K-7, BROADCASTING.

1st phone, 28, 2 yrs. experience, good MOR/Rock announcer, better than average sportscaster. Will move. Immediate availability. Box K-9, BROADCASTING.

DJ, 3rd endorsed, tight board and good voice; willing to relocate, experienced in sales. Box K-10, BROADCASTING.

Experienced announcer, sportscaster/play-by-play; excellent salesman. Married; stable work record. Looking for opportunity with growth-oriented station utilizing above talents. Willing to relocate anywhere. FCC third endorsed. Only interested in definite immediate openings. Box K-19, BROADCASTING.

News oriented staff announcer now available. 19 mos. exp. MOR. 1st phone. Looking Eastern seaboard. 207-882-7395. Box K-31, BROADCASTING.

Anc'r: Network type, 25 years experience. Good music, NYS preferred. Box K-33, BROADCASTING.

Hardworking young sportscaster looking for P-B-P opportunity in all sports, especially minor league baseball. Major college experience. Can relocate. A can't miss prospect. Box K-42, BROADCASTING.

6 years experience, 4 radio, 2 TV, 1st phone married, reliable, 6 yrs. play-by-play. Good board work and camera experience. Box K-44, BROADCASTING.

L.A. area, jazz-MOR, young professional, 27, (8 years on air). Currently No. 1 major market 3 years, Detroit WSZZ Your station, and salary must be the best, others need not reply. Box K-46, BROADCASTING.

Air personality, first phone, 3 years experience, voice, and college. Seek Top 40, contemporary or progressive. 301-653-1716.

High energy cooker. Top ratings, experience, ticket. Seeks top station only. Philip, 212-449-8390.

Working small station jack-of-all-trades wishes to move. Experienced. Versatile. Dick Ryan, 20679 Reid Ln, Saratoga, CA.

Female announcer formerly with KZEW & KFWD looking for full time. 2 years experience in Dallas market. Will relocate. Joanie Green, 6628 Vanderbilt, Dallas, TX 75214. 214-828-2038.

Al Wayne looking for contemp or rock, also MD. 1st phone, 4 years. 219-432-2968.

Excellent hockey/basketball PBP, color. Strong knowledge of all sports. Willing to combine sports with other duties. Responsible. Will relocate. Call 516-482-1644 after 5:00 NYT, or write Apartment 3F, 20 Chapel Place, Great Neck, NY 11021.

Situations Wanted Announcers Continued

Contemporary MOR or Top 40 announcer. Production/Traffic. 2 years experience. Box 71, Park Forest, IL 60466.

Experienced announcer. First phone. Willing to relocate. Staff or production. Bob Ronningen. 612-226-8934.

7 months experience. Black Top 40 announcer, mature attitude. Sidki, 445 Willis, Youngstown, OH.

Hey you! Note this ad. Personality Top 40. Medium to large market desired. 1st phone. Let me capture your audience. Call 303-237-2914. or write 30 Chase Street, Denver, CO 80226.

New England, first phone wishes to relocate. MOR background. Production minded. Currently Penna. For personal interview phone Bob Madle at 717-264-9692.

Calling Colorado: experienced country rock MOR jock wants to work for you. 303-986-0501. Bill Prentice.

1st phone 6 yrs. exp. Soul. Contact now Jimmie Wing. "Mosquito" 4907 Challendon Rd., B-1, Baltimore, 21207. 301-448-1822.

Mature communicator, 2 years experience. Adult Contemporary Uptempo. College Broadcast graduate. Good production and tapes. 3rd endorsed. Wants Northeast. Norm Freedman, 52 Perry Ave., Bayville, NY 11709.

1st phone, college, dedicated, imaginative production. D.J.-news. Rufo, 2450 N. Harbor, #12, Fullerton, CA 92632.

Humorous air personality desires Top 40, contemporary MOR, will consider country. Experienced 3rd, S.H. Green. 213-386-0286, 720 S. Normandie, #319, L.A., CA 90005.

I once gave up one love for another. Offered my chance, but passed it by because I was getting engaged. Anxious to recapture my 2nd love. B.A. Communications, college station exp., P.A. work, 3rd endorsed, married. Mark Anderson, 152-52 Jewel Ave. Flushing, NY 11367. 212-263-1670 after 6.

Situations Wanted Technical

Director of Engineering/Chief engineer seeks challenging position. BSEE, AM/FM/TV background. Heavy directional & integrated circuit design experience. Resume tells all. Box K-36, 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.

Situations Wanted News

Experienced news director ready to move up from small N.C. market B.A., Box J-198, BROADCASTING.

Sportscaster, with the magnetic ability for capturing every exciting play, will handle medium market college PBP. TV anchor and sales experience. Degree, complete, resume package. Box J-223, BROADCASTING.

Creative, versatile newscaster/reporter. Female, married, willing to give my all for small NYC/NJ/CT area station. Box K-5, BROADCASTING.

Newsman/News director, small, medium, major market experience, award winning M.A. Communications, strong on interviews. Box K-18, BROADCASTING.

Up your news image. Talented, creative, highly experienced, take charge news director, seeking major-medium market challenge. First phone. I'm stable and can produce results. Box K-38, BROADCASTING.

Situations Wanted News Continued

NIS Managers: I'm ready to build an award-winning all-news operation. Five years Midwest medium market experience as reporter, assignment editor, News Director. Staff and management must be committed. Box K-45, BROADCASTING.

Sportscaster, Notre Dame grad with PBP experience in football, hockey, and basketball, seek PBP-sports reporting position. Available immediately. Will relocate. 3rd phone. 617-237-9414.

Sports Director or sports/news combo. Five years experience, Dave Shrader, 559 1/2 Phoenix South Haven, MI 49090.

Experienced small market news director in Midwest seeking market change. Hard worker. B.S. in radio and television. Phone 913-537-2184.

