

Nov. 24, 1975 **Bullish prospects for '76 keynote TVB sessions**
The new season: If it's a disaster, why?

Broadcasting Nov 24

The newswEEKly of broadcasting and allied arts

Our 45th Year 1975

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NEWSPAPER

Lucille Ball is L.A.'s hottest 7pm news story.

91% to 591% more 18-34 women watch "I Love Lucy" on KTTV than any network newscast or other 7pm program in Los Angeles.

72% to 397% more 18-49 women watch "I Love Lucy" on KTTV than news or other programs.

And Lucy doesn't inherit her audience; she builds it! With 101% more 18-34 women and 90% more 18-49 women than her lead-in program on KTTV.

That's the way it is.

"I LOVE LUCY"

Another great sitcom from Viacom.

Source: NSI, Oct. 1975. Audience estimates subject to qualifications available on request.

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Kodak salutes the NPPA "Newsfilm Station of the Year"



Left to right: Ernie Schultz, Information Director and anchorman for the noon news, Gene Allen, Assignment Editor, Jack Ogle, News Director and anchorman 6 P.M. news, and George Tomek, anchorman 10 P.M. news.

This is the heart of WKY-TV.

For the second time in seven years, WKY-TV's news-film department has broken the bank. Oklahoma City's Channel 4 was again named "Newsfilm Station of the Year" at the National Press Photographer's Association (NPPA). This time, for 1975.

Featuring locally originated film from all over Oklahoma, the station broadcasts three half-hour news reports a day, with three 5-minute news breaks as well. When that news is gathered, the camera crews come out shooting, with four

CP-16 cameras. And Kodak Ektachrome EF film 7242 (tungsten).

And this is the backbone.



Darrell Barton, chief photographer.

Without good people like this, Channel 4 could be just another spot on the dial. Take Darrell Barton, 1974's "Newsfilm Cameraman of the Year." Or Director of Information Ernie Schultz.

"We have a strong commitment to telling local stories in depth on film," says Schultz. "We'd rather tell four good stories than have eight talking heads." This philosophy pays off. WKY-TV News won six out of nine Associated Press awards for superior reporting this year. All of them are trained to originate newsfilm, and most of them carry portable cameras.

Where do they stand on ENG?

"There are some real benefits in seeing appropriate stories as they are happening," says Schultz. "But we think the audience would become bored quickly if we tried to give that kind of urgency to most stories."

Good film. Good people. The best reporting. That's what we call good news.

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RAY CITY



Broadcasting
Nov. 24, 1975

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Rin Tin Tin will never be the same.

Starting January 19, 1976, The Adventures of Rin Tin Tin will be back on television with an exciting new dimension: COLOR!

Herbert B. Leonard, who produced the series, will create and supervise the production of brand new mini-stories starring James Brown (the original Lt. Rip Masters) and the remarkable Rin Tin Tin. These are now being filmed on location in full

color, to wrap around each of the re-edited black-and-white episodes. These mini-stories will have their own action, drama and charm and will add immeasurably to the instructional and entertainment values of the original stories.

To find out more about the most phenomenal new syndication release for 1976, call Stan Moger or George Hankoff at (212) 682-0760.

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****2:30 minutes each. **Custom introductions.**

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Edward Gelb
Sales Manager
Bryner Chevrolet
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Marvin Welsch
President
E. W. Smith Company
Philadelphia, Pa.

"We were really impressed with the number of listener requests for our 10 percent discount card offer. They're still coming in strong, over 200 a week. Renewing our scheduling with you was our pleasure."

Ed Jesinsky
Director, Sales Promotion
and Advertising
Martin Paint Stores, Inc.
Jamaica, N.Y.

"I am writing to you because I think you are doing a real job by way of the airwaves. You have a unique quality and you generate a lot of confidence. It is primarily for this reason that we as a bank advertise on your program."

Joseph McLaughlin
President
Beneficial Mutual Savings Bank
Philadelphia, Pa.

LISTENERS SAY . . .

"To date, I've taken care of my own problems, but it's really a security builder knowing you're there if I need you. So keep at it, you're great."

Bill Olivet
WOR listener
New York, N.Y.

"Your humanity and compassion is overwhelming; the world needs a million more people like you."

Robert Fuller
WCAU listener
Princeton, N.J.

Another outstanding new program from ALCARE COMMUNICATIONS

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing

Antitrust/networks. Justice Department antitrust suit charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 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.** New resolution to permit daily live broadcasts from House floor will emerge shortly from special subcommittee of House Rules Committee, which has been studying problem (BROADCASTING, Nov. 17). Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances of passing, has said he thinks broadcast system can be ready for operation by first of year. Activity was sparked by resolution by Jack Brooks (D-Tex.) (H.Res. 269). Resolution (S.Res. 39) similar to Mr. Brooks's, by Senator Lee Metcalf (D-Mont.) is pending in Senate Rules Committee, but has not yet received any attention.

Cable rebuild deadline. FCC has canceled 1977 deadline for cable systems to comply with 1972 rules (BROADCASTING, July 14). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed that action in U.S. Court of Appeals in Washington. Commission also has outstanding rulemaking (Docket 20508) that is considering possible alternatives to 1977 deadline. Comments on 20508 have been filed (BROADCASTING, Oct. 13); replies were 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 74-2006). House Communications Subcommittee 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). 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 pro-

gramming 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 rulemaking (Docket 19816) for noncommercial stations has also been issued (BROADCASTING, Aug. 4); comments have been filed (BROADCASTING, Oct. 20).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is term for Senate's agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill has paragraph saying agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Bill will go to conference between houses to resolve differences, but veto by President is expected.

■ **Copyright legislation.** Omnibus copyright revision bills are pending in both houses, of Congress, both establishing copyright liability for cable operators and public broadcasters. Senate Judiciary Committee has completed markup on its bill (S. 22), which is substantially same as bill that passed full Senate last year. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, meantime, has been conducting hearings on House copyright bill, H.R. 2223. Register of Copyrights Barbara Ringer, final witness, continued lengthy testimony last 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 Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission 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 have been filed (BROADCASTING, Oct. 27). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6).

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, and 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 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 Chairman Richard Wiley has proposed experiment in which radio stations in larger markets would be exempt from doctrine (BROADCASTING, Sept. 22). Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13). Also, commission's fairness statement exempting product commercials from application of fairness doctrine, rejecting concept of reasonable access to broadcast media and otherwise modifying fairness doctrine (BROADCASTING, July 1, 1974), is subject of petitions for reconsideration filed with commission as well as appeal filed with U.S. Court of Appeals in Washington by National Citizens Committee for Broadcasting and Friends of the Earth.

FCC fees. Sixteen parties have appealed FCC's order modifying its fee schedule (BROADCASTING, Jan. 20) (Cases 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 (Cases 75-1087 et al.). Briefs have been filed in that case (BROADCASTING, Sept. 15). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3). 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 75-1391) by object of rul-

ing, 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). Commission is also considering action against WXPB(FM) Philadelphia for obscene and indecent broadcasts (BROADCASTING, Nov. 3; "Closed Circuit," Nov. 10).

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.

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).

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 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. 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 in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10). Commission is expected to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 3). Meanwhile Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee are looking into charges that broadcasters are "throttling" pay cable. Two days of hearings were held in May (BROADCASTING, May 26); more were held in July (BROADCASTING, July 14, 21).

Payola. Grand juries in three cities have indicted 16 individuals and six firms on charges relating to payola, and another grand jury indicted Clive Davis, former CBS Records head, for income-tax evasion (BROADCASTING, June 30). Trial of record promoter Fred Reitor 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-TV program, *Pensions: the Broken Promise*, violated fairness doctrine 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, had requested full-court rehearing of panel's order, but was turned down. AIM has asked for Supreme Court review of that decision (BROADCASTING, Nov. 10).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. 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, Strauss Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed (BROADCASTING, Sept. 29); arguments were held last week (see story, this issue).

■ **Public broadcasting funding.** Bills to authorize expenditure of federal funds for Corporation for Public Broadcasting have passed Senate (S. 2584) and House (H.R. 6461). House's bill passed with last-minute addition of amendment requiring CPB to abide by minority hiring requirements of Civil Rights Act (BROADCASTING, Nov. 17). Parallel appropriations were stricken from bills in both houses due to objections of House Appropriations Committee. That committee has promised to introduce CPB appropriation as separate measure later, although time frame for appropriation will be three years, instead of five years provided in authorization measures (also see story, this issue).

■ **Ratings.** Nielsen prime-time averages season-to-date (first 10 weeks): NBC 18.8, ABC and CBS, both 18.2. Tenth week alone: ABC 19.7, CBS 19.3, NBC 18.0.

■ **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). Decision is being appealed to U.S. Court of Appeals in Washington (BROADCASTING, Nov. 3). House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has obtained all FCC documents involved with commission's order; hearings may result (BROADCASTING, Nov. 3). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17). Also, Senator Pastore has bill (S.

608) that would exempt presidential and vice-presidential candidates from equal-time requirements which has been considered in hearings on fairness-doctrine bills (BROADCASTING, May 5). Mr. Macdonald 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 concluded hearings on bill to make sports antiblackout law permanent (BROADCASTING, Nov. 3). 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 postseason games in baseball, basketball and hockey. In Senate, Communications Subcommittee Chairman John O. Pastore (D-R.I.) has introduced bill to extend current law three years, with amendment to include 24-hour provision as in Macdonald bill (BROADCASTING, Oct. 27). Hearings on Pastore bill were scheduled for last Friday.

■ **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 75-1203). Case is set for oral argument on Dec. 4.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets (BROADCASTING, April 7). Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Commission invited comments on economic and technical feasibility of drop-ins; deadline has been extended from Oct. 15 to Dec. 16.

Washington Star transfer. Texas banker Joe Allbritton has filed as amendment to petition for waiver of FCC's crossownership rules new deal under which he would take control of Washington Star Communications Inc. Agreement requires Mr. Allbritton to comply with crossownership rules within three years, if commission requires that as condition for approving sale. Hearings on waiver have been suspended pending action on amendment (BROADCASTING, Sept. 29). Mr. Allbritton has also reached deal with some of citizen groups opposing sale of Star's Washington stations. He will help in arranging up to \$10 million in financing for minority or women's acquisition of stations in return for groups' dropping petitions against sale (BROADCASTING, Oct. 27).

WPIX(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

Nov. 24—FCC's new deadline for comments 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 (Docket 20588). Previous deadline was Oct. 22. Deadline for replies was extended from Nov. 3 to Dec. 19. FCC, Washington.

Nov. 28—FCC's new deadline for comments on proposed rulemakings regarding fraudulent billing (Docket 20499), licensee-conducted contests (Docket 20500) and audience rating distortions (Docket 20501). Deadline previously was extended from Sept. 29 to Nov. 28. Reply deadline was further extended from Nov. 28 to Dec. 29. FCC, Washington.

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

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

Also in December

Dec. 1—FCC's new deadline for comments on "warehousing" of movies by networks with regard to

pay cable distribution (Docket 20402). Previous deadline was Nov. 10. Reply deadline was further extended from Dec. 15 to Jan. 12, 1976. FCC, Washington.

Dec. 3—*Association of Independent Television Stations* board of directors' reception for FCC. Broadcasters Club, Washington.

Dec. 3—FCC's open en banc meeting scheduled. Contact: Public information officer, 1919 M Street, N.W., Washington, 20554; (202)632-7260.

■ **Dec. 3-5**—Special meeting of the board of directors of the *Association of Maximum Service Telecasters* to consider pending proceeding before FCC dealing with short-spaced drop-ins in top-100 markets; reports on work in connection with 1979 World Administrative Radio Conference insofar as TV allocations are concerned, and other subjects. Lyford Cay Club, Nassau, Bahamas.

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

Dec. 4-6—*UNDA-U.S.A.* general assembly. UNDA is a group of Catholic broadcasters and allied communicators. Galt Ocean Mile hotel, Fort Lauderdale, Florida.

■ **Dec. 5**—Fixed Satellite Advisory Committee meeting in preparation for 1979 World Administrative Radio Conference. Open to public participation. FCC, Room 8210, 2025 M Street, N.W., Washington.

Dec. 5-6—*Alpha Epsilon Rho* midwestern regional conference (Illinois, Indiana and Kentucky). Southern Illinois University, Carbondale.

Dec. 8-9—*Institute of Electrical and Electronics Engineers* Chicago fall conference on consumer electronics (formerly on broadcast and television receivers). O'Hare Inn, Des Plaines, Ill.

Dec. 8-10—*National Cable Television Association* board meeting. Mayflower hotel, Washington.

Dec. 15—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 Nov. 10. Deadline for replies was extended from Nov. 26 to Jan. 12, 1976. FCC, Washington.

Dec. 15—FCC's new deadline for comments on proposed changes in program logging requirements (Docket 20600). Previous deadline was Oct. 30. Deadline for replies was extended from Nov. 12 to Dec. 31. FCC, Washington.

Dec. 16—FCC's new deadline for comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). Deadline previously had been extended from July 11 to Oct. 15. Deadline for replies was further extended from Nov. 18 to Jan. 30. FCC, Washington.

January 1976

Jan. 7-9—1976 Winter Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. Conrad Hilton, Chicago.

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

Jan. 11-13—*Idaho State Broadcasters Association* midwinter convention. Rodeway Inn, Boise.

Jan. 12—FCC's new deadline for reply comments on "warehousing" of movies by networks with regard to pay cable distribution (Docket 20402). Previous deadline was Dec. 15. FCC, Washington.

Jan. 14—*New England Cable Television Association* winter meeting. Sheraton-Wayfarer Motor Inn, Manchester-Bedford, N.H.

Jan. 17—*Florida Association of Broadcasters* midwinter conference. Daytona Hilton hotel, Daytona.

Jan. 19-23—*National Association of Broadcasters* board meeting. Florida Royal Biscayne Beach hotel, Key Biscayne, Fla.

■ **Jan. 22-23**—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Westgate Plaza, San Diego.

Jan. 22-24—*Alabama Broadcasters Association* winter conference. Hyatt House, Birmingham.

■ **Jan. 25**—deadline for entries for 44th annual *Sigma Delta Chi* Distinguished Service Awards contest. There will be separate radio and television awards for reporting, editorializing and public service. Nomination forms may be obtained by writing to the Society of Professional Journalists, Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Jan. 27-29—*Georgia Association of Broadcasters* annual Radio-TV Institute. Speakers include FCC Commissioner Benjamin Hooks and Fred Silverman, ABC. Center for Continuing Education, University of Georgia, Athens.

Jan. 30—Deadline for entries for *Janus Awards*, presented annually to commercial radio and TV stations and networks for excellence in financial news programming. Contact: Janus Awards, public relations department, Mortgage Bankers Association of

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Major meetings

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

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. Sheraton-Boston hotel, Boston. 1977 conference in mid-September in Regency-Chicago hotel, Chicago.