A good woman is hard to find. Newswoman, 3 yrs. major-medium, skilled newsgatherer and feature writer, Sue McNett, 14306 Lane, Riverdale, IL. 312-849-2303.

One year news director experience in small market, Calif. station. B.A. Broadcast Journalism. 3rd phone. Looking for reporter slot in station that gathers news. No Top 40, please. Western states only. News block or all news ideal. Rt. 1, Box 965, Sonora, CA 95370. 209-984-5709.

Invaluable responsible talent available. Voice applauded by thousands in New York and San Francisco. Impart overtures to: Claudia J. Kingsley, Suite 501, 445 Sutter Street, San Francisco 94108; weekdays: 415-781-1279.

Attention small markets. Young 3rd phone announcer seeking first full time job. News oriented college graduate with ability to take directions. Rich Lafferty, 60 Decotah Trail, Medford Lakes, NJ 08055. Phone: 609-654-4876.

If you suspect my credentials, you should hear my tape. Newswoman, 3 years commercial, college experience, including ND, Air, street, studio. College grad. Good refs. Cheryl Judkins 812-336-1927.

Sportscaster, desire to move. Five years experience small market. Seeks Sports/PBP position. Solid background in all phases of radio. Dedicated, dependable, good references. BA in Journalism. To hear details, contact Cliff Yeargin, RFD 1, Elberton, GA 30635. 404-283-3062.

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.

Professional Broadcaster. Eleven years experience. Management, programing, production, music, copywriting, public affairs, public relations, news, sports (gathering and reporting); interviews, telephone conversation, FCC rules and regs. Currently number one top forty program, and number one telephone conversation program. Time to seek a new challenge. Ready to move, now, for the right opportunity. 3rd endorsed. Box J-207, BROADCASTING.

Grad. looking for position in or leading to directing. Degree in TV. production with experience in most all phases at major market station. Will relocate. Box J-213, BROADCASTING.

Need a lift? My experience is the boost your organization needs. Management, sales, programing, announcing, engineering with first. I will fill that void in your team. Box J-238, BROADCASTING.

Creative copy, superb production. Good airshift. A total professional Box K-20, BROADCASTING.

Five years experience. Music, production, promotion, degree, common sense. Ready for medium market Top-40 program directorship. Box K-32, BROADCASTING.

Production personified. Creative. Original. Polished pro. Phil, Box 71, Park Forest, IL 60466.

Situations Wanted Programing, Production, Others Continued

Traffic, experienced with Westinghouse, RKO, others. Washington DC Area, radio/TV, available now. 301-949-5966 evenings.

AM/FM-AM/PM, 26, college graduate, married, 6 years experience including PD, MD, Op. Mgr. Strong production. T40 background, working free-form. Midwest. Steve Miller 812-336-1927.

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.

TELEVISION

Help Wanted Management

Business Manager. "Group" needs radio/television business manager for Florida station. Accounting degree plus managerial experience and expertise are basic requirements. Reply Box J-246, BROADCASTING.

Operations Manager, a Network affiliated, top 50 market with a growing station. Great opportunity plus some of the best living anywhere. Please reply to Box K-8, BROADCASTING.

Pay TV firm seeking marketing director, as part of major expansion, background should ideally include film programing, station relations, business management, and ability to negotiate with top level management. Send resume to Telemation Program Services Inc., 1133 6th Avenue, New York, NY 10036.

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

Creative writer-producer of retail commercials with ideas to get results for retail accounts. Requires ability to write, collate, service commercials and clients. Top 10 market. Box K-30, BROADCASTING.

Help Wanted Technical

Chief Engineer, midwest VHF needs person strong in administrative, managerial, and technical skills and experience. Excellent benefits. Send resume. Box J-219, BROADCASTING.

Transmitter Supervisor with UHF background needed in New York City area. Maintenance experience necessary. Good salary. Fringe benefits. Box K-27, BROADCASTING.

Television transmitter supervisor. Excellent opportunity for right person. Many fringe benefits. Live in Montana's finest city. Contact KTVQ, Billings, MT.

TV Engineer, Excellent opportunity for first class licensee with fundamental knowledge and ability to learn and advance quickly under tutelage of chief engineer. Profit sharing, retirement and other longrange benefits. WSAV-TV, Savannah, GA.

Engineer: First Class license required, for full color PTV station. Rush resume to Edward Wright, Chief Engineer, WSKG Public Television, PO Box 97, Endwell, NY 13760. An Equal Opportunity Employer.

Video engineer for SUNY 2 year college in upstate New York. Should have experience in maintenance and production operations of VTR, studio, RF distribution systems and willingness to work with technical students. Salary \$9,000+, negotiable depending on experience, plus benefits. Contact Daniel Labeille, Cayuga Community College, Auburn, NY 13021. 315-253-6508.

Help Wanted News

Major southeastern number one. E.O.E. 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.

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.

Assignment/Managing Editor for active TV newsroom. MA essential. Strong background in reporting, film production, on-air work. Must be able to work with young people starting in industry. Equal Opportunity Employer. Box K-21, BROADCASTING.

Major midwest market seeks aggressive sports director. Unlimited opportunity. Must have TV sports experience. An Equal Opportunity Employer. Send resume and salary requirements to Box K-24, BROADCASTING.

News-oriented television station in top 75 markets wants anchorperson with thorough knowledge of sports. Include picture with application and references; also salary requirements. Box K-47, BROADCASTING.

We're looking for an experienced reporter who can add depth to a growing news organization, sound judgment and production know-how a must. Experience with electronic news gathering equipment desirable. Send a complete resume and samples of your work to: News Center Five, WKRG Television, 162 St. Louis Street, Mobile, AL 36601. WKRG is an Equal Opportunity Employer.

We have two openings for anchorpeople experienced in women's news and minority community affairs. One of these is in a major market, East Coast station, the other in a smaller market, Southeast station. If you are qualified, please send a resume, pictures and salary requirements to: Executive Resources, Suite 803, 141 East 44th Street, New York, NY 10017. No phone calls or audition tapes please.

Help Wanted Programing, Production, Others

Production Manager for a midwestern university Closed Circuit Television service. Person should have experience in color production, be an experienced director, have a knowledge of engineering, the ability to work with teachers, to formulate and implement instructional design, and to develop programing. Master's Degree preferred. Deadline for applications is October 24, 1975. Box K-40, BROADCASTING.

Traffic Manager, BIAS System. Must be thoroughly familiar with all TV traffic functions and capable of supervising department. Work history using BIAS system mandatory. 5-day, 40-hour week; excellent salary and fringe benefits. Send complete information, resume, salary expected, etc., in first letter to Personnel Department, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Equal Opportunity Employer.

TV producer/director. Created TV production background required. Contact Mr. Acker, WCIV TV, Charleston, SC 29464. 803-884-8513. An Equal Opportunity Employer.

Program Director need person with solid background in all phases of TV operations. Good opportunity for professional with leadership qualities. Send resume to WYTV Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

Producer/Director for ITV Unit of the Nebraska ETV Network. Varied assignments will include studio, remote and film productions. Requirements include Bachelor of Arts degree and three to five years experience. Masters degree, knowledge and experience in ITV desirable. Contact Ron Hull or Tom Howe, Nebraska ETV Network, PO Box 83111, Lincoln, NE 68501. Phone 402-472-3611. Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

Aggressive salesman, total TV experience, ready for GM. Prefer Southeastern. Stock purchase plus mid 30's salary. Box J-147, BROADCASTING.

Over qualified? No, 33 years of radio and television means experienced all phases. Hard worker wants to relocate. Management or sales. Resume will relate full Broadcasting career. Box K-13, BROADCASTING.

Situations Wanted Announcers

Young man with First phone and 1 1/2 yrs. transmitter experience seeks job in Southwest or West Coast. Available now. Dave Williams 312-475-7628.

Situations Wanted Technical

Chief Engineer: Los Angeles area, desire challenging hands on position. Box K-2, BROADCASTING.

Engineer-first phone, 4 yrs. experience all phases of studio operations and production, age 28, will relocate, start immediately, Mike Ryan, 7741 Mohawk Drive, Prairie Village, KS 66208. 913-649-2988.

First phone with radar endorsement. BS degree Broadcasting, 23, single, need training. Go anywhere. Michel Piesik, 931 Montclair Road, Pensacola, FL 904-433-4965.

Situations Wanted News

Black recent college graduate, male, college experience, will go anywhere do anything to start. Box J-160, BROADCASTING.

Seeking Anchor/Reporter, 4 years experience all phases B.S. Box J-199, BROADCASTING.

Your own man in London! Former CBS newsman offers hard news and features: arts, religion, environment. Occasional commissions or regular string. Box K-35, BROADCASTING.

Meteorologist. Young. Strong background with professional delivery. Some air experience. Personable, clear delivery will add to your newscast. Box K-37, BROADCASTING.

Sportscaster-commentator Major League talent caught in economic squeeze. Ambition: to work for first class station. Tapes available. Box K-43, BROADCASTING.

News Photographer, currently unemployed, 10 years experience newspapers and TV. Experienced in 16mm processing and editing. Young, creative and aggressive. All offers considered. Write Jo. Keener, 642 36th sw, Wyoming, MI 49509. 616-538-7744.

Field reporter/documentary producer with excellent experience, master's awards. Call 404-876-1134 after 5 p.m. EDT.

Female, M.A. Communications. Eager to break into all aspects of broadcasting. Will relocate. 303-473-9787 after 6:00 P.M. (MDT) or Jeannine Lamb, 810 Oxford Lane, No. 306, Colo. Springs, CO 80906.

4 years Philadelphia TV news experience, including producer/writer, but couldn't grow. Want more of the same, but will listen to other offers. Like to travel. College grad, 25. Good references. Jim 215-356-4640.

Experienced newscaster, reporter, 25, attractive, ambitious, B.A. news, public affairs. N. Hubbell, 1636 Jackson Bluff, Tallahassee, FL 32304. 904-576-5330.

TV Sportscaster bumped by major league jock wants to relocate. Strong with film and commentary. 401-944-1281.

Situations Wanted Programing, Production, Others

First phone. VTR camera operation. Production and station operation experience. No maintenance. Single, will relocate, resume available. Leonard Johnson, 3733 Calif. Long Beach, CA 90807.

MA Mass Media, TV-film production experience, BA Education, experience, Black. J. Brown, 216-784-5539/784-1944, 589 Montgomery, Akron, OH 44305.

Situations Wanted Programing, Production, Others Continued

A good TV floorman is an apprentice who takes the time and effort to learn from the bottom up. I've been in a major southeastern market for six years doing just that and am ready to move on to more responsibility. My employer is aware of this and I have references from management and co-workers. My experience includes more than floorwork. Directing. Production. Remotes. I'm vacationing from my present TV position in late October and will be happy to meet with prospective employers. Complete resume available upon request. Paul Halpern, 17200 N. Miami Ave., Miami, FL 33169. Tel 305-651-0695. I'm young, eager and ready to meet the challenge.

Remote crew. S.E. experienced. Prime time. Sports, variety. TD, tape, audio, camera, lighting, utility personnel. Crews tailored to your requirements. Vidicrew, 904-377-2498.

Traffic, experienced with Westinghouse, RKO, others. Washington DC area, radio/TV, available now. 301-949-5966 evenings.

Recent college grad looking for position in production. Experienced all phases, excellent camera work. Will relocate. John Rohrer, 1040 S. 19th Manitowoc, WI 54220. 414-684-6839.

Writer/performer seeks creative challenge for children's programs. Excellent references. Great background with children. Lynn Edward Brown, 2100 Park Ave., Baltimore, MD 21217. 301-669-0378.