Sept. 19-22, 1976—*National Radio Broadcasters Association* 1976 Conference & Exposition. Hyatt Regency Embarcadero, San Francisco. Chicago will be 1977 site.

Nov. 8-9, 1976—*Television Bureau of Advertising* annual meeting. Shoreham Americana hotel, Washington.

Nov. 14-17, 1976—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

Dec. 11-16, 1976—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla. 1977 conference will be Sept. 14-18 at Hyatt Regency hotel, San Francisco; 1978 conference at Atlanta Hilton hotel, Atlanta; 1979 conference at site to be designated in Chicago.

Feb. 22-25—Bicentennial combined conventions of the *National Association of Evangelicals* and the *National Religious Broadcasters*. Shoreham Americana hotel, Washington.

Feb. 23—Deadline for entries in 12th annual *Armstrong Awards* program for excellence and originality in FM broadcasting. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

Feb. 27-29—Board of trustees meeting, *Educational Foundation of American Women in Radio and Television*. Watergate hotel, Washington.

Feb. 27-29—*Arkansas Broadcasters Association* winter convention. Mount Aire motel, Eureka Springs.

March 1976

March 1—Entries in broadcast categories of 19th annual *American Bar Association Gavel Award* competition. Material must have been broadcast in 1975 and must have given recognition to contributions to public understanding of the American legal and judicial systems. Information: ABA Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

March 5-7—Board of directors meeting, *American Women in Radio and Television*. Sheraton. Scottsdale, Ariz.

March 7-9—*Ohio Cable Television Association* annual convention. Marriott Inn, Columbus.

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

March 17-20—*Alpha Epsilon Rho* 34th annual convention. Site in Chicago to be announced. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext. 2021.

March 21-24—*National Association of Broadcasters* annual convention. Chicago.

March 24—*Electronic Industries Association* government-industry dinner. Robert W. Sarnoff, RCA board chairman, will receive EIA's 1976 Medal of Honor. Mayflower hotel, Washington.

March 26-29—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

April 1976

April 4-7—*National Cable Television Association* annual convention. Convention Center, Dallas.

■ **April 9 or 10**—Tentative date for President Ford's keynote address on "Press, Freedom and Public Policy" to region 2 meeting of *Sigma Delta Chi*. CBS correspondent Walter Cronkite is to respond to the President's remarks. University of Maryland Adult Educational Center, College Park.

■ **April 12**—Presentation of *Janus Awards*, designed to recognize excellence in financial news programming, at Mortgage Bankers Association of America national conference. Washington.

April 12—*Florida Association of Broadcasters and University of Florida College of Journalism & Communications* 18th annual Broadcasting Day. J. Wayne Reitz Union, campus of UF, Gainesville.

■ **April 22-23**—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Sheraton-Boston hotel, Boston.

■ **April 24**—*Sigma Delta Chi* annual Distinguished Service Awards banquet. Rochester, N.Y.

■ **April 25-27**—*Chamber of Commerce of the United States* 64th annual meeting. Theme will be "200 Years of Prologue." 1615 H Street, N.W., Washington.

April 25-28—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

America, 1125 15th Street, N.W., Washington 20005.

February 1976

Feb. 5-6—*Institute of Electrical and Electronics Engineers and Society of Cable Television Engineers* seminar on CATV reliability. Holiday Inn, Philadelphia. Contact: James Herman, (215) 674-4800.

Feb. 8-12—*Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

■ **Feb. 10-11**—*Wisconsin Broadcasters Association* midwinter convention. The Concourse, Madison. Terry Shockley, WKOW-TV Madison, is chairman.

Feb. 11—*Ohio Association of Broadcasters* sales workshop. Bowling Green State University Union, Bowling Green.

Feb. 12-14—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Feb. 12-14—*South Carolina Broadcasters Association* winter convention. Former California Governor Ronald Reagan will be speaker at the Friday banquet. Holiday Inn, Florence.

Feb. 21-25—*National Association of Television Program Executives* 13th annual conference. Lew Klein, Gateway Communications, is convention chairman; Derk Zimmerman, KBHK-TV San Francisco, is facilities chairman. Fairmont and Mark Hopkins hotels, San Francisco.

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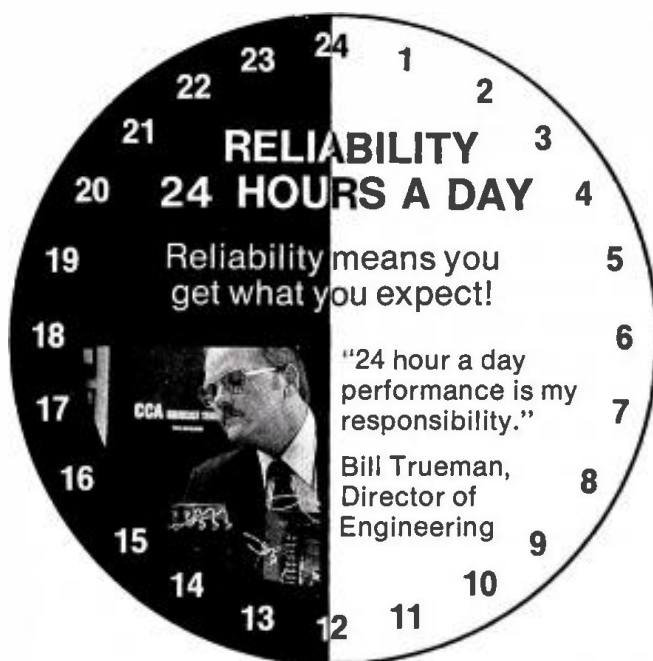
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City of Harrisburg
Pennsylvania

Mr. Paul Baker
Program Director
WTPA-TV

3235 Hoffman Street
Harrisburg, Pennsylvania 17110

Office of the Mayor

November 14, 1975

Dear Mr. Baker:

I sincerely and personally congratulate you and your fine staff on the excellent production of "Anatomy in Blue."

As Mayor, I am always interested in any event or program that deals with our community and its needs, and especially when it concerns the Harrisburg Police Department.

Your theme of two days in the life of a policeman certainly got the point across. What I expected was another documentary about the Police Department, but to my surprise, it was more -- much more. It was a dramatic presentation dealing with a very serious problem. And it was, to say the least, very moving.

Once again, thank you. You have done the entire community a great service with this local television innovation.

Most cordially,

Harold A. Swenson
Harold A. Swenson
Mayor



May 1976

May 3-5—*National Association of Broadcasters* annual conference for state broadcast association presidents and executive directors. Mayflower hotel, Washington.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Marriott hotel, Philadelphia.

May 27-June 5—*Prix Jeunesse International*, biannual television competition for children's programs, co-sponsored by European Broadcasting Union and UNESCO. Bayerischer Rundfunk, Munich, West Germany.

June 1976

June 4-5—*North Dakota Broadcasters Association* spring meeting. Artclare motel, Devils Lake.

June 10-12—*Florida Cable Television Association* annual convention. Don-Ce-Sar Hotel, St. Petersburg Beach.

June 10-13—*Mississippi Broadcasters Association* 35th annual convention. Phil Brady, WAPF(AM) McComb, is convention chairman. Sheraton hotel, Biloxi.

June 13-16—1976 Summer Consumer Electronics Show, sponsored by *Consumer Electronics Group, Electronic Industries Association*. McCormick Place, Chicago.

June 13-16—*Florida Association of Broadcasters* 41st annual convention. Breakers hotel, Palm Beach.

June 15-20—*Broadcasters Promotion Association* 21st annual seminar. Statler Hilton, Washington.

June 24-27—*Rocky Mountain Broadcasters Association* annual convention. Jackson Lake Lodge, Jackson Hole, Wyo.

June 28-29—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

July 1976

July 14-17—*Colorado Broadcasters Association* summer meeting. Wildwood Inn, Snowmass.

July 19-20—*Institute of Broadcasting Financial Management-Broadcast Credit Association* quarterly board of directors meeting. Washington Plaza, Seattle.

July 23—*Motion Picture Laboratories-Memphis State University* film seminar. University Center, MSU, Memphis.

August 1976

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. DeGray State Park Lodge and Convention Center, Arkadelphia.

September 1976

Sept. 19-22—*National Radio Broadcasters Association* Conference & Exposition. Hyatt Regency Embarcadero, San Francisco.

Sept. 24-29—*Fifth Vidcom-The International Market for Videocommunications*, including exhibits of equipment for broadcast program production and cable television. Palais des Festivals, Cannes, France. U.S. contact: J. Nathan, suite 1103, 250 West 57th Street, New York 10019.

November 1976

Nov. 8-9—*Television Bureau of Advertising* annual convention. Shoreham Americana, Washington.

Nov. 14-17—*National Association of Educational Broadcasters* 52d annual convention. Conrad Hilton hotel, Chicago.

December 1976

Dec. 11-16—*Radio Television News Directors Association* international conference. Americana hotel, Miami Beach, Fla.

Open Mike®

Fall-out from Teller

EDITOR: In his "Open Mike" effort to defend the television medium, Donald C. Brown overlooked Edward Teller's accurate criticism of the television industry (BROADCASTING, Nov. 3). It is rather obvious that Dr. Teller's judgment of television loses credibility because of its over-zealous nature, but Mr. Brown's defense seems misdirected.

As Dr. Teller implies, television broadcasters must become more conscious of the deleterious effect of programing on American youth. While programing serves adequately as entertainment, situation comedies such as *Chicago and the Man* and *All in the Family* function counter to stimulating education as they inculcate stereotyping and therefore stifle open-mindedness and individuality. While television is, as Mr. Brown says, "the most educational device ever developed by technology," its programing often channels its audience towards limitive role playing.

Rather than adopt Mr. Brown's "holier-than-thou" defense that calls for a "new kind of selling job," broadcasters should redirect programing from restrictive stereotyping and direct it towards the education of individuals.—Gary Axelbank, New York.

Before and after

EDITOR: This is a crazy business. Two items from "In Brief" (BROADCASTING, Nov. 10):

Norman Lear et al. sue the FCC, the networks and the National Association of Broadcasters because *All in the Family* reruns won't be airable in family viewing time.

And CBS schedules *All in the Family* reruns for three o'clock in the afternoon.—Eric Riback, sales manager, Progressive Radio Network, New York.

Federal protection?

EDITOR: On the morning of Oct. 31, I was awakened by a phone call from my news director who reported that the 316-foot tower for KTTX(AM) and KWHI(FM) was down. An inspection of the wreckage, which fortunately missed the transmitter building by 15 feet, revealed that three guy wires had been deliberately cut. I immediately notified local officers and suggested that they also notify the FBI as I understood that tampering with a radio station is a federal offense.

However the FBI declined to enter the case. A further check with the FCC revealed that it is not a federal crime for the general public to damage a station.

Since broadcast stations are licensed and

regulated by the federal government and are important communication links in the Emergency Broadcast System, it would seem logical that they have federal protection. Congressman J. J. Pickle [D-Tex.] has expressed an interest in securing a change in the law and has contacted the FCC about the matter. Broadcasters who are concerned are also urged to contact their congressmen.

Three teen-agers have been arrested and charged with the crime. The only reason one of them gave was that he didn't like the music the stations played.—Tom Whitehead Jr., manager, KTTX(AM)-KWHI(FM) Brenham, Tex.

Tough on everyone

EDITOR: Not that I feel broadcast employers deserve or need any defending, but I am writing to rebut the Nov. 17 letter written by the poor, defenseless, set-upon American Indian ex-offender, who seems to feel that he should be given a job on a silver platter (or at least half a column of free "situations wanted" advertising).

I have the utmost compassion for the plight of Indians (not just the American variety), blacks, chicanos, Poles, Swedes, Germans, Irish, etc. However, I am personally repulsed by those who expect a free ride.

Broadcasting is a tight job market. I know—I've fought for jobs and know the same disappointments as Mr. Roy. Unfortunately, I am a white anglo-saxon protestant without record of arrest, or any other handy-dandy, cry-on-their-shoulders, whimpering excuse not to fend for myself.—Robert G. Zimmerman, producer-director, Tennessee Educational Television, Martin, Tenn.

Off the mark

EDITOR: Last week's "Closed Circuit" on my plans for the future was correct in indicating that I am interested generally in exploring the opportunity to be of service in the public sector, and likewise correct in expressing my wish to take a sabbatical before undertaking any new full-time occupation.

It was not correct, however, in suggesting that any "negotiations" with the Public Broadcasting Service or any other potential employer were in prospect at this time. The concept of "negotiations" presupposes a meeting of minds, and any contacts of mine concerning post-retirement activity have been exploratory only. In short, your interest in my future, while flattering, is a mite dismaying. If, unlike old generals and broadcasters, I do not fade away, you'll be the first to know.—Richard W. Jencks, vice president, Washington, CBS Inc.

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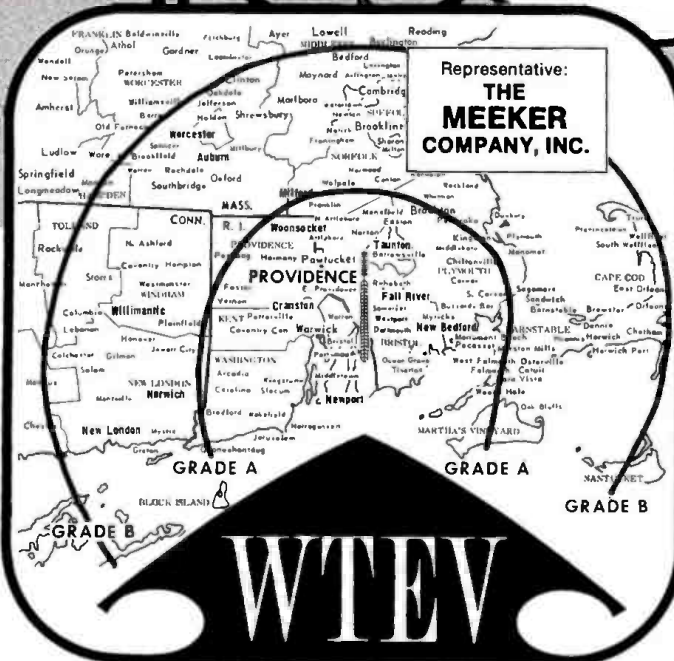


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STEINMAN TELEVISION STATIONS

Closed Circuit.

Insider report: behind the scene, before the fact

The ABC shuffle

Although ABC-TV's second-season schedule isn't expected to be firmed up before midweek, various industry sources were speculating that ABC would fill its (expected) five canceled hours from among the following shows: *Good Heavens*, Columbia Pictures Television's sitcom starring Carl Reiner as angel doing emissary work on earth; American International's *Cooley High*, sitcom described as black "American Graffiti"; *Almost Anything Goes*, knock-about sports-competition hour from Bob Banner Associates and Robert O. Stigwood Organization, which got solid numbers as summer-replacement show; *The Bionic Woman*, starring Lindsay Wagner in Universal Television's spinoff of *The Six Million Dollar Man*; Quinn Martin's *Superstar*, cop show spinoff from *Streets of San Francisco*, starring Paul Sorvino; *Charlie's Angels*, tongue-in-cheek action show from Spelling-Goldberg, featuring three woman private eyes; and two variety hours, *The Bill Cosby Show* and *The Paul Lynde Show*. With *Barbary Coast* already canceled, ABC is expected to scrap *Mobile One*, *Saturday Night Live* with Howard Cosell, *Matt Helm*, *When Things Were Rotten* and *That's My Mama*.

Social note

CBS will introduce Bill Leonard as its new Washington vice president at party Dec. 10 in Washington's Decatur House, with Arthur Taylor, CBS president, as host. Invitations are going to Washington brass in hopes of turnout at least equalling that at send-off given by Frank Stanton, then CBS vice chairman, to Richard Jencks when latter, now retiring, became CBS Washington VP in 1971.

Hill outlook

By Christmas, Congress will have tied ribbon on several broadcast-related legislative packages. Extension of sports antiblackout law will be passed, but whether permanent or for only another three years will depend on whose will is stronger, that of House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) (permanent) or of Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) (three years). House-Senate differences on some details in five-year funding bill for Corporation for Public Broadcasting will be reconciled. And it's possible House will vote to permit daily broadcasts of floor proceedings for first time.

But broadcasters will find no renewal bill under their trees this Christmas, and there's no guarantee of one next year,

though Mr. Macdonald has said he will at least begin hearings in 1976. He will also call hearings around March to study family viewing and whole problem of TV violence. Congress may finally get out copyright bill next year. Conference on bill both houses have passed to create consumer protection agency will probably be put off until next year.

Gridiron revival

Football is bigger audience draw on television this year than it was last. Not only are ratings for professional games reversing downward trend of recent years ("Closed Circuit," Nov. 10), but college games are showing strong increases. ABC-TV telecasts of National Collegiate Athletic Association games through Nov. 9 this year (12 games) and Nov. 8 last year (11 games) have averaged rating of 12.5 (up 18%), share of 34 (up 6%) and 8,700,000 homes (up 20%). NCAA is not underplaying those figures in its negotiations for new network contract.

More talk, less action

First reaction among network officials to suggestion that advertisers take lead in calling for reduction in TV violence (story page 28) was that call was based on wrong premise because, in their view, there is really no gratuitous violence left. They agreed it's subjective question and that Archa Knowlton of General Foods, who called for advertiser action, and others may disagree with their position—while still others have criticized networks as being too heavy-handed in rooting out violence and sex. But fact remains that advertisers invariably want audience, and some executives were wondering, as one put it, "how many advertisers would buy into shows that consistently got 25 shares or less because they wouldn't really be action shows any longer."

CPB prospect

New name to crop up in speculation as to who will fill Corporation for Public Broadcasting directorship that was to go to brewer Joseph Coors is that of Diana Lady Dougan, of Salt Lake City. Mrs. Dougan, 30, mother of two and member of national board of Friends of Public Broadcasting, is understood to have been interviewed at White House for CPB post. Mrs. Dougan has had some commercial media experience—promotion manager for Time Inc.'s cable system in New York and consultant to Time Life Broadcasting.

Mrs. Dougan, native of Maryland, is daughter of woman who, as Republican member of Maryland house of delegates,

broke into BROADCASTING's pages in 1969 in dispute with then-FCC Commissioner Nicholas Johnson (BROADCASTING, May 19, 1969). He had written to criticize her vote on civil rights bill, but although his concern was that of constituent, he wrote on FCC stationery and signed himself "commissioner." Delegate Lady fired off letter to then-FCC Chairman Rosel H. Hyde, asking for "formal repudiation" of letter she saw as violating federal policies. Commissioner Johnson said it was all misunderstanding.

Reiner goes broke

Another media-buying organization, S.J. Reiner Co., Carle Place, N.Y., has filed for bankruptcy under Chapter 11 of Federal Bankruptcy Act. Reiner's petition was filed in U.S. District Court, Eastern District, in Westbury, N.Y., listing liabilities of \$1 million but not specifying company's assets.

Still unresolved after more than four years is "big daddy" of media-buying bankruptcies involving U.S. Media International, New York, which listed liabilities of more than \$8 million and assets of slightly more than \$4 million when it filed under Chapter 11 in fall of 1971 (BROADCASTING, Oct. 18, 1971 et seq.). As with U.S. Media, main creditors of Reiner are TV stations.

Grant's bills

Dancer-Fitzgerald-Sample, New York, agency for W.T. Grant Co., which filed for reorganization under bankruptcy act last month, is honoring commitments to stations in six markets where DFS had made media placements. Agency explains it's acting in accord with procedures of American Association of Advertising Agencies. But Vitt Media International, New York, buying service for 42 markets on Grant account, disavows liability, says it notified stations year ago it was acting only as agent. Vitt officials have, however, met with stations and reps. Client reportedly has paid media bills through August.

FM in the black

Good news for ABC stockholders: ABC-owned FM stations, as group, have moved into profit column. In addition, revenues of six-station group will be up 20% this year over last year. Biggest contributors again this year: KLOS Los Angeles, WDAI Chicago and WRIF Detroit. Good news doesn't stop there: AM group's revenues will be up 7%, its profits up "substantially more than that," official says.

The Week in Brief

HAPPY TALK AT TVB □ *Wall Street analysts tell delegates to annual meeting that record TV sales will be chalked up this year—and 1976 will be even better. PAGE 25.*
Presentation by 23-member rep committee at New York sessions offers proof positive of how they are adding muscle to TVB. PAGE 26. CBS's Miller defends pricing during session with agency executives. PAGE 27.

EQUAL TIME ON EQUAL TIME □ *In court briefs, NAB, RTNDA, Aspen Institute and three networks rebut criticism of FCC's ruling on political debates and news conferences. PAGE 30.*

ALIVE AND STILL KICKING □ *More than 5,000 NAEB conventioners in Washington hear healthy prognosis for organization. PAGE 30.*

SEXISM CHARGED □ *CPB task force says women aren't getting a fair shake in public broadcasting and advances solutions. PAGE 31.*

SETTING MR. WILEY STRAIGHT □ *House Communications Subcommittee Chairman Macdonald denies support for fairness-doctrine suspension, says FCC chairman misunderstood him. PAGE 33.*

TAYLOR'S PREDICTIONS □ *At IRTS meeting, the president of CBS Inc. foresees increase in news programing and "more vocal" affiliates. PAGE 33.*

BORDER TENSIONS ON THE RISE □ *Canadians take serious look at Buffalo stations' proposal to jam signals going north. PAGE 34.*

THE RIGHT MEDIUM FOR THE MESSAGE □ *Corporate leaders praise television's public-relations power at 4A regional conference. PAGE 39.*

FIRST AMENDMENT PROTECTION SPREADS □ *Court in Tacoma, Wash., rules that advertising restrictions are unconstitutional in "butter" case. PAGE 41.*

AUDIENCE'S PALATE □ *Jack Hinton, CBS-TV clearance chief, briefs 4A session on the types of commercials that offend the viewer. PAGE 42.*

FINGER POINTING □ *Top programing executives offer reasons for the new season's pallid showing. Insufficient lead-in time, money crunch, sameness and family hour get most of the blame. PAGE 43.*

HERE COMES WAXMAN □ *Representative from Hollywood heads for seat on House Communications Subcommittee, demanding to know more about the FCC-network summitry that preceded the family-hour plan. PAGE 43.*

LEWINE LEAVING □ *The president of the National Academy of Television Arts and Sciences since 1969 will shut down his desk next September. PAGE 44.*

'TABOO' TABLE TALK □ *More urge FCC to lessen UHF separation. Land mobile eyes added space. PAGE 46.*

ENCROACHMENT □ *Broadcasters are alarmed over OTP's new request for spectrum space. PAGE 46.*

PRESIDENTIAL CHESS □ *Study for National News Council finds White House still manipulating its news conferences and it notes grand-standing by reporters. PAGE 47.*

NEWSWIRES GET STAY □ *Appeals court says it wants more time to study FCC's decision on hi-lo rates for AT&T customers. PAGE 47.*

TELEPROMPTER'S PLAN □ *First comments to FCC on copyright proposal are negatives. PAGE 48.*

RTNDA'S SALISBURY □ *The new president of the news directors' association intends to pay the news business back for "being good to me." He tells some of his goals in the coming year. PAGE 67.*

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With the highest standards of content, the lectures are models of lively teaching. "Sunrise Semester" stirs students and alumni to expand their store of knowledge, to perceive new insights. To the never-matriculated, it opens up new pleasures of the mind. It stimulates fresh thinking—and thousands of letters.

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Top of the Week

No end in sight for record TV sales

Station profits could go up another 20% next year, Wall Street analysts tell TVB; network profits may level off, but still look good; newspaper budgets seen as prime sales target; retail seen as future's stabilizer

Record TV sales this year and more to come were unanimously forecast by specialists addressing the 21st annual meeting of the Television Bureau of Advertising last week in New York.

"This is a good year," TVB President Roger Rice told applauding members in challenging them to work toward new heights, and his optimism was echoed in major addresses by a leading broadcast economist and two widely respected Wall Street analysts.

One forecast anticipated an increase of more than 20% in station profits, though little gain in network profits, next year.

The Wall Street specialists, Dennis H. Leibowitz of E.F. Hutton & Co. and Ellen Berland Sachar of Mitchell, Hutchins Inc., submitted detailed support for their conclusions, with Mr. Leibowitz providing a step-by-step analysis and Ms. Sachar zeroing in on local advertising—particularly newspaper advertising—as the key to future stability and growth in station earnings and therefore in broadcast stocks as well.

In a more broadly focused appraisal, David M. Blank, vice president and chief economist of CBS Inc., told the TVB members that recovery from the general recession is well established, "steadily growing and broadening," and should continue to move with real momentum "well into 1977" at least.

As for TV specifically, Dr. Blank, chief speaker at the opening-day luncheon on Wednesday, estimated that three-network revenues would rise about 7% this year and 9% next; national spot TV, 8% this year and 10% next; local TV, 11% this year, 12%-14% in 1976.

Of the three components, Dr. Blank said network sales escaped the effects of the recession until this year's third quarter,

when revenues dropped about 6% below the second-quarter level, reflecting overall network spending's "lagged response" to the business cycle. National spot, he said, reacted more quickly to the recession but has been on an uptrend since this year's first quarter and showed "a particularly sharp rise" during the third quarter—when network business was hurting. Local's reaction to the economic downturn was "fairly immediate" and "rather pronounced," but rebounded with a 16% rise in the second quarter and another 7% in the third.

"Television advertising weathered the recession well," Dr. Blank said. "The period of decline in each of the three branches was shorter than that of the economy at large. The severity of the decline in television revenues, however, was about the same order of magnitude as that of the economy. On balance, television advertising did display somewhat more sensitivity to recession this time around than was evident from past experiences. But television continues to suffer less than the rest of the economy during periods of economic contraction."

"If the economy continues to progress over the next several years, as we hope it may, surely television should enjoy continued expansion and prosperity."

For his part, President Rice predicted that the \$8-billion sales goal that TVB has set for television by 1980 would be exceeded in that year by \$330 million. He

vertising may rise 10%-11% next year and 8%-9% in 1977, with TV doing slightly better at 12%-13% next year and 9%-10% in 1977. "Assuming we are right," he said, "the profit outlook for the broadcasting industry and presumably for the shares of the publicly held companies would appear promising over the foreseeable future."

Though he anticipated 1976 gains of 10%-11% in network sales and 13%-14% for stations, Mr. Leibowitz said that "we expect little gain in network profits next year, although station earnings should rise more than 20%." Much of the flattening out of network profits—after a decline anticipated this year—was expected to result from spiraling program-cost increases that in the past, he said, have been mostly absorbed by program suppliers but now are catching up with the commercial television networks.

"We believe that the prime-access rule was the major cause of an intermediate change in the economics of the industry and that the pendulum is swinging back the other way," Mr. Leibowitz said. He suggested that segments of Wall Street had suffered in recent years from a "misconception" that network prospects had become much better than they used to be while station prospects had deteriorated, but he was confident that "things will work back to normal."

Actually, he said, "I am not trying to be pessimistic about the network industry outlook as much as positive for the station



Hutton's Leibowitz



Mitchell-Hutchins' Sachar



TVB's Rice

predicted this year's total would reach \$5.275 billion this year, up 8.7%, and tack on another 11.8% increase next year to reach \$5.9 billion.

Mr. Leibowitz and Ms. Sachar, who addressed the Wednesday-morning session, offered the usual cautions about unforeseen developments that might upset their assumptions, but these caveats did not dampen the enthusiasm with which their speeches were received.

Mr. Leibowitz anticipated that total ad-

side. He thought the networks should in fact have "a very good year" in 1977. For TV as a whole, he thought the industry should continue to grow "at least in line with the economy"—and that the price/earning ratio of publicly owned companies should be "in line with the over-all stock market averages."

Mr. Leibowitz considered cable-TV stocks "very exciting" but felt that even under the most favorable conditions cable wouldn't become a cause for real concern

Chain of command. Thomas M. Percer, executive vice president and general manager of WHNT-TV Huntsville, Ala., was re-elected to the board of directors of the Television Bureau of Advertising at TVB's annual meeting last week. Newly elected board members are Robert E. Rice, executive vice president and general manager of WRAU-TV Peoria, Ill., and Thomas B. Cookerly, general manager, WMAL-TV Washington.

among broadcasters for "five years at least."

Mitchell, Hutchins's Ms. Sachar told the broadcasters that, barring unexpected government action, "the growth of local advertising on television, we believe, will continue and will mean higher revenue growth and greater earnings power for station owners than any they have experienced since the 1960's."

Ms. Sachar, a specialist in newspaper stocks as well as broadcast, said that "station owners who still see each other as their sole competition are missing the growth story of their future," because newspapers are where their future growth can come from.

In many markets, she noted, a single newspaper outsells all the television stations in the area, and on an over-all basis, despite TV's gains, newspapers in 1974 still got \$6.8 billion or 56.6% of every local ad dollar spent in measured media, compared with TV's 10.1%. Disregarding \$2.2 billion of that total as representing classified advertising that broadcast media aren't likely to get, there's still \$4.6 billion in retail advertising, and it was "some percentage" of this volume that she foresaw "shifting to television in the next few years."