CABLE

Help Wanted Management

CATV Manager and Chief Technician wanted. Prefer dual-skill individual. Will consider applications for either position. Available Spring 1976 for construction; Wisconsin County-wide CATV. Send resume: WWC Cable, c/o Ralph Evans, 3500 N. Sherman Blvd., Milwaukee, WI 53216.

Situations Wanted Programing, Production Others

Single, twenty five. Male desires cable or pay cable experience. Master's in telecommunications from big ten university, thesis examining cable TV and sports programing, produced public access. Programing, university research and local PR for American Cancer Society. Seeks opportunity as administrative assistant in PR, marketing, or research. Will relocate. Box K-6, 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, WNCJ-FM, Northwest Junior College, Box GG, Senatobia, MS 38668.

Reels & boxes, 5", 7". Large & small hubs. 2" spot reels, 6 1/2" & 8". W-M Sales, 1118 Dula Circle, Duncanville, TX 75116.

1/4" x 1800' used music tape. Excellent for logging. \$1.25 each in lots of 50. Send \$1.50 for sample. W-M Sales, 1118 Dula Circle, Duncanville, TX 75116.

WANTED TO BUY EQUIPMENT

Wanted: 10KW FM Stereo transmitter. Remote control equipment, STL, and 400 foot tower. Call Jim Johnson. 305-689-3145.

We would like to purchase a used TT59A UHF General Electric transmitter with LF range klystrons. Contact: Jack H. Tudor, Chief Engineer, KHTV, PO Box 1439, Houston, TX 77001, 713-781-3930.

Late model 5 kw transmitter. Bob Joseph 404-945-9953.

Wanted RCA TK41 cameras & color film island equipment. J. Devine 315-853-6825.

FOR SALE EQUIPMENT

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.

Gates 5 KW AM XMTR, Model BC5P2. In daily operation, well maintained, meets all factory specs. \$5,000 includes spare parts, tubes, blower, etc., available in 30 days. Call George Gray, WAAB, Worcester, MA at 617-752-5611.

I have an IGM 500 series automation system equipped with everything that I would like to sale. I am asking \$14,000 firm for it. Contact Keith Johnson, WFGN Radio Station, PO Box 47, Gaffney, SC 29340.

140-foot guyed AM tower. Good condition partially disassembled. Best offer. WLKM, Three Rivers, MI. 616-278-1815.

Complete AM broadcast equipment package except transmitter \$2,900. Box 62, Red Hook, NY 12571.

RCA TK-27 color film chain, exc. cond., 26K; Complete Island, 36K. 205-591-4800.

TOWER SERVICES

W. Burckhalter's towers New & used. Free estimate on any work. 20 years experience. Write: W. Burckhalter, PO Box 114, Ladson, SC 29456. Phone: 803-761-2518.

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.

INSTRUCTION

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks., \$400.00 money back guarantee. VA appvd. Nat'l. Inst. Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Nov. 10, Jan. 5, Feb. 16, 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.

Instruction Continued

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.

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.

FCC First phone 4 tests, formula guide, aids, etc. guaranteed! \$10. Engineer, Drawer 570, Mars, PA 16045.

Radio

Help Wanted Management

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.

IMMEDIATE OPENING GENERAL MANAGER

Maine Public Broadcasting Network

The University of Maine seeks well qualified person for post of General Manager for the statewide public radio and television network.

Responsibilities: General management of Network fulfilling educational and broadcast objectives. Leadership for users of electronic media to serve higher education, schools, and community interests. Advise University Chancellor on broadcasting and telecommunications matters. Liaison with governmental and broadcasting organizations.

Qualifications: Understanding of educational processes and ability to work with professional educators in program development required. Minimum 3 years experience in higher education preferred. Demonstrated success in public broadcasting required. Minimum 3 years management experience preferred. Advanced degree preferred.

Forward resume and salary requirements no later than October 31, 1975 to:

Office of Personnel, University of Maine, 107 Maine Avenue, Bangor, Maine 04401

An Equal Opportunity/Affirmative Action Employer

Group VP

Group VP position available with rapidly expanding communications company. Our client is actively seeking new properties in top 100 markets and needs ambitious Executive to be in complete charge of the Radio Division. Potential more important than experience, but you must have enough drive and confidence to move ahead quickly. Send detailed resume and salary requirements to Ron Curtis, 5725 East River Road, Chicago, IL 60631. All replies held in confidence.

Help Wanted Sales

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, Chicago, IL 60631.

Help Wanted Technical

CHIEF (AND ONLY) ENGINEER WANTED

Must have broadcast experience, 1st phone and logic circuitry experience helpful. We have both am-fm(stereo). Equal Opportunity Employer. Contact: KTTR/KZNN P.O. BOX 727 ROLLA, MO. 65401. 314-364-2525.

Help Wanted News

Expanding ALL NEWS operation in Northeast is accepting applications for:

Salesperson—\$12,000 base,—Engineer with maintenance experience—to \$14K
Newsperson with phone actuality experience.. Salary.. open.

Send complete resume with past earning record to: Box K-48, BROADCASTING.

An EOE

Help Wanted Programing, Production, Others

Radio-TV faculty opening beginning 1976-77, subject to budget authorization. Candidate should have significant professional experience; advanced academic degrees preferred. Opportunities for leadership in developing radio-TV resources and curriculum. Send resume to Dean, School of Journalism, Drake University, Des Moines, Iowa 50311. Applications from minorities, women encouraged.

Situations Wanted News

BRIGHT YOUNG ATTRACTIVE NEWS LADY

Will get your audience to listen. Would like to move to a medium-large Midwest market.

Box K-11, BROADCASTING.

Situations Wanted Programing, Production, Others

Seek Operations manager position at beautiful Good music station. Extensive music background. All phases. Also TV anchor. Programmer, Phone

207-345-8311.

Situations Wanted Programing, Production, Others Continued

Hardworking Contemporary P.D.—Jock, With 100 years Major Market Experience, **Seeks Opportunity with Progressive Company. Family Man With 1st. Ticket + a Successful T.R. in Sales. If You Are Pushing For No. 1 Get In Touch. 809 755-0301.**

TELEVISION

Help Wanted Management

PAY TV FIRM

SEEKING MARKETING DIRECTOR

As part of Major expansion. Background should ideally include film programing, station relations, business management, and ability to negotiate with top level management.

Send resume to:
Telemation Program Services Inc.
1133 6th Avenue
New York, New York 10036

Help Wanted Technical

KTLA-TV Los Angeles requires two highly qualified maintenance engineers. First Class FCC License required. Minimum five years experience including Ampex tape and cassette, Norelco cameras, RCA film, Grass switching. Mini computer and digital experience desirable. Call or write E.H. Herlihy, Director of Engineering, KTLA, 5800 Sunset Blvd., Hollywood, Ca. 90028, 213/469-3181. KTLA is an Equal Opportunity Employer.

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Major market group-owned station looking for modern-thinking person. Must be creative, with good knowledge of programming. Excellent salary and benefits. If you are ready for a major opportunity, call or write David Boylan, Ron Curtis and Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Situations Wanted News

PROVEN WRITER,

PROMISING TV

BROADCASTER

CREDITS:

-LA Times staff writer and entertainment critic
-UPI staff writer, general assignment and radio wire
-Time magazine, stringer
-Degrees in English and Anthropology
Would like to work first as a writer, then as a reporter or entertainment critic.

For resume, samples of work: Andrew Briggs, 588 20th St., Hermosa Beach, Calif. 90254. Or phone (213) 372-8934.



Situations Wanted News Continued

Need major market professional talent in sports, talk, news? All three available, in one extremely versatile and talented broadcaster.

Box K-28, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lincolnville, N.Y. 10540
Number "One" in Weekly, Nationwide Employment Listings for Radio, TV, DJ's, PD's, Announcers, News, Sales and Engineers
☐ \$12.00 3 months (12 issues)
☐ \$25.00 12 months (50 issues)
(Check Appropriate Box)

NAME

ADDRESS

Enclose Check or Money Order

Public Notice

The City of North Tonawanda is accepting applications for a Cable Television franchise for the installation of a CATV system in the streets and public rights of way within the corporate limits of the City of North Tonawanda. The system shall be designed to be compatible with all other systems and shall have a two-way capacity with a minimum of 30 channels and comply with all federal and state regulations for the provision of channeled programs and basic services.

A formal request for proposals is available to prospective applicants from the City Clerk, City Hall, North Tonawanda, New York 14120. Telephone (716) 893-0451.

Applications for the franchise must be submitted in writing in the form and manner specified in the request for proposals no later than December 5, 1975.

All applications will be made available for public inspection during normal business hours at the office of the City Clerk, City Hall, North Tonawanda, New York 14120. All applicants wishing to receive a formal request for proposals must submit with their application a non-refundable fee in the amount of One hundred Dollars (\$100.00).

Adam DeSimone,
City Clerk.

NOTICE OF AVAILABILITY OF AN INVITATION FOR APPLICATION OF A CABLE COMMUNICATIONS FRANCHISE

The City of Dulde, County of Murray, Minnesota, invites application for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the "Invitation for Application" both of which are available from the undersigned. Applications will be accepted until October 28, 1975 at 5:00 P.M. All applications received will be available for public inspection during normal business hours at the City Clerk's office, Dulde, Minnesota. Each such application shall be accompanied by a \$5.00 non-refundable filing fee payable to the City of Dulde.

"My recent advertisements in BROADCASTING for a ND has activated in excess of 30 applicants...with others coming in daily..from all over the USA."

Business Opportunity

Established, nationwide, media brokerage firm has opening for additional Associate. We work on a commission basis in handling the purchase, sale and merger of radio and television stations. Applicant must have good character, a successful sales and/or management record, and be financially responsible. Chapman Associates, 5 Dunwoody Park, Atlanta, Georgia 30341.

Miscellaneous

EXCLUSIVE

Full-color Sports Christmas Greeting Cards! Designed for AD's, coaches, players, SID's — anyone involved in the sports world. Also: play-by-play forms and materials for broadcasters. Free brochure:
SuperStat, PO Box 7, Conklin, NY 13748

RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

Professional Research Services  "Another Dale Bennett Enterprise"

6808 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

Placement Service

RADIO-TELEVISION CATV Looking For A Job?

Mail Us Your Resume Now!

William J. Elliott, Jr.

& Company, Inc.

6198 Forest Hill Blvd.

Suite 104

West Palm Beach, Florida 33406

305-967-8838

Financing

IMMEDIATE CASH AVAILABLE WE WILL PURCHASE YOUR

ACCOUNTS RECEIVABLE

Money is provided to you on a nonrecourse basis—therefore, your Financial Statement is not needed. Our funding does not require a long term commitment or contract that will tie you down.

Justin-Bradley Associates, Inc.

1401 Brickell Avenue
Miami, Florida 33131
(305) 672-5522

Wanted To Buy Stations

Up to hundred thousand available for down payment by well experienced and financed group for AM station, preferably southwest. Reply in confidence to:

Box J-201, BROADCASTING.

Experienced Operator

Top Salesman, Administrator, Former Owner Will Accept Management Contract, Buy In or Buy You Out.

Box K-26, BROADCASTING.

Wanted To Buy Stations Continued

Qualified buyer wants three additional radio stations

Price range—\$1 million plus
Call (213) 277-3526 or write
Herklotz & Associates
1900 Avenue of the Stars
Los Angeles, Calif. 90067

For Sale Stations

Southwest AM Radio Station. Single station market. Profitable. Principals only.