Several trends in retailing—aside from

media trends such as newspapers' sharply rising rates and declining circulations—can contribute to such shifts, Ms. Sachar said. One is the growth of multi-store retail operations: The ones that use newspapers most heavily also have multiple outlets and thus, she said, are the ones that have more use for advertising that covers a wide area, and can also use it more efficiently.

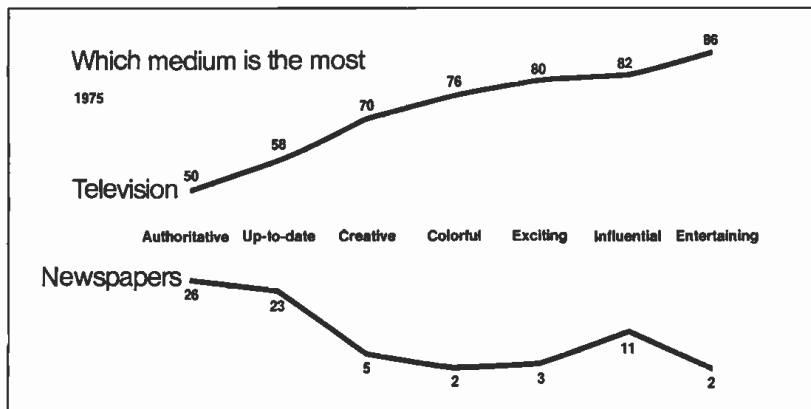
In addition, Mrs. Sachar said, retail-business saturation of many markets will make new store locations hard to come by, so that increased volume will depend more and more on increasing traffic in existing stores. "The television medium," she said, "as you all know, is uniquely suited to this kind of promotional need."

In addition, she continued, such factors as increasing use of tape for commercials, minicams to facilitate in-store commercial production and concerted efforts to get more co-op funds allocated for television also contributed to the belief that "the potential is great."

But don't expect TV to put newspapers out of the retail business, she cautioned. Newspapers' position is so dominant, she said, that TV could increase its own retail share 38% by taking only 10% of newspapers' 1974 total.

But because broadcasting is a high fixed-cost business, "relatively minor shifts—up or down—can have profound effects on profits," she continued, and "retail advertising, unlike national advertising, tends to be rather stable, increasing each year in relation to the increase in retail sales."

Thus as retail comes to represent a larger share of station revenues, "it would follow that a station's earnings flow will also become more stable and predictable. And since earnings stability and predictability are what we Wall Street analysts value most highly, I can only conclude by saying that my vision of your future is bright indeed."



Superlatives. More authoritative, more up-to-date, more a lot of other good things and of course more influential—that's how adults rated TV advertising as compared with newspaper ads in a study conducted by the independent research firm of H.R. Bruskin Associates. The findings are summarized in this chart from the Television Bureau of Advertising's new big-screen presentation, "The Why and the How of Retail Television," unveiled at TVB's annual conference last week. The presentation, shown to an audience that included leading retail executives as well as broadcasters, uses testimonials, case histories and sample commercials as well as research to make its point that "the day of retail television has at last arrived" because it delivers "more sales to more people by reaching more of the right people more often." The presentation will be made available in video-cassette form to TVB members to show to their local retailers.

Reps' input giving added muscle to TVB

Presentation at New York meeting includes extensive plans to bolster bureau activity; Masini says spot TV should make greatest gains next year

The role of the TV station rep has been vastly enhanced if not made dominant in the Television Bureau of Advertising and will be greatly increased in the business affairs of television as a whole under plans reported at TVB's annual meeting last week.

This conclusion seemed inescapable on the strength of a 90-minute presentation by the executive committee of the 23-rep National Sales Advisory Committee (NSAC). The presentation, at the opening session of the annual meeting, confirmed and elaborated on commitments that TVB's board made to the reps when it made peace with them last summer and won virtually all of them into membership (BROADCASTING, Aug. 25).

Alfred M. Masini of Tele-Rep, chairman of NSAC and moderator of the presentation, told the TVB members that with virtually all top national TV reps working together on bureau affairs "we have the opportunity of a lifetime" to improve the spot-TV business. "I predict," he said, "that you will see more progress in the next year than you have seen in the last 20."

Members of the NSAC executive committee, led by Mr. Masini, numbered among their current and planned projects the following:

□ A research committee that will serve as a conduit for station management viewpoints in dealing with research organizations and especially with the rating services. Stations were asked to designate their reps as their agents for this purpose. Adam Young of Adam Young Inc., chairman of the NSAC research committee and also of its priorities committee, drew membership applause when he said one of the priorities was to establish relationships with Nielsen and Arbitron to assure that they will be "responsive to stations rather than networks." (In the first display of management opinion, a show of hands requested from the audience during the question/answer session, the members appeared unanimous in opposing an extension of local ratings sweeps to eight weeks from the present four).

□ A computer committee, which is headed by Bernard (Bud) Hirsh of NBC Spot TV Sales, that will similarly represent broadcasters' interests in dealing with computer services, specifically on such projects as standardizing computer forms. It would also try to make sure, as one member put it, that broadcasters—not suppliers alone—have a voice in determining future trends. Among other things the committee also expects to explore the



Rep power. New directions station reps are taking in the reconstituted Television Bureau of Advertising were pointed up by this panel, members of the executive committee of TVB's national sales advisory committee, at TVB's annual meeting. L to r: John F. Dickinson, Harrington, Righter & Parsons; Adam Young, Adam Young Inc.; Robert Muth, Petry

Television; L. Donald Robinson, Kaiser Broadcasting Spot Sales; Bernard Hirsch, NBC Spot Television Sales, and Stephen D. Seymour, Television Advertising Representatives Inc. Moderator was Alfred M. Masini (separate picture) of Tele-Rep Inc., who also is chairman of the national sales advisory committee.

possibility of joint arrangements in which several reps would share computer service.

□ Greatly stepped-up activity in Washington representation of TV sales interests. The bureau announced some time ago that it has retained Victor A. Farrell of Jones, Day, Reavis & Pogue as Washington counsel. John Dickinson of Harrington, Righter and Parsons, chairman of the legal committee, said one of the first filings would be in connection with the Federal Trade Commission's now-completed test in which networks were required to make regional lineups available to small advertisers—a requirement which has been strongly opposed by reps and which helped unite them in the negotiations that took them back into TVB. The filing will be subject to approval by the TVB board.

□ A stronger drive for new spot-TV business, particularly against the networks. This was inherent in the TVB-rep reconciliation last summer, but Mr. Dickinson, who with Mr. Masini was a key figure in uniting the reps and negotiating with TVB, gave some details. He cited figures to show that network billings are growing much faster than spot's, and that by some measurements spot's are losing ground. If the 31 top-100 advertisers which currently spend less than 30% of their budgets in spot could be persuaded to spend 35%, he said, that alone would add more than \$130 million in spot billings. Some of this will have to come from networks, he said, "but isn't it time the rabbit had the gun?"

□ The industry committee, headed by Robert Muth of Petry Television, another key figure in last summer's presentations to the TVB board, will supply quarterly figures on spot billings as defined by reps—that is, spot dollars that are commissionable to national reps. The FCC's figures go considerably beyond this definition and thus overstate the case for reps, Mr. Muth pointed out. To get the new figures, the 23 TVB member reps will supply quarterly reports to an independent auditing firm which will compile the totals. For the first six months of 1975, Mr. Muth said, figures compiled in this way showed a 7.3% gain from the first half of last year, with the first quarter up 11.7% and the second quarter up 4.1%. He said third-quarter figures should be available in about 10 days.

The presentation also included a report by Don Robinson of Kaiser Broadcasting

Spot Sales, chairman of the credit committee, and by Stephen Seymour of TVAR, chairman of the search committee, who reported on the search that led to the hiring of Richard D. Severance for TVB's new post of VP-national sales.

Much of the presentation elaborated on points made by TVB President Roger D. Rice in an opening speech that stressed how TVB had delivered on promises made to the members at last year's meeting.

In addition, Mr. Rice said, TVB had developed more regional representation for the members, stepped up its delivery of "on-target and in-depth sales tools," increased its concentration on new categories for new business, added new specifics in reporting co-op target accounts, expanded the availability of video-taped sales tools—and now is lowering its charges for those tapes—and put more emphasis on "on-target meetings" through its commercial workshop last spring, its co-op workshop last month and eight regional retail workshops during the year. Upcoming in the first quarter of 1976, Mr. Rice said, is another series of regional meetings that will update information for use in selling TV against newspapers and provide additional co-op sales tools.

TV costs get going-over at TVB conference

CBS's Miller defends pricing against criticisms by agency broadcast types

D. Thomas Miller, president of the CBS TV Stations Division, squared off last week at the Television Bureau of Advertising conference against four agency executives, and to the approval of his station-manager audience, vigorously defended the cost of broadcast advertising.

"We think our product is worth three times what we're getting," he said. "We know that some of our clients who are result-oriented—in contrast to some national advertisers—are not worried about cost-per-thousand. I'm talking about direct-response advertisers."

He was responding to strong statements by the four agency people.

Robert McDonald, vice president for media of BBDO, New York, said televi-

sion costs are running ahead of the Consumer Price Index.

Gerald B. Baldwin, vice president, group supervisor, local broadcast, Young & Rubicam International, New York, said Y & R is examining other media as well as regional TV networks and syndication in an effort to remain within advertisers' budgets. He indicated that advertisers are not expanding their outlays these days and are prodding agencies to cut costs.

Eugene Accas, vice president, network relations, Leo Burnett U.S.A., New York, said that advertising, like society in general, is confronted with a new ethic: "We have to do with less." He expressed "unhappiness" with escalating TV costs and said Burnett is sharply scrutinizing its TV investments.

Daniel Borg, senior vice president and media director of Ketchum, MacLeod & Grove, New York, said Ketchum has devised a marketing-media tool that assists in cutting costs. This technique enables Ketchum to concentrate its advertising in markets that are most profitable to clients and eliminate those that are too costly. It also provides assistance in selecting appropriate media, he reported.

Mr. Miller also stressed that his organization has been making a vigorous effort to bring other than traditional advertisers into TV through retail and market development teams. He made it clear that these cadres must be salespersons who are not on the regular local or national sales staff, and he said they have been effective in broadening the advertiser base for the markets in which the CBS-owned stations operate.

Mr. McDonald pointed out that certain large accounts, such as BBDO's Burger King, are actually retail clients. He felt that Mr. Miller's stand might be beneficial during the short term, but added: "Are you ready to close the door on long-term tenants? I think it's a mistake."

In other activities, Shelly Schwab, local sales manager of WAGA-TV Atlanta, and Bob Gordon, retail sales manager, WHAS-TV Louisville, discussed TV commercial production by stations. They made the point that local production is a sales tool, introducing a retailer to TV and involving him with the medium. Mr. Schwab said WAGA-TV has been producing 30-second spots from \$200 to \$400 each, and Mr. Gordon placed the price of a 30-second at about \$300 for many of the station's retail clients.

FCC encounters some trouble west of Denver

After fairly smooth stopover in Colorado, commission team runs into disbelievers in L.A. and heavy tremors in San Francisco

The FCC traveling road show company has returned to Washington after a cross-country trip that saw a couple of unofficial records set. A regional meeting with the public in Denver on Tuesday was, in the view of the commission officials, the best such meeting yet; one in Los Angeles, on Wednesday, probably the worst. There was also a first recorded—a regional meeting by television, courtesy of Cox Broadcasting's KTVU(TV) Oakland, from 8 to 10 p.m. on Thursday.

There had been moreover, a possibility of that first leading to another—a fairness doctrine complaint growing out of a televised appearance by members and staff of the commission. Citizen-group representatives, even before the program was aired, were demanding time to respond to what they said would be one side—the commission's side—of controversial issues of public importance. But KTVU said it was planning a follow program in which citizen groups would participate, but without conceding a fairness issue was involved.

Thus, the meetings, held in conjunction with National Association of Broadcasters meetings in Denver and San Francisco, produced further evidence of the public's interest in and concerns with broadcasting and the commission. The commission has now held regional meetings with the public and with broadcasters in Atlanta, Chicago, Washington, Boston, and in the three western cities. None has been dull.

The meetings last week, in which FCC Chairman Richard E. Wiley, Commissioner Benjamin L. Hooks and 10 staffers participated, reflected citizen interest in a wide gamut of matters—programming, and why the commission cannot crack down on sex and violence, equal-employment opportunities at stations, alleged discrimination against women and minorities in programming, among them.

But the chemistry between public and commission seemed to work particularly well in Denver's Brown Palace hotel. Officials felt that the questions were as varied as those of any meeting in which they participated. What's more, Wallace Johnson, chief of the Broadcast Bureau, said; "The people were there to get information. There was good rapport" between those in the audience and the commission officials. So good, in fact, that the officials received a round of applause at the end of the meeting—to which the commission reciprocated with applause of its own.

Los Angeles was different. Few in the audience of an estimated 700 at Bovard Auditorium on the campus of the Univer-

sity of Southern California seemed ready to accept the commission representatives' answers. Members of the audience, including a large contingent of USC students, were not satisfied with commission officials' stock response to complaints about programming, that the agency lacked the authority to ban or require certain kinds of programming.

But the commission officials knew their problems were not over when they headed north from Los Angeles. Their announced plans to do a regional meeting in San Francisco by means of a live telephone call-in program on KTVU had aroused considerable anger on the part of citizen groups in the Bay Area. They wanted a face-to-face meeting with the commission representatives, and pressed for one.

Chairman Wiley finally decided to grant the request and scheduled a meeting with citizen group representatives for the afternoon of the telecast. But the room set aside in the federal building was small; it would seat less than 100. And the meeting did not receive the heavy advance publicity given the telecast by stations in the area.

So the group held a news conference Thursday morning, at which the commission was denounced and its plans for meeting the public described as inadequate and a sham. And George Conklin, a veteran media activist who teaches communications at the Pacific School of Religion, discussed plans for asking KTVU to afford time to reply to the commission under the fairness doctrine.

In Mr. Conklin's view, the commission represents one point of view; he noted that Senate hearings on the commission make it clear the commission's positions, on programming and equal-employment matters, for instance, are controversial. And, he feels, citizen groups should be allowed time to present views that contrast with the commission's.

The telephone call-in show itself went well, in the view of commission officials and station personnel. The call-in board was lit up constantly, as some 40 questions, ranging in topic from citizen band radio to telephone company matters, were received in the two-hour period.

Brooke Sectorsky, KTVU production manager, expressed his satisfaction with the show. And in the process, he reflected the tensions the commission's visit generated in the Bay area. "The purpose was to reach the public, and not have citizen groups dominate the program." That, he said, was accomplished.

The citizen groups, however, will probably have the last word. The station announced on the program that, in view of the public statements by local residents indicating an interest to comment on FCC matters, the station will present a program "in the near future for the expression of such views by appropriate spokespersons."