Box J-197, BROADCASTING.

Sale of Assets of Tuscaloosa 5,000 WATT AM FULLTIME RADIO STATION

WJRD. 1150 on dial. 5,000 WATT day,
1,000 watts night. CBS affiliate. C/W
format. Judicial sale by order of U.S.
district Court set for 1:00 pm, October
13, 1975 at East Door, Federal Court
House, Tuscaloosa, Alabama. Public
sale to highest bidder on terms and
conditions as approved by the court.

Contact: William K Van Huss,
317-638-1331 (Indianapolis, Indiana)
or George S. Wright, Attorney,
205-345-5440 (Tuscaloosa,
Alabama)

10 KW Daytime 1 KW Night Multi-Market

Price \$525,000 excellent terms to
qualified buyer.

Ralph E. Meador, Media Broker
P.O. Box 36, Lexington, Mo.
816-259-2544.

UTAH. AM-FM in single station grow-
ing market of 15,000. Very well equip-
ped. Considerable untapped potential.
Good real estate included. A real
bargain at \$150,000 with 29% down.
WYOMING. Full time AM in small
market. Immaculate, well equipped,
automated, profitable. Includes ex-
cellent real estate. \$90,000 with some
terms.

MOUNTAIN STATES MEDIA BROKERS,
Box 99, Broomfield, Colorado 80020
(303) 466-3851

FOR SALE: Defunct 250 watt radio station
on 4 acres of choice land, on Hi-way 80.
1070 KHZ. License surrendered to FCC.
Sale NOT contingent upon restoration of
license. A bargain for \$21,000.00 cash.
Contact Dan Etheridge, Friona, Texas
79035.

MEDIA BROKERS • APPRAISERS At your service with over 20 years experience. RICHARD A.

SHAHEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312-467-0040

For Sale Stations Continued

Gulf	small	profitable	\$135K	terms
SE	medium	fulltime	200K	29%
MW	metro	daytime	450K	terms
NE	metro	fulltime	625K	29%
MW	major	AM/FM	2KK	nego



CHAPMAN ASSOCIATES*
business brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco

Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

Profitable AM-FM—Texas, \$375,000 with terms

CATV system, Southwest, Excellent
growth potential—positive cash flow
\$1 million.

Black oriented radio station, South-
west, medium market, \$265,000.

Norman Fischer & Associates, Inc.
Box 5308, Austin, Texas 78761
512-452-6489

For Sale Stations Continued

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 368-8545

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired.
Television or Radio, Help Wanted or Situations Wanted, Man-
agement, Sales, Etc. If this information is omitted we will deter-
mine, according to the copy enclosed, where the ad should be
placed. No make goods will be run if all information is not in-
cluded.

The Publisher is not responsible for errors in printing due to il-
legible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue.
Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box
Number, c/o BROADCASTING, 1735 DeSales St., N.W., Wash-
ington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer for-
wards audio tapes, transcriptions, films or VTR's. BROAD-
CASTING cannot accept copy requesting audio tapes,
transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:

—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.
—All other classifications, 60c per word—\$10.00 weekly
minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.
—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment
Agencies and Business Opportunity advertising requires dis-
play space.

Publisher reserves the right to alter Classified copy to
conform with the provisions of Title VII of the Civil Rights
Act of 1964, as amended.

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, in-
itial, single figure or group of figures or letters as a word. Sym-
bols such as 35mm, COD, PD, GM, etc. count as one word. Hy-
phenated 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

FCBA's Reed Miller: riding with the changes in communications law

Just 30 years ago, Major Reed Miller, a legal assistant to the contracting officer of the Army War Ship Repair Contract Agency, was knocking on doors of law firms in Washington, looking for a job. With the war over, the 27-year-old major, whose first employment after graduating from the West Virginia College of Law in 1941 was as a second lieutenant in the office of the undersecretary of war, was due to be discharged soon, and he was looking for something to step into after changing into civilian clothes. As he was leaving one office, in the Bowen building, the receptionist suggested he try a firm down the hall that had opened for business only a few months earlier. He did, was hired, and has been with it ever since.

The firm then was known as Arnold & Wiprud. But over the years, it has gone through various name changes as principals came and went—from Arnold & Wiprud to Arnold & Fortas; to Arnold, Fortas & Porter and, finally, to Arnold & Porter. Through the name changes and changes in the firm's location—it is now in offices in converted town houses and office buildings scattered through an area within several blocks of the FCC, at 20th and M Streets—it has grown in size (more than 100 lawyers) and prestige. And ex-Major Miller, hired at \$2,000 per year to do research and perform other chores for the imposing partners—Thurman Arnold, late of the U.S. Court of Appeals in Washington and before that a celebrated trust buster as head of the Justice Department's antitrust division in New Deal days; Arne C. Wiprud, a former top official in the antitrust division, and Walton H. Hamilton, a Yale economist and law professor—is now, at 56, a partner in the firm and a key man in its communications law practice, and, this year, president of the Federal Communications Bar Association, with hopes of continuing its movement into an era very much different from the one in which he developed as a lawyer.

In professions where aggressiveness and volubility are the weapons if not the natural characteristics of many of its practitioners, Mr. Miller is very much the quiet man—reserved and low key. Which may be one reason he is liked and respected by his colleagues. "A good lawyer," "thorough," "very careful," are the ways other lawyers describe Mr. Miller. His partner, Paul Porter, puts it, as he does most things, more vividly: "He's the Rock of Gibraltar."