William Schwartz, the station's general manager, said later that, in his view, the commission's program did not raise any fairness issues. But, he said, "We put on all kinds of public affairs programs. No reason we can't accommodate the groups."

Strong words from Knowlton on program violence

General Foods advertising chief urges advertisers to pull out of action-type series; in same AAAA forum, Durgin says sponsors should support networks in efforts to develop new formats

Advertisers were urged by one of their leaders last week to take unified action against violence in TV programming by publicly expressing their opposition and by withdrawing sponsorship from such programming.

What amounted to a boycott was proposed by Archa O. Knowlton, director of media services for General Foods Corp., White Plains, N.Y., in an influential forum, the Eastern regional conference of the American Association of Advertising Agencies (other stories, page 39). The session was closed to the press but his text was made available later.

Mr. Knowlton said his concern stemmed from the possibility—which he agreed was arguable—"that depicting crime or publicizing crime can stimulate criminal minds to follow suit." He said the advertising community's involvement in this issue was important, "not only because of our concern for the fabric of our society, but also on a hard-nosed business basis." He observed that "it is entirely possible that a commercial will work harder in a program that reflects positive social interaction as opposed to one dealing with blood and guts."

He told the gathering that in informal conversations with a number of members of the Association of National Advertisers, he had the impression they agreed with his sentiments.

To Don Durgin at the same seminar, however, sameness in programming was a more significant issue, if less spectacular, than violence. Mr. Durgin, president of McCaffrey & McCall and former president of NBC-TV, urged advertisers and agencies to help promote change by rewarding risk-taking by the networks.

He said, in a speech also made public later, that sameness was nobody's "fault," but rather is the inevitable result of everybody's trying—advertisers, agencies, networks, producers—to achieve the "same cost efficiency, same demographics, same reach and frequency, same safety from failure."

The answer, Mr. Durgin suggested, "is for everyone to recognize that if we want real change, as distinct from apparent change, it is *we* who must change. We must recognize that today's program sameness results from the sameness of what most, if not all, of the executives in this room demand of television. Accordingly, he said the primary goal must be changed from "avoid the failure" to "try for the hit."

In Brief

■ Declaration of candidacy for Republican presidential nomination by **Ronald Reagan** has put end, at least for now, to his participation in *Viewpoint* radio series, syndicated to some 300 stations by Harry O'Connor organization and carried on Mutual Broadcasting System. Substitute hosts (including daughter Maureen Reagan, showman Art Linkletter) will fill in until Dec. 8, when Senator Barry Goldwater begins three week stand. Permanent replacement is to be determined after that. FCC said last week that broadcast of old Reagan movies or television series would occasion equal-time liability. ■ **National Association of Broadcasters** has set new record for attendance at six fall regional meetings. Tally at conclusion of final one in San Francisco Friday showed total registration at 2,206; it was 2,140 last year. In San Francisco, NAB President Vincent Wasilewski told UPI interviewer he thinks President Ford has "much more mutually trustworthy" relationship with broadcasting industry than did President Nixon. He said Mr. Ford appreciates that "government must stay out of the media as a regulatory instrument" and realizes that press "is not out maliciously to do him in." ■ FCC Chairman Richard Wiley told National Association of Broadcasters' radio re-regulation committee in Denver that he hopes commission will authorize **fully automatic transmitter operation** before his term ends in 1977. ■ **Walter E. Bartlett**, Avco Broadcasting, elected chairman of Television Bureau of Advertising, succeeding Kenneth M. Johnson, KTRK-TV Houston, whose term expired. Marvin L. Shapiro, Westinghouse Broadcasting Co., elected secretary, and Arthur A. Watson, WNBC-TV New York, re-elected treasurer. Elections were held following annual membership meeting, at which official registration was put at 250 (also see pages 25-27). ■ House Communications Subcommittee has asked FCC Chairman Wiley to produce all papers, memoranda, minutes and notes relating to commission's role in developing **family viewing plan**, including dates and times of meetings with networks, NAB, and other interested parties, reports of discussions at those meetings and names of people attending (see story page 43). Subcommittee said in letter to Mr. Wiley last week that it wants to find out "whether the concept is essentially an attempt at self-regulation by the industry, or whether it was established primarily in response to 'informal' regulation by the commission." Letter was signed by all Democrats on subcommittee except Goodloe Byron (D-Md.). ■ Local origination programming by cable systems generated **\$3.5 million in advertising revenues** in 1974, according to National Cable Television Association, which reported such programming now reaches nearly 4.3 million cable subscribers. Average revenue is \$14,000 per system. ■ FCC has granted renewal of **KMST(TV)** Monterey, Calif., and refused petition to deny filed by Central California Communications, licensee of KSBW-TV Salinas and its former satellite, KSBV-TV San Luis Obispo, which claimed KMST violated Sherman Act with sales information supplied by station's rep, The Katz Agency, after KSBV-TV lost satellite status in July 1974. Commission said renewal was conditional, pending completion of sale of KMST in 60 days. ■ Attorneys for **Public Interest Research Group** last week petitioned Supreme Court to review appeals court decision upholding FCC's position that commercials broadcast by WMTW-TV Poland Spring, Me., promoting snowmobiles did not raise fairness doctrine issue. ■ FCC Commissioner **Robert E. Lee**, in testimony before Senate Communications Subcommittee Friday on legislation to extend sports **antiblackout law** another three years, said FCC data on National Football League so far this season shows that fewer games have been televised, there have been fewer no-shows (ticket holders who fail to show up at game) and paid attendance has been higher than at this time last year. He said FCC believes antiblackout law, which expires Dec. 31, should either be extended or made permanent. NFL Commissioner Pete Rozelle and National Hockey League Vice President Don Ruck testified against any bill, but said they'd prefer temporary extension to making ban permanent. ■ NBC officials assured NBC-TV affiliates **they would not extend evening news** into station time in foreseeable future and would not lengthen that newscast without prior discussion with stations. NBC Chairman Julian Goodman was said to have reassured affiliates that he foresaw nothing within next decade to disturb current affiliate-network relationship patterns—such as talked about direct-to-home broadcasting, for example. ■ After rejection by all 65 network-owned stations, plus Westinghouse and Scripps-Howard stations, **TV commercials for Playboy magazine** ran in 19 markets during Nov. 11-16 period, promoting December issue article on Jimmy Hoffa. Isidore, Lefkowitz, Elgort, agency, says flight in December for January issue is "possible to probable."



Bartlett

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

Six others join FCC in fighting appeals against equal-time change

NAB, RTNDA, three networks, and Aspen Institute contend commission ruling is in line with exemption in 1959 amendment

At about the time that Senator John O. Pastore (D-R.I.) was berating the FCC for allegedly "usurping" the power of Congress in ruling that live, on-the-spot coverage of political debates and candidates' news conferences were exempt from the equal-time law (BROADCASTING, Nov. 17), attorneys for the commission and six other parties were completing work on legal briefs designed to rebut that charge.

The briefs were prepared for filing on Nov. 12 in the U.S. Court of Appeals in Washington, not in response to Senator Pastore—who leveled his charges at the commission in person, in an oversight hearing of his Senate Communications Subcommittee—but to three parties who share his view on that point.

They are the Democratic National Committee; Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, in a single brief, and the United Church of Christ. Four weeks ago, they filed petitions contending that the commission had erred in ruling on Sept. 25 that it had been wrong in the 1960's in holding that live on-the-spot coverage of political debates and candidates' new conferences were not exempt (BROADCASTING, Nov. 3, Nov. 10).

Two of those filing briefs supporting the commission's position had precipitated the controversy which now engulfs the agency—CBS and the Aspen Institute Program for Communications and Society, which was joined in its friend of the court brief by Common Cause. CBS had petitioned the commission to rule that presidential news conferences were exempt from the equal-time law; the Aspen Institute, that political debates were. The other briefs in support of the commission were filed by the National Association of Broadcasters, the Radio Television News Directors Association, ABC and NBC.

All argued that the commission's ruling was within the spirit and letter of the 1959 amendment which exempted "on-the-spot coverage of a bona fide news event" from the equal-time law, and that the agency had acted properly in reversing its earlier rulings when it decided they had been issued as the result of legal error.

As the parties seeking reversal of the commission's ruling argued that the commission had correctly read congressional intent in issuing its original rulings on debates and new conferences, the commission and its supporters said that it

was not until two months ago that the commission correctly perceived congressional intent. Indeed, NAB, in its brief, contends that the Chisholm-NOW petition was guilty of "overstatement, misrepresentation and material omission" in connection with a lengthy recitation of legislative history designed to show that political debates are not exempt.

The commission and its supporters contend that Congress intended to leave to the commission the job of interpreting the kind of programs that would be exempt under the exemption. NAB said the latitude given the commission to interpret the "rather loosely defined and somewhat ambiguous exemptions" was wide.

The commission and its supporters rejected, too, the argument that the commission should have acted through a rulemaking proceeding if it wanted to reverse its earlier rulings. An administrative agency is not prevented by a former interpretation of a statute from correcting its error, the commission said. And "in order to remove with a minimum of delay any uncertainty as to what action it might be expected to take in the future," it said, "the commission issued a declaratory order."

The opponents' argument that the commission's ruling would work to the disadvantage of minority-party candidates was held, in effect, irrelevant. The commission said Congress was aware of the potential for abuse that the exemption created; but felt the danger was outweighed by the benefits of increased political coverage that would result.

CBS raised the possibility that the interpretation being advanced by opponents of the commission's ruling would place the constitutionality of the equal-time law in jeopardy. CBS said that an interpretation that "deters broadcast coverage of news events" would have only a slightly less severe impact on First Amendment rights than a direct ban. And it said subjecting coverage of political debates and candidates' new conference to the equal time law would have that kind of deterrent effect.

CBS suggested that it would be "appropriate" to avoid the question of the statute's constitutionality by interpreting the exemption as the commission did, "to give full effect to the remedial purpose of the 1959 amendments—the facilitation of news coverage of political campaigns in the interest of an informed electorate."

The Aspen Institute and Common Cause also talked of the First Amendment values involved in the commission's ruling. The brief noted that the appeals court had in other cases asserted "the need for a 'hard' look to insure that First Amendment values are preserved." The commission, the petition added, "has acted to promote robust, wide-open debate. It has permitted broadcast journalism to cover fully and effectively the bona fide news events during political campaigns—in accordance with the plain language of the statute and the clear thrust of the legislative history."

The brief also talked of the "final irony" involved in the fact that while Con-

gress is considering legislation to repeal the equal-time law as it applies to presidential candidates, the commission's "much more modest" action is being attacked as likely to have "disastrous consequences to the presidential electoral process."

NAEB pinches itself, finds it's still alive at convention in Washington

Almost killed two years ago in public broadcasting power play, association finds new purpose as professional society; gathering is low-key look at years ahead

The National Association of Educational Broadcasters held its 51st annual convention last week in Washington and affirmed its new role as the professional association for public broadcasters. That role was not as certain last year in Las Vegas when NAEB held the first convention since losing to the Public Broadcasting Service its role as representative of public broadcast stations and with it a substantial part of its funds.

The prognosis for the new NAEB is a healthy one if the activity of over 5,000 convention attendees can be used as a gauge. The "period of watchful waiting is over," NAEB's new president, James A. Fellows, told them. The 1975 budget of \$389,500 is a balanced one compared to a \$70,000 deficit a year and a half ago, he said. Convention attendance was up 20% from last year and more PBS stations are members of NAEB today than were before PBS assumed its representative role, Mr. Fellows added. Those characteristics are not the symptoms of an association that is on its last legs, he said.

Williams G. Harley, who went to Washington 15 years ago to set up NAEB headquarters there, stressed the importance of professionalism and NAEB's move in that direction. The organizational disruption of the old NAEB, he said, was a necessary process for a major advance by public telecommunications. It is public broadcasting's "flexibility" that has saved it, he said.

As Mr. Harley took leave as president of NAEB, he urged public broadcasters to acknowledge the limitation of single-channel, real-time transmission systems and to embrace the opportunities made available by cable, satellites and recording and retrieval systems.

He cautioned public broadcasters to keep a clear self definition of their task. Much of the "push" from citizen groups on public broadcasting stems from the fact that too often public broadcasters appear uncertain of their fundamental objectives, he said. "It's time we give the game back to the players," and let citizens enter into a



New NAEB President Fellows

partnership—not a conflicting force—with public broadcasters.

Mr. Harley was honored at the convention and presented NAEB's distinguished service award.

Other top people in the public broadcasting structure—Henry Loomis, president of the Corporation for Public Broadcasting; Hartford Gunn Jr., president of PBS, and Lee Frischknecht, president of National Public Radio—addressed themselves at the convention to public broadcasting's next quarter century. Funding problems and the question of public broadcasting's responsibilities to special-interest audiences dominated their session.

Mr. Gunn said allocations should be made for more than one public TV station in a market if public broadcasters are going to be able to provide for the needs of the various minorities and interest groups who all expect particular programing services. Mr. Loomis said that while specialized programing fulfills some minority needs, these same minorities also expect general programing that covers a wider range of subjects. In Mr. Frischknecht's estimation, pressures from minorities will "ghetto-ize" programing in the short term but eventually give away to more diversified programing demands.

On the issue of funding, Mr. Loomis said there are problems with any system—including a dedicated tax on TV set sales—that would eventually lead back to the political arena, where pressures can be brought to bear on programing directions. The best form of funding is from multiple sources, he said. He also said that a percentage of commercial radio and TV billings transferred to public broadcasting would be optimum, allowing for growth while at the same time keeping political pressure out.

The greatest barrier to wider program offerings, said Mr. Gunn, is in the delivery system. Satellites can help solve that problem, he said.

Indeed interest in satellites was evi-

denced in several sessions at the convention. While interest was high, commitment was hedged. As one observer who has followed satellite development noted, the public broadcasters seem to be about where cable television people were two years ago with respect to satellite use.

John E. D. Ball, of the Satellite Working Group which is charged with developing public broadcasting's plan for satellite implementation sketched a rough timetable for when satellites might be put to use. Negotiations with Collins Radio Co. for manufacture and installation of ground stations and talks with Western Union as the satellite carrier are currently under way, he explained. If those negotiations are concluded favorably in terms of projected costs—an item he refused to elaborate on—then the working group will give the green light for "lead applications" to be filed at the FCC to test the commission's response. This could happen in the next two months, he said. If the commission approves the applications, it is expected that the satellite project will come before the respective boards of CPB, PBS and NPR in the spring. But by August 1976, implementation of the satellite network could go ahead, he said, if the costs turn out to be affordable. The costs are still being figured, according to Mr. Ball.

Meanwhile, representatives of the National Aeronautic and Space Administration, Health Education and Welfare and the Office of Telecommunications Policy and other interested parties got together for the first annual meeting of the Public Satellite Consortium. Talk there centered on the possibilities of information services provided by satellite and the problems of "aggregating and developing" potential satellite users.

In a business session at the convention, the following officers were elected: Bill Sickles (re-elected), treasurer; Mary Lynn Moody, secretary, and Nancy O'Brien, assistant secretary. New board members include: Jack G. McBride (re-elected), chairman; Florence Monroe, vice chairwoman, and William Mason, board member. Mary Umolu, associate professor at Medgars Evers College, New York was named chairwoman of the newly formed NAEB Committee on Minorities in Telecommunications.

CPB study finds women underused and underserved

It calls for more and better jobs and more women-angled programs

A task force set up by the Corporation for Public Broadcasting last November asserted last week that there is "pervasive underrepresentation of women throughout the public broadcasting industry, both in employment and in program content." It added that the "disparity is especially marked at the decision-making

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Looking ahead. The top brass in the public broadcasting structure—(l to r) Hartford Gunn Jr., president of the Public Broadcasting Service, Lee Frischknecht, president of National Public Radio, and Henry Loomis, president of the Corporation for Public Broadcasting—contemplate what's ahead for public broadcasting in the next quarter century. Anne Branscomb, Kalba Bowen Associates, acted as devil's advocate, probing officials for answers to funding and special-programing questions.

levels in all aspects of public broadcasting.”

The 15-member task force monitored television programing provided by the Public Broadcasting Service and radio programing provided by National Public Radio Jan. 19-25, conducted a mail survey with responses from 2,141 public broadcast employees, and held selected interviews. Its 141-page report (“Closed Circuit,” Nov. 17) is the first comprehensive survey of women in either commercial or public broadcasting although the National Organization for Women has conducted some monitoring. The U.S. Commission on Civil Rights is currently conducting a similar survey that is expected to be completed next year.

In programing, the CPB report concluded: Content does not reflect the demographic composition of the U.S., where females constitute more than half the population and 40% of the work force. Topics discussed on adult programs are limited to those of interest to an upper-class, informed audience, contended the report. “Women are pictured as unimportant in the economy and public life more by exclusion than the way in which they are portrayed.” Only one program on public TV—*Woman*—is devoted to the concerns of women’s changing role in society, and none is on public radio, it was said.

Children’s programing, which draws the largest audience, also presents a skewed image of women with more male than female characters portrayed in higher status roles, the report asserted.

On employment the report noted: Women held slightly less than 30% of all jobs in public broadcasting and tended to be in lower positions and making less money than their male counterparts. While 25% of the men working in public broadcasting make less than \$9,000 annually, 65% of the women do, the report said. Only two women in the study indicated they were making more than \$21,000 annually, while 46 men earned that much. The pattern that emerges, said the report, begins at the initial hiring process which puts men in more responsible jobs at higher salaries than women of equal education and experience.

The report outlined the following recommendations: CPB should take a lead in structuring its staff to represent “fair and equitable” distribution of women and to encourage similar practices in PBS, NPR and connected affiliate licensees. Toward that end, CPB should actively recruit women to fill job vacancies and provide grants for training women personnel. In programing, CPB should integrate women on an equal basis and develop specific women’s programs, the report concluded.

Senate, House to work out three kinks in CPB funding

Two versions passed on Capitol Hill must be reconciled on civil-rights amendment, instructional programs, ratio of federal-private sharing

The Senate has passed its bill authorizing funds for the Corporation for Public Broadcasting for the next five years. The 67-to-6 vote last Monday cleared the way for a conference to settle the differences between the Senate bill and the version passed by the House two weeks ago (BROADCASTING, Nov. 17).

To speed passage of the bill, Senate Communications Subcommittee Chairman John Pastore (D-R.I.) last week probed the possibility of getting the House to accept the Senate’s bill as is. However, that suggestion was rejected by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), and the bill will have to go to conference.

There are three points in the bill on which the two houses differ. The most troublesome is an amendment added to the House’s version at the last minute on the floor. That amendment, by Representative Louis Stokes (D-Ohio), would make it clear that CPB comes under the provisions of the Civil Rights Act which prohibit any organizations that receive government funds from discriminating against minorities in hiring. CPB objects to

that provision because it feels it would be made into an enforcer of Civil Rights Act on all the public stations to which it distributes funds. CPB feels, and Senator Pastore agrees, that enforcement on local stations should be left to existing federal agencies, such as the FCC, the Equal Employment Opportunities Commission and the federal and local civil rights commissions.

Another problem for the conference committee is an amendment in the House bill, but not in the Senate’s, that would require CPB to spend “a significant portion” of its federal funds on instructional programing.

A third difference involves the matching formula that sets out the amount of money CPB must raise from private sources to qualify for the government dollars. The Senate’s bill provides that CPB will have to raise \$2.50 privately for every federal dollar during the entire five-year authorization period. The House bill would apply the same ratio the first three years, but would raise it during the fourth and fifth years to \$3 privately for every federal \$1.

The level of federal funding is the same in both bills, rising in steps from \$88 million in 1976 to \$160 million in 1980.

Discussion on the Senate bill last Monday focused not so much on the bill itself as on another recent Commerce Committee action that concerned CPB—the tabling of the nomination of Colorado brewer Joseph Coors to the CPB board. Senators Jesse Helms (R-N.C.), Strom Thurmond (R-S.C.) and Clifford Hansen (R-Wyo.) all said they regretted the Commerce Committee’s decision, Mr. Helms suggesting the committee’s chief concern had been over Mr. Coors’s right-wing political ideas. Mr. Pastore answered, as he has many times since the tabling of the nomination, that it was a conflict of interest between Mr. Coors’s directorship of the television news service, Television News Inc., and a seat on the CPB board of directors that killed the nomination. “I want the record to show clearly that Senator Pastore is not the kind of fellow who, just because somebody disagrees with him, would oppose their nomination,” Senator Pastore said.

Do or die

Legislation has been introduced in both houses of Congress that would abolish all federal regulatory agencies—the FCC and Federal Trade Commission included—on Oct. 1, 1976, unless Congress makes formal determinations to keep them in business. The bills, introduced by Representative Abner Mikva (D-Ill.) and Senator Joseph Biden, are intended both to improve the quality of regulation and to force Congress and the President to do a better job of agency oversight. “Some of these agencies may be doing a good job and some may not,” Senator Biden said last week. “The purpose of this bill is to find out which agencies are working well and to correct the problems in those agencies

which are inefficient or costly." Following Oct. 1, 1976, the bills provide that each of the agencies would self-destruct every seven years unless Congress prevented it.

Macdonald says Wiley got the wrong word

Congressman denies he advocated fairness-doctrine repeal

House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) denied Monday that he supported a suspension of the fairness doctrine for radio stations in major markets and told FCC Chairman Richard Wiley that Mr. Wiley had misunderstood him on that point.

Although Mr. Wiley had gone before the Macdonald subcommittee to testify on FCC regulation of communications common carriers, Representative Macdonald took the opportunity to set the record straight with the FCC chairman on the fairness-doctrine issue.

Mr. Macdonald's remarks were occasioned by Mr. Wiley's testimony the week previous before the Senate Communications Subcommittee in the Senate, during which Mr. Wiley said his own proposal for suspending the fairness doctrine as an experiment for radio stations in major markets had been encouraged indirectly by Mr. Macdonald. Mr. Wiley quoted from an August speech Mr. Macdonald had delivered to a Boston gathering of RKO General station executives in which Mr. Macdonald said, in part: "In radio broadcasting, scarcity is even less of an issue... The radio listener [in major markets] has more alternatives, and that decreases the necessity for regulation... At a recent planning conference, Chairman Wiley told participants that the Hill would never go for a more substantial experiment in radio de-regulation. I intend to let him know when we next meet that I would be sympathetic to such an experiment in the major cities where marketplace forces have the best chance to work. And I might add that authority for such an experiment is already contained in the Communications Act."

At the hearing Monday, Mr. Macdonald clarified that statement: "When I said radio should be treated differently, I meant for purposes of ascertainment only." But, Mr. Wiley replied, "the words you used relative to scarcity and the context in which [the speech] was given led me to assume you were referring to the fairness doctrine." Mr. Macdonald repeated that he had "certainly not" intended to include the fairness doctrine or the equal-time law among radio regulations to be relaxed. He added, "Until and unless Congress decides, it is not up to the FCC to change the Communications Act."

Mr. Macdonald said he thinks a radio station in a large market with many competing stations can "kill a guy" just as one in a smaller market can "if he has no opportunity to answer."

Media Briefs

CIA and media. Central Intelligence Agency links with media—including broadcast media—is one facet of continuing investigation of CIA abuses by intelligence committees in both houses of Congress. Spokesman for Senate committee said he cannot give details, i.e., names, dates, places, but investigators are studying possible financial and management ties between broadcast organizations and CIA, as well as agency ties with some correspondents.

Antitrust funding. Senate Commerce Committee has voted bill that would triple government's antitrust budget over next three years. Measure would give Justice Department's Antitrust Division and Federal Trade Commission's Bureau of Competition \$25 million each for fiscal 1976, \$35 million each for fiscal 1977 and \$45 million each for fiscal 1978. Antitrust Division's present budget is \$17 million and Bureau of Competition's is \$12.5 million.

Fighting for KSBY-TV. Central California Communications Corp., licensee of KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, is appealing FCC order that KSBY-TV no longer is qualified as satellite station. Appeal, filed with U.S. Court of Appeals in Washington, advances number of grounds for reversing the commission, among them contention that commission modified condition of license for station in violation of law, commission's rules, and due-process clause of Constitution.

Pro bono. CBS Inc. has created, on test basis to see if it should be made permanent, leave program under which employees will be granted three months' leave with pay to work in job-related capacities with worthy social service organizations. President Arthur R. Taylor, encouraging applications, said employees at all salary levels are eligible if they have been with CBS at least four years, and that eligible service groups will include private and voluntary education, health, welfare, cultural and civil rights organizations. During experimental period up to 10 employees will be granted leaves starting in 1976.

Taylor ranges wide at IRTS talk

CBS president predicts more news on the networks, tougher relations with affiliates; touches on costs for programs and talent, muses about failure of 'Beacon Hill'

An increase "by some significant amount" in network TV news and public affairs programming over the next five years is foreseen by Arthur R. Taylor, president of CBS Inc.

He gave that view when asked what

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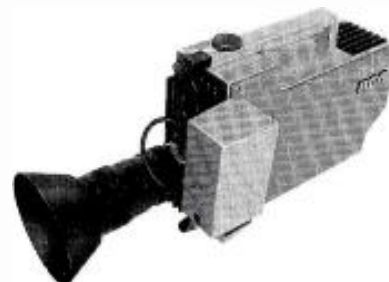
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changes he envisioned in relationships between networks and their affiliates over a five-year span. The increase in news and public affairs, he said, will make for a closer relationship.

Mr. Taylor also said he expected affiliates to become "more vocal"—not that they aren't vocal now, he said—in making their views known, not only on programming but also in pushing for more compensation for carrying network programs. But he said he expected networks to resist this effort, on the ground that a network affiliation has such long-term value to a station.

Mr. Taylor answered questions put by members of the International Radio and Television Society at a late-afternoon session that was sponsored by IRTS in New York.

In an opening statement and during the questioning he emphasized that "we [broadcasters] are not here to do only what we've done before," but rather must innovate, experiment, take risks. He said he rejected the criticism that broadcasting programs for "the lowest common denominator." It could hardly survive if its programming were "elitist," he said, but he preferred to think that it aims for "the highest common denominator."

He said in answer to another question that the decline in network ratings that has been apparent in recent months "seems to be suspect" (BROADCASTING, Nov. 17) but that the final explanation remains to be determined.

He said there were probably several reasons why CBS-TV's highly publicized *Beacon Hill* failed, but that CBS also "learned something" from it. One, he said, was that New York is a good production center for prime-time TV "and we're going to act on that" with "several programs."

As for *Beacon Hill*, "I don't think we have the responsibility to force-feed the public something it obviously doesn't want."

Asked about steadily increasing program costs, he said he was very much concerned but added that the problem exists in "all the arts"—that once success comes to an artist, a demand for instant wealth follows quickly. Over the long run, he said, it will be necessary for the artist to show maturity and realize he cannot kill the golden goose, while for the shorter run the rising demands will spur the search for new talent.

Mr. Taylor said he tries each month "to go to places others don't go," to get a feel of the public's views and concerns. On one recent trip, he said, he addressed some 2,000 persons in a school auditorium at Ladysmith, Wis., which CBS spokesmen identified as an Indian college.

He also reiterated his concern over pay cable, underlining it with a quip. Noting that he understood a pay-cable spokesperson would appear in a similar IRTS forum soon, he said, "I expect he'll charge you 75 cents."

Border war begins to heat up over jamming proposal

Canadians initiate counter moves as it looks like Buffalo stations might get go-ahead to block signals

Tensions between the U.S. and Canada over Canada's policy of requiring cable systems in that country to delete commercials from the programs they pick up and relay from American stations seem to be increasing.

The proposal by three Buffalo, N.Y., to stations to strike back at Canada by jamming their signals in a way that would deny them to viewers north of the border (BROADCASTING, Oct. 20) was being taken more seriously in Canada last week than it had been previously.

The Canadian government was reported upset by a report from Washington that the FCC might permit the jamming, and had ordered an inquiry into whether such activity would be legal under international law.

The commission two weeks ago notified the Canadian government of the receipt of the proposal from WBEN-TV, WGR-TV and WKBW-TV and requested its comments. The commission did not indicate whether it would approve the plan.

However, one FCC commissioner, Glen O. Robinson, has said he did not see anything illegal in the stations' proposal. And the commission's chief engineer, Raymond Spence, was quoted as saying that a review of the law indicates that the commission is able—"and almost obliged—to grant the stations the right to keep their signals out of Canada, as long as there is no interference with Canadian frequencies."

The commission itself has not yet debated the matter, which is considered a novel one with no precedents available for guidance, and there was no indication last week when it would. But it was beginning to appear that, unless the matter was resolved in some other way, the commission would have a difficult time in rejecting the proposal, even though FCC Chairman Richard E. Wiley has said it was opposed to a policy of retribution.

Diplomatic efforts, including some involving Secretary of State Henry Kissinger, have thus far failed to bring about a change in the Canadian policy. And a number of members of Congress have made it clear they want the government to act to aid the affected American stations.

The Canadian Radio-Television Commission initiated the policy as part of an effort to divert back into Canada some of the \$20 million that Canadian advertisers are spending on American stations to reach Canadian audiences. Another manifestation of concern about the drain to the south of Canadian advertising dollars is legislation pending in the Canadian



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parliament to prohibit Canadians from deducting as a business expense money spent on advertising in American media that is aimed at Canadian audiences.

The parliamentary committee considering the legislation has invited the affected border stations to testify on the bill, at a session to be held either on Dec. 1 or Dec. 2. The Buffalo stations and KVOS-TV Bellingham, Wash., are expected to accept the invitation.