Although he is still a relatively young man, Mr. Miller's career spans much of the history of communications law. Indeed, in the days when he was knocking



Louis Reed Miller—president, Federal Communications Bar Association and partner in Arnold & Porter; b. Dec. 1, 1918, Fairmont, W. Va.; AB and LLB, West Virginia University and West Virginia College of Law (six-year combined program); 1941; U.S. Army, 1941-1945, entered as second lieutenant, discharged as major; joined Arnold & Wiprud (now Arnold & Porter), 1945; senior partner, 1959; m. Emilie Crawford, Feb. 20, 1943; children—Michael, 31; George, 29, and Clinton, 24.

on doors in search of a job, he was interested in that kind of law because, as a law school student, he had done a paper on the then five-year-old FCC. And over the years, he has seen major changes in the development of the law. There was a time, for instance, when the criteria the commission used in determining winners in comparative hearing cases turned them into popularity contests. "You'd go out and see how many people you could sign up in support of your applicant," he recalls. "There was no such thing as ascertainment of community needs."

Of at least equal importance has been the emergence of the consumer movement in broadcasting. And Mr. Miller was there, virtually from the beginning, if on the losing side. It was the case in which the United Church of Christ and several Jackson, Miss., blacks had filed in 1964 against the renewal of Jackson television stations on grounds of discrimination against blacks in their programming. When the commission granted WLBT(TV) a one-year renewal, in 1965, the church and its allies appealed, and the station sought out Arnold, Fortas & Porter.

Mr. Miller has done most of the work on the case ever since—a sometimes painful if illuminating experience. The U.S. Court of Appeals, in opinions written by the present chief justice, Warren E. Burger, twice reversed the commission

and virtually directed it to strip the station of its license. But of even longer range significance was Judge Burger's holding in the first decision that members of the public have "standing" to participate in license renewal proceedings. That decision opened the gates to the flood of petitions to deny that in recent years have been filed against stations.

Mr. Miller speaks of the vast changes the consumer movement has brought in the practice of communications law—"No longer do you expect to go breezing through the renewal process"—but matter-of-factly, and without apparent concern. In fact, although he allows as how citizen groups may sometimes go "to extremes" and notes that petitions to deny can result in "terrible delays" in action on broadcast applications, he sees the movement as, on balance, a positive thing. "I'm for equal employment, the rights of blacks and women. The ultimate objectives they seek are good. The petitions help make the industry aware of these things."

Mr. Miller also feels the industry's critics, like former FCC Commissioner Nicholas Johnson, serve a useful function. "They let in a breath of fresh air that the bar and the industry need."

Mr. Miller is not alone among the bar in harboring such feelings. For the past several years, the FCBA has been reaching out to communications lawyers whose clients are not corporations but citizen groups. And Mr. Miller is continuing the policy. He noted that Frank Lloyd, director of the Citizens Communications Center, and Charles Firestone, a lawyer with Citizens, are not only members of the FCBA but of some of the committees, and said: "We need people like that if both sides of issues are to be presented." Similarly, Mr. Miller is sensitive to charges that the FCBA is run by the old guard. So he has done what he could to staff committees with young lawyers, including women. There even are radical plans afoot to democratize the FCBA's election process by permitting the members to elect 11 of the 13 members of the nominating committee, whose selections are normally accepted by the membership without question. The president, who now names all 13, would pick the other two, including the chairman.

To many of those watching from the outside, the changes under way in FCBA policy probably do not seem very dramatic. But they represent movement, and that to some members of the association is good. "The FCBA," one lawyer said the other day, "should remember it represents lawyers, not their clients." And Reed Miller, he feels, realizes the distinction. "He'll be a good president of the FCBA. He is in tune with what the FCBA is all about."

Editorials

The myths of equal time

As was to be expected, cries of rage have risen in response to the FCC's reversal of earlier mistakes it made in interpreting exemptions to the equal-time law. The cries rise from disparate sources and motives.

Democrats fear that Gerald Ford will attain an advantage over their candidate (if indeed they can agree on one) by the freeing of presidential news conferences for broadcast coverage without restraints.

Incumbents of all parties in all offices hate the thought that news conferences called by their opponents may be put on radio or television under the FCC's belated recognition that candidate news conferences are often news events and thus exempt from equal-time requirements. Never mind the certain prospect that incumbents will get at least as much time on the air as their challengers are given; the incumbents would rather keep total exposure down and thus preserve the built-in prominence enjoyed by the office holder.

What may be even worse, in the incumbents' view, is the inclusion of candidate debates in the exempt category. That all but guarantees that pesky challengers will be daring incumbents to square off and thus add to the challengers' exposure.

It is not, in short, a politician's judgment that the FCC has rendered. Critics who see it as a dark plot by the agency's Republicans to keep Mr. Ford in office are betraying ignorance of its other effects and of the vote. Two of three Democrats were in the majority; the senior Republican, Robert E. Lee, issued a vigorous dissent.

Neither does the ruling upset "the delicate balance of egalitarian precepts underlying political 'equal time,'" as Commissioner Benjamin Hooks stated in dissent. History has repeatedly demonstrated that egalitarianism is the least possible result of the equal-time law. As long as broadcasters are inhibited in their presentation of all candidates, the unknown remain at a disadvantage while the prominent husband their fame. Section 315 is elitist, not egalitarian. To the extent that the FCC has now liberalized its rulings, it has moved the law in the precise direction that Mr. Hooks professes to admire.

The majority is to be complimented on redressing old wrongs. Too bad it wasn't serving back in 1962 and 1964 when the original foolishness was perpetrated.

Bottom line

The *Guns of Autumn* made more noise than CBS News probably intended. The echo hasn't entirely faded yet. As has been extensively reported here and almost everywhere else, a television documentary on hunting that was broadcast Sept. 5 aroused the displeasure of such organizations as the National Rifle Association before it was aired and the outrage of serious hunters who saw the broadcast. The original program was deserted by all of its original advertisers but one, Block Drug. A sequel carried one commercial for Geritol.

A lot of people have read grave implications into all of this, but the more we think about it, the more it appears to be just another example of the risks that are inherent in the practice of journalism.

Advertisers who chose to cop out may not draw praise for editorial courage, but journalism is neither their business nor responsibility. The pressure groups that tried to keep the program off the air are ever present in our society, as any editor who has

dealt in serious reportage learned at the outset of his career.

It comes down to a matter of CBS News judgment and reaction to original response. Whatever others may have thought of the program, if its producers and their superiors are satisfied that their craft has been respectably served, that is what counts. If they have lingering doubts, they will make the necessary adjustments in editorial supervision, knowing that the most valuable asset the journalist can possess is credibility.

Benchmark

A number of things may be said about last week's inauguration of long-distance (if not yet cross-country) pay cable TV service by Home Box Office, UA-Columbia Cablevision and American TV & Communications. Among them that:

- It marked the first regularly scheduled use of domestic satellites for television communication within the United States.

- It marked the first implantation and operation of earth stations by independent operators.

- To many, it was the first quantum jump in pay TV, the beginning of geometric, as opposed to arithmetic, growth for that medium.

Whether, in the long run, last week's event will prove to have advanced or retarded the state of broadcasting and the allied arts won't be known until far more than the box-office receipts are in. The larger question is not whether television has found a new way to profit, but whether it has developed a new way to serve.

Numbers games

The weight of comments filed last week in the FCC's rulemaking to limit station ownerships to four in any state ought to persuade the agency to abandon its latest exercise in pointless arithmetic. Rules already on the books are silly enough.

The national ownership limits now in effect are seven television stations (no more than five of them VHF's), seven AM's and seven FM's. Nobody has ever explained the magic of the number seven, which for all we know was lifted from the Biblical reference to fat years and lean. Neither is there a ready explanation for the choice of four as a proposed limit within a given state. Perhaps the drafter of the FCC rulemaking was a fan of Little Joe on *Bonanza*.



Drawn for BROADCASTING by Jack Schmidt

"No more orders for private lines."

Efrem Zimbalist, Jr. is ready to go to work for you.

Next Monday.

And he'll be on the job every day, creating a unique association with listeners, representing you with the prestige image that made him a major television and motion picture personality.

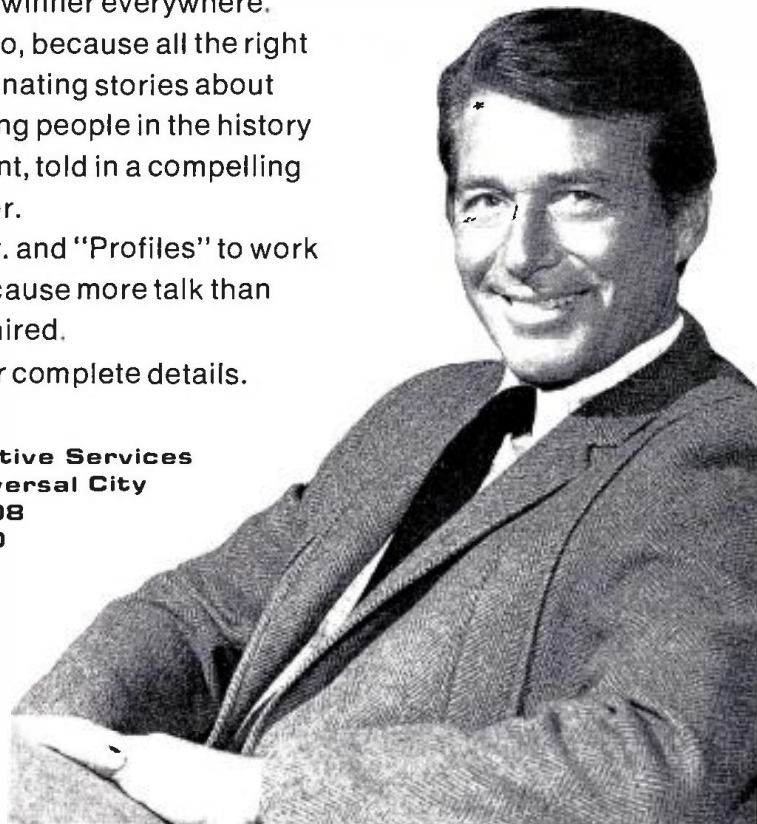
Efrem Zimbalist, Jr. is the host of a daily five-minute radio program, "Profiles in Greatness." Nearly 450 radio stations throughout the world have aired "Profiles." It's been a winner everywhere. It will be a winner for you, too, because all the right ingredients are there. Fascinating stories about some of the most outstanding people in the history of mankind, past and present, told in a compelling manner by a master narrator.

Put Efrem Zimbalist, Jr. and "Profiles" to work for you next Monday. He'll cause more talk than any employee you've ever hired.

Write, or call collect for complete details.



O'Connor Creative Services
Box 8888, Universal City
California 91608
(213) 769-3500



"You can't cut corners on the research route."



Hilda Barnes means what she says.

No matter who says so, you just can't cut corners or take shortcuts if you're looking for truly relevant research.

Here at RICl, we'll never give you a line like that.

What we will give you is all this: Active principal involvement. A thorough understanding of information objectives. And thorough understanding of sampling theory.

In addition, we'll provide cogent editing. Coding. Key punching. Tabulating. Timely results, clearly communicated. And, as always, top notch interviewing.

Our giant 60-line WATS system puts us in touch with what you want to find out, all over the country. All the time. Economically.

Another thing. We never subcontract our work. We handle the whole project. So we know you

get what you pay for. And you get faster turnaround time on assignments, too.

As you may know, we're backed by The Greyhound Corporation. A company that knows a lot about reliability, dependability, and economy.

So look. We've said it before, and we'll say it again. There are no quick and easy shortcuts to good research.

RESEARCH INFORMATION CENTER, INC.

A subsidiary of The Greyhound Corporation.
Call Hilda Barnes, Mary Ann May or John Uhles (602) 248-5430.
Or write RICl, Greyhound Tower, Phoenix, Arizona 85077.