Changing Hands

Announced

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

■ **WHEN(AM)** Syracuse, N.Y.: Sold by Meredith Corp. to Park Broadcasting Inc. in deal Meredith says will bring gain of about \$1 million after taxes. Iowa-based Meredith publishes *Better Homes & Gardens*, *Successful Farming* and California newspapers, and owns KPHO-TV Phoenix; WGST(AM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WHEN-TV Syracuse. Meredith recently sold WOW-TV (now WOWT) to Chronicle Broadcasting for \$9,158,000 (BROADCASTING, July 14). Roy H. Park is sole owner of buyer which also owns seven AM's, five FM's and seven TV's in Birmingham, Ala.; Duluth and St. Louis Park, both Minnesota; Utica, N.Y.; Greenville, N.C.; Portland, Ore.; Yankton, S.D.; Chattanooga; Johnson City, Tenn., and Richmond and Roanoke, both Virginia, and publishes newspapers in five states. He is expected to sell WEBC(AM) Duluth to keep his broadcast portfolio within FCC limits. WHEN operates on 620 khz with 5 kw day, 1 kw night.

■ **KEZQ(FM)** Little Rock, Ark.: Sold by Mann Media to Multimedia Inc. for \$850,000. Principals in seller, which also owns KALO(AM) Little Rock, are Bernard Mann (65.2%) and Gilbert Gans (32.9%). Mr. Gans also owns 25% of KIIT(FM) San Diego and 7.4% of KVF(AM) San Fernando, Calif. Buyer is publicly traded, Greenville, S.C.-based. Its other broadcast interests are WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WUNC(AM) Asheville, N.C.; WXII(TV) Winston-Salem, N.C.; KAAV(AM) Little Rock, Ark.; WAKY(AM) Louisville, Ky., and KEEL(AM)-KMBQ(FM) Shreveport, La., and it has bought, subject to FCC approval, WLWT(TV) Cincinnati. Multimedia also publishes newspapers in Greenville; Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn. KEZQ operates on 94.1 mhz with 60 kw and antenna 275 feet above average terrain.

■ **WPAM(AM)** Pottsville, Pa.: Sold by Miners Broadcasting Service Inc. to Curran Communications Inc. for \$550,000. Principals in seller, which also owns WLSH(AM) Lansford, Pa., are executors of Kenneth F. Maguire estate (63.2%), and John W. Angst (36.8%). Buyer is owned

equally by cousins, John J. and James J. Curran, Pottsville attorneys with interests there in coal mining firms, insurance agency and president and VP, respectively, of Minersville, Pa., bank. They have no other broadcast interests. WPAM is on 1450 khz with 1 kw day and 250 w night.

■ **WBIC(FM)** Henderson, Ky.: Sold by Professional Broadcasters to Adams Broadcasting Co. for \$85,000. Principals in seller are Herbert E. Baggett, Walton N. Smith Jr. and Richard Albright. Mr. Albright recently sold his interest, pending FCC approval, in WBAR(AM) Bartow, Fla. (BROADCASTING, Oct. 27). Buyer is owned by Jerry Adams, former VP of Mooney Broadcasting and general manager of Mooney's WMAK(AM) Nashville. WBIC operates on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Chapman Associates.

■ Other sales reported at the FCC last week include: KHCS(AM) Phoenix; KORE(AM) Springfield-Eugene, Ore.; KLAT(AM) Centerville, Utah (see page 56).

Approved

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

■ **KBUY(AM)** Fort Worth: Sold by John B. Walton to Tarrant Broadcasting Inc. for \$800,000 cash. Mr. Walton owns 100% of KBUY-FM Fort Worth; KDJW-AM-FM Amarillo, Tex.; KAVE-TV Carlsbad, N.M., and, with family members, KIRX(AM)

Tucson, Ariz.; KELP-AM-TV El Paso, and KIDD(AM) Monterey and KFOX(AM) Long Beach, both California. Principals in buyer are Taft Broadcasting Co., Houston (22%), James Stewart (24%), and William D. Schueler (20%). Taft Broadcasting (Paul E. Taft, 53.8%) owns KODA-AM-FM Houston, has interest in KWBB(AM) Wichita, Kan., operates Houston Muzak franchise and performs as closed-circuit television support contractor at Johnson Space Center in Houston. Taft also is licensee of Houston MDS station, permittee of MDS stations in Dallas and Fort Worth, and has interest in permittee of MDS station in San Antonio, Tex., and is applicant for MDS in El Paso. Mr. Stewart is the actor and has 17.01% interest in KWBB, and Mr. Schueler has 12.77% interest there. KBUY is on 1540 khz with 50 kw day and 1 kw night.

■ Other sales approved by the FCC last week include: WBIS(AM) Bristol, Conn.; WXLN(FM) Willimantic, Conn.; WSBP(AM) Chattahoochee, Fla.; WXTR(FM) Crystal River, Fla.; WFWA(FM) Sullivan, Ill.; WKDL(AM) Clarksdale, Miss.; KXED-AM-KWWR-FM Mexico, Mo. (see page 56).

KXOK told to improve its female employment status

The FCC has renewed the license of Storz Broadcasting Co.'s KXOK(AM) St. Louis to Feb. 1, 1977, conditioned on the station

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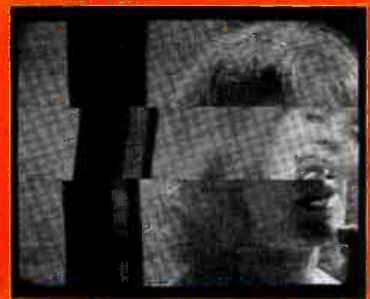
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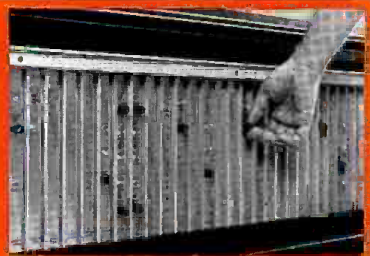
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Daytime (9:00 am-4:30 pm average)	WWTV/WWUP-TV	Station #2	Station #3
Total Adults	23,000*	10,000	2,000
Total Women	18,000*	8,000	2,000
Total Men	5,000*	2,000	—
Total Homes	15,000*	8,000	3,000
Early Fringe (4:30-7:30 pm)			
Total Adults	48,000*	30,000	5,000
Total Women	27,000*	17,000	3,000
Total Men	22,000*	13,000	2,000
Total Homes	33,000*	20,000	5,000
Prime Access (7:30-8:00 pm)			
Total Adults	67,000*	29,000	21,000
Total Women	36,000*	14,000	12,000
Total Men	31,000*	15,000	9,000
Total Homes	42,000*	18,000	12,000
Prime Time (7:30-11:00 pm)			
Total Adults	70,000*	46,000	16,000
Total Women	38,000*	24,000	9,000
Total Men	32,000*	22,000	7,000
Total Homes	45,000*	28,000	10,000

*More Than Next Two Stations Combined!

We dominate this market with top CBS programming that reaches our \$2,024,269,000 consumer-spendable-income market with its healthy \$11,386 CSI per household.**

Just choose WWTV/WWUP-TV and call Avery-Knodel today for our easy-to-take rates that make this one of your best buys. It's the sure way to reach the most homes in Northern Michigan.

*Source: ARB February 1975

**Source: SRDS February 1975



The Jolter Nations

RADIO: WJZZ KALAMAZOO BATTLE CREEK, MI

WJZZ KALAMAZOO BATTLE CREEK, MI

WJZZ KALAMAZOO BATTLE CREEK, MI

WJZZ KALAMAZOO BATTLE CREEK, MI

WJZZ KALAMAZOO BATTLE CREEK, MI

WJZZ KALAMAZOO BATTLE CREEK, MI

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

Avery-Knodel, Inc., Exclusive National Representatives

showing of an affirmative action program to recruit women for job vacancies.

The renewal application had been contested by the St. Louis Broadcast Coalition which alleged the station provided inadequate programming, failed to ascertain community needs properly and lacked an affirmative equal-employment program.

The FCC's review of KXOK's employment profile found the station to be within the "zone of reasonableness" as to overall minorities with the exception of women. However, the commission said the Storz station's employment of women in top-level jobs was outside that zone of reasonableness, and therefore conditioned the renewal on the licensee's efforts to recruit, hire and promote women.

While a recent staff reduction of five persons at the station did not reduce the percentage of minority or female employees, the FCC expressed concern that affirmative-action efforts remain "positive and continuing."

NCCB wins some

A freedom of information request for inspection of FCC memoranda and reports by the National Citizens Committee for Broadcasting was partially granted by the commission.

NCCB sought financial data supplied to the commission during its inquiry into ownership patterns of broadcast stations by conglomerates.

After reviewing the material, the FCC decided that some of the information could be released, but that material containing confidential commercial and financial information would be withheld under exemption four of the Freedom of Information Act which permits withholding of "trade secrets and commercial or financial information." The commission also noted that since some of the requested material was prepared before the inquiry was ended last June, it was also exempt under section five which allows interagency or intra-agency memorandums to be withheld.

CPB pushes development of big-city public radio

Improving major market public radio is the purpose of a new program of grants by the Corporation for Public Broadcasting.

CPB is accepting preliminary proposals from noncommercial stations in the top-10 markets for the five-year \$775,000 grants. The grants are part of an effort to "improve public radio's quality and to extend its availability from the current level (approximately 60% of the U.S. population) to 90% by 1980."

In addition to the grant monies, recipients will be expected to raise additional financial support. Plans for fund-raising, along with ideas for programming, improving facilities and a projected, itemized, three-year budget should be included in the preliminary proposal.

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Broadcasting

The newsworld of broadcasting and allied arts

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Company

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☐ Home Address

City State Zip

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SUBSCRIBER SERVICE

☐ 3 years \$60

☐ 2 years \$45

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Canada Add \$4 Per Year

Foreign Add \$6 Per Year

☐ 1976 Cable

Sourcebook \$10.00

(If payment with

order: \$8.50)

☐ 1976 Yearbook \$23.00

(If payment with

order: \$20.00)

☐ Payment enclosed

☐ Bill me

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.

NAB: FCC should keep its word and review decision on exclusivity

Claiming that the FCC broke its promise when it recently amended the 1972 program exclusivity rules for cable systems with less than 1,000 subscribers (BROADCASTING, Sept. 29), the National Association of Broadcasters has petitioned the commission for reconsideration.

According to NAB, the FCC said no change in the syndicated program exclusivity rules would occur "pending the enactment of copyright legislation." NAB claimed that the commission stated it would review its decision if copyright legislation was not enacted in a "reasonable period of time."

Since almost four years already have passed, the FCC should begin a review, NAB said.

A how-about for CPB board

Representative Patricia Schroeder (D-Colo.) has recommended to President Ford that he nominate Carlos Santistevan, a resident of Denver and a member of the congresswoman's staff, to the board of directors of the Corporation for Public Broadcasting. Representative Schroeder noted that, although the CPB Act of 1967 calls for the selection of CPB directors from a broad spectrum of the American public, "there is not a single Spanish-surnamed individual on the board." Mr. Santistevan has been active in the Denver chicano community. There are now two vacant CPB board seats, and there has been increasing pressure on the White House, to fill one with a Spanish-surnamed individual.

WMCA case moves one step further

Oral arguments are held in court; Straus maintains personal-attack regulations violate Constitution

Straus Communications Inc.'s court challenge of the FCC's personal-attack rules continued last week with oral arguments at the U.S. Court of Appeals in Washington.

The FCC defended its censure of Straus's WMCA(AM) New York for violation of the rules. Straus, however, claimed that the rules are not applicable in this case—in which a talk-show host, on March 8, 1973, called Representative Benjamin S. Rosenthal (D-N.Y.) a "coward."

In its earlier filed brief, Straus had charged that the rules "on their face" violate the Constitution and unnecessarily intrude on editorial discretion (BROADCASTING, Sept. 29).

In oral argument, Benno C. Schmidt, attorney for Straus, also said that the personal-attack rules were not "triggered"

because the "coward" charge was not made in the context of a discussion of a controversial issue. Straus had no obligation to offer Mr. Rosenthal an opportunity to reply since the charge was made as part of a private dispute, he reasoned. The dispute was said to result from Mr. Rosenthal's refusal to be interviewed on a WMCA discussion of a meat boycott.

The FCC's Charles H. Bell Jr. advanced a different reading of the rules. He said the only requirement is that the attack be made during the discussion.

(Although the charge was made some two hours after the meat boycott discussion, both sides agreed that it could be considered part of a "continuing discussion.")

Collet Guerard of the Media Access Project, counsel for Representative Rosenthal who is an intervenor in the case, claimed that it was a personal attack. She said the audience's perception of the word "coward" had more relevance than the talk-show host's intent.

A former FCC general counsel, Henry Geller, argued against the censure, as a "friend of the court." Mr. Geller said a 1973 Supreme Court decision involving CBS prohibits case-by-case application of the rules. He said the rules must be applied in terms of over-all station performance or else the commission will interfere too much in station operation and have a "chilling effect" on broadcast journalism.

Broadcast Advertising

How TV helps corporate giants enhance their public images

Spokesmen for Mobil, St. Regis, IT&T tell 4A conference how well medium has helped understanding of their roles in business, America

"It may not be the right corporate medium for every company, but for the corporation that wants to make a significant impact and do it as quickly as possible, television's power is unsurpassed."

That testimonial was offered by Dennis A. Ritzel, manager of national advertising for the Eaton Corp., at a session on corporate advertising at the annual conference of the American Association of Advertising Agencies eastern region, held Nov. 18-19 in New York. But it might also have come from any of the three other corporate executives who reported along with Mr. Ritzel.

■ Raymond D'Argenio, manager of public relations for Mobil Oil, said public broadcasting is the "keystone" of Mobil's corporate program, but is supported with heavy use of commercial TV, radio and

Have a great day...

...with System 90. Formatting versatility and programming simplicity are only two of the reasons why Harris' micro-computer program automation will make your broadcast day easier and more profitable!

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Proved By Time!**

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Piling up profits
... for Sponsors
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Five days a Week!

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Timed precisely, they provide a professional program vehicle for five great fifteen minute shows every week. Sold on minimum options of 13 weeks or 65 separate programs. Tapes now available for four years of programming. Each program is precisely timed on high quality tape taken from the original Lum and Abner library. Two 15-minute programs per tape. Tapes are mailed monthly in packages of 24 programs. Minimum contract is 13 weeks.

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print to get Mobil's ideas and points across.

■ Michael T. Biondo, corporate marketing vice president of St. Regis Paper Co., told how his company turned to television when research showed that after years of print advertising, "although we had a completely positive image among those in our target group who knew us, not enough of them knew enough about us."

■ John L. Lowden, director of advertising and sales promotion for International Telephone & Telegraph Corp., reported that after years of running a print campaign that was successful but too narrowly focused, IT&T found that "there were too many people out there—prosperous, relatively well-educated people—who didn't know what IT&T was or did." And that, he said, "is why we decided to shift most of our media dollars into television, taking our message to an audience a good deal larger than the audience we had been talking to."

The case histories were part of a two-day program that also examined other creative problems, copy-testing, newspaper-format problems and, in closed sessions, changes in TV programming and "the agency of the future."

Eaton's Mr. Ritzel told the conference that the Cleveland-based conglomerate that manufacturers equipment thinks television "has special strengths and advantages for corporate advertising that are only beginning to be appreciated."

"It's an ideal umbrella under which other programs can be synchronized. Employees take great pride in the sponsorship of good programming—in a way that wouldn't happen with any other medium. And, finally, it is the medium of greatest social magnitude because of its extraordinary reach. So, for the socially committed corporation that wants to project this commitment prominently, television is probably the quickest and most dynamic way to gain public recognition."

Mr. Ritzel said that J. Walter Thompson Co., Eaton's agency on the campaign, set minimum criteria for a TV approach and also "told us to forget television unless we were willing to spend a minimum of a million-and-a-half dollars a year and stay with it for at least two years. We gulped and said let's go."

He told why Eaton chose specials for its TV campaign in 1971-73 and full sponsorship of the "American Parade" series of historical specials on CBS from 1974 into 1976.

"In general," he said, "we wanted to avoid sponsorship of entertainment-type programming which might appear frivolous. Rather, we hoped to bring to the attention of the more intelligent and concerned segment of the American public knowledge of prevailing problems, injustices and inequities in our society. Therefore, we sought sponsorship of programming in the categories of public service, documentaries or news analysis."

Although "admittedly we haven't always pulled the share of audience we'd like to get," he continued, "we're convinced that we have always reached a sufficiently

large portion of that select audience we're after to more than justify the use of television and its cost."

The current "American Parade" campaign, consisting of 11 one-hour specials with themes based on the Constitution, is being extensively promoted both publicly and within the company, Mr. Ritzel said. Eaton's research, he said, has already shown "dramatic increases in awareness of Eaton as a significant American corporation, in familiarity with what we do and in positive reactions to what we stand for."

Mobil's Mr. D'Argenio said his company is the Public Broadcasting Service's "largest single supporter," with "such high visibility—now two evenings a week—that we often get credit from people for programs underwritten by Exxon, Xerox and others." In addition to PBS and print ads, he noted, Mobil also uses "high-caliber specials" on commercial TV, underwrites community concerts and other "good-will" programs and uses radio in many ways.

"We have radio programs paralleling all our television work," Mr. D'Argenio said. "Not only have we sponsored entertainment programs on radio—including nostalgic shows—and presented hard-hitting commercials, but we've also used it very creatively to get across our ideas on energy."

"We've introduced a monthly consumer radio series which mixes consumer tips with hard energy information, and we also plan to adapt the 'Observations' [newspaper] column to radio—complete with sound effects. Finally, we also have a very effective method for sending out news dispatches to radio stations across the country, thus making sure that news directors have access to our side of the story."

Mr. D'Argenio did not fail to cite Mobil's effort to get its "idea" commercials about energy on the air "to combat skimpy and inaccurate TV coverage," and the networks' refusal to accept such advertising.

"Mobil has kept up this battle for access," he said. "We've even gained some converts—government officials and even broadcasters who now believe that people with something important to say should be able to say it on the air."

"We also have a lot of the public with us," he continued, adding that a newspaper ad describing Mobil's problem "got over 2,000 replies, mostly favoring our right to get our message across on the air."

Meanwhile, he said, Mobil is using TV in other ways. For instance, he said, "we have half a dozen executives traveling around the country all the time," appearing on TV talk shows or in debates. Mobil's consumer affairs specialist, Judi Hampton, "tours the country several times a year, talking about energy conservation and major energy issues, including offshore drilling"; her last tour covered 20 cities, with appearances on 64 TV talk shows or news programs and on 57 radio programs, plus 20 newspaper interviews.

"Let me also tell you about editorial replies," he continued. "Sometimes,

when local TV stations blasted the oil industry during the embargo period, they asked us if we wanted to reply. Now, we not only reply when asked, but we record TV editorials and send out replies when we think we can score points. They have had a high percentage of success; some have been aired as many as eight times in a day."

Mr. Biondo of St. Regis Paper told of moving into television in 1974 with sponsorship of National Geographic specials after years of print advertising that was successful as far as it went but didn't go far enough in reaching the right people.

Now, he said, the campaign is about to change focus from the benefits of forest management to "hard-hitting corporate marketing," with the first commercials in the new drive due to break on the Rose Bowl pregame show on NBC-TV on New Year's Day.

IT&T's Mr. Lowden explained his company's switch to television as a primary medium.

"Our job was to communicate how we could help improve the quality of life through the quality of our research and development, our products, our services," he said. "Television was a perfect vehicle for this—not only because it could help us demonstrate dramatically our concern and involvement, but because of its speed and efficiency in reaching the large audience we now had in mind."

Some print-media advertising was retained, he said, "directed at that part of the audience that watched little TV," but print's part "was considered largely supportive of television."

"Almost from the day these commercials started running," Mr. Lowden said, "we heard good reports from around the country. But even their enthusiasm didn't prepare us for the extraordinary improvement that research reported in our six-month checkups."

Research before and after the campaign started, he said, found that awareness of and familiarity with IT&T increased from 34% of respondents in January 1974 to 59% in the same period July 1975: perception of IT&T as a company that develops many new products rose from 46% to 70% in the same period; as a leader in technology, from 49% to 74%; as a leader in R&D to improve products, from 46% to 68%; as a maker of quality products from 54% to 77% and as reliable, from 48% to 65%.

Beyond that, Mr. Lowden said, "it's interesting to note some of the implicit messages that are getting through." Such as the feeling that IT&T cares about the general public, up from 31% to 43%; that it protects jobs of U.S. workers, up from 27% to 35%; that it is a good stock to buy or own, up from 52% to 65%, and that it shows a good balance between profits and the public interest, up from 29% to 36%.

And that wasn't all: "There was much, much more," he said, "in the way of gratifying results—including a firm vindication of our selection of TV as the primary medium for this effort."

Federal court puts advertising back a bit under the umbrella of First Amendment

Washington state law banning references to dairy products in margarine ads is thrown out as violation of Constitution

Historically, advertising has not enjoyed the same degree of First Amendment protection as have other kinds of expression.

But it is not without any protection. A special three-judge federal court in Tacoma, Wash., made that clear in a decision striking down a Washington state law barring the use of "dairy terms" in the advertising of oleomargarine.

Five manufacturers and distributors of margarine—Anderson Clayton & Co., International Inc., Kraftco Corp., Lever Bros. Co., and Standard Brands Inc.—had brought the court suit, contending that the statute was unconstitutional on a number of grounds, including that of the First Amendment. They said that because of the state law, they had eliminated from advertising in Washington any references to dairy terms, specifically to "butter."

The state had contended that in view of the Supreme Court's 1942 decision in the Valentine vs. Christensen case, there is absolutely no First Amendment protec-

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent . . . if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots—two are 60 seconds and two are 30 seconds—cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners . . . not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.



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

Please send me your public service series on burglary and car theft prevention. I understand there is no charge.

NAME _____

STATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

(No P. O. Box Numbers, Please)



Five-year hitch. Donald L. Parris (seated l.), president of Scripps-Howard Broadcasting and Don Saraceno, president of Blair Television's Station Division, sign a new contract, extending Blair's representation of S-H's five stations for five years through 1980. Looking on (standing, l to r) are Jack W. Fritz, president of John Blair and Co.; Mortimer C. Watters, chairman of the executive committee of Scripps-Howard Broadcasting, and Jack R. Howard, chairman of the board of the broadcast group. Scripps-Howard's television stations are WEWS Cleveland; WCPO-TV Cincinnati; WMC-TV Memphis; WPTV West Palm Beach, Fla., and KTEW Tulsa, Okla. On Jan. 1, 1976 Blair will mark its 20th anniversary as the national representative of the Scripps-Howard stations.

tion of commercial speech. But the court, in granting the plaintiffs' request for a declaratory ruling, described the rationale of the Christensen decision as "antiquated," "casually" adopted and as having been questioned for nearly 20 years.

The court said the Christensen rationale "was sent into oblivion" in a Supreme Court decision in June involving advertising for an abortion referral service (BROADCASTING, June 23). The high court had held that previous decisions "clearly establish that speech is not stripped of First Amendment protection merely because it appears in that form." And, the court in Tacoma said, although that case dealt with an abortion referral service and the case currently before it with advertising of margarine, "both involve commercial advertising, and we see no significant distinction between the two."

The court does not rule out all restrictions on advertising, but it does lay down guidelines to be observed in circumscribing commercial speech. Even if the state law is designed to achieve a legitimate interest of the state in guarding against deceptive advertising, the court said, substantial restrictions on First Amendment rights "are unconstitutional unless the state can demonstrate that such laws are necessary to promote compelling governmental interest."

The court also held that, even when pursuing legitimate ends, a state may not use means "that unnecessarily restrict constitutionally protected liberty." And in the margarine case, it said, "the proscriptions are so broad that even true, honest and nondeceiving comparative references to the dairy term 'butter' in informational

advertisements of the plaintiffs' products are criminal acts."

Accordingly, it said, "We conclude and hold that the proscriptions of [the state law] are more drastic and unreasonable than necessary" and are a "per se" violation of the plaintiffs' First Amendment rights.

Ratings, not contest, cause hypoing, says Broad Street

The problem of audience ratings distortion or "hypoing" is not in itself a problem, merely a symptom of another, according to Broad Street Communications Corp., a Riverside, Conn.-based broadcast and cable group owner.

In a statement filed ahead of the FCC's Nov. 28 deadline for comments in its hypoing proceeding, Broad Street said that hypoing problem lies not in the contests for station promotions but rather in the rating surveys that are conducted only a few times a year and then only for a limited time.

It suggested changing the process so that surveys "are taken on a continuous, year-round basis, with ratings results being released several times per year."

If this is done, Broad Street argued, then expensive, brief promotional activities "which cause short-term audience increases would no longer produce results which would justify their costs." The government should not regulate or prohibit such promotions because, Broad Street said, "there is nothing inherently wrong in conducting a contest or in advertising a station's presence."

The things the TV audience isn't ready for

CBS-TV clearance chief says advertisers can't afford to offend viewers with talk that's unsuited to mixed company

Feminine hygiene products, stereotyped portrayals and graphic descriptions tend to generate criticism of commercials, Jack E. Hinton, director of commercial clearance for CBS-TV, told the Eastern region meeting of the American Association of Advertising Agencies last week.

He said feminine hygiene products had been advertised on network television since January 1969 with "little or no objection" until this year, when complaints mounted. He speculated that "people began to react to advertising of this product category as the language became more descriptive and the products became more personal. Toward the end of 1974, we left the ambiguous commercial approach for feminine sprays and started talking specifically about feminine cleansing, odor absorbing, sanitary pads of various sizes and douching. Subjects that are still taboo in mixed company."

Also taboo on CBS, he suggested: "We continue to reject descriptive language that will conjure up uncalled-for mental images, and CBS stands alone in rejecting 'douché' advertising. We feel the word 'douché' would be offensive to a large segment of our viewing audience. Maybe we're wrong... Time will tell."

"I don't believe television is the advertising medium for intimate products such as creams for vaginal itching, rectal itching, ointments for crabs and body lice and who knows what else."

Even so, Mr. Hinton said, "we're now accepting copy lines and products which were unacceptable just a few years ago."

Advertisers, he cautioned, "cannot afford to offend the television audience. Lifebuoy's recent 'I smell clean' campaign drew a lot of viewer complaint. Likewise, viewers loudly protested the Alka Seltzer campaign featuring Salvador Dali painting what he envisioned as an upset stomach on a female dressed in a body stocking."

Mr. Hinton offered these examples of recent campaigns rejected by CBS-TV:

"A body lotion to be used when making love. And believe it or not, it comes in flavors."

"A woman touting a man's cologne that is strong, potent and long-lasting, just like he is."

"A Barbie doll who develops a bust when you crank her arm."

"Ball Busters—a game for the entire family. The object is to bust your opponent's balls."

"Stained dentures, dirty toilet bowls, intestinal tracts, scabs, open wounds, embarrassing bathroom odors that pop up, a home do-it-yourself gonorrhea test, and I could go on."

What's behind the decline?

Programing executives point fingers at many causes for new-season ills: schedules set late; productions cost-squeezed; no variety in formats

Executives in television programing and advertising are trying to explain why ratings have fallen off and adverse criticism has been rising in the 1975-76 network season. Their concern is accentuated with each assertion that this may be the worst season yet (a subject to which the *Los Angeles Times*, for example, devoted almost three pages on Nov. 16).

At this point, program quality seems to trouble more people in the business than does the decline in audience. There are no signs of advertiser defections. Here are the general topics that executives discussed in response to BROADCASTING's inquiries:

■ **The lead-time factor.** The producers of some prime-time shows say there is too little time between the date the networks set their schedules (around the first of May) and premiere week (early September) for the kind of careful production work that requires things such as script revisions, actors' rehearsals and the choosing of appropriate locations. As one example of the burdens on the creative people caused by the lack of time, Jacqueline Babbitt, the line producer of *Beacon Hill*, which CBS canceled late last month, said that the show didn't go into rehearsal until July 7 for the episode scheduled for airing on Sept. 2. "If we could have had until January before we went on the air," she said, "we might have been able to sort out the 19 characters" and deliver the kind of quality drama that CBS was touting in its press handouts. John Mitchell, the president of Columbia Pictures Television, is spearheading a drive to get the networks to set their schedules early in the spring and wait until late September or early October before inaugurating the season.

■ **Budgetary problems.** Peter Bardach, Foote, Cone & Belding's vice president and director of broadcasting, said: "The cost squeeze is causing production companies to cut corners, and that's affected the quality of series episodes." As a specific example, he cited NBC's *Columbo*, which he said that until this season was "one of the finest produced shows on the air." But now, he continued, "there's a lot of sloppiness—and you can chalk that up to the money crunch."

■ **The effect of the family hour.** Joel Segal, senior vice president in charge of the network TV/radio division of Ted Bates, said: "The shows in the 8-to-9 time period are softer than they ought to be, and that's because everybody's running scared over what should or shouldn't be allowed in the family hour."

"There's more pap in early evening this year than previously," said Richard Low,

Young & Rubican's senior vice president and director of programing and purchasing, because censorship of content has "cut down to a degree on the creativity" of the writers and directors of the 8-to-9-p.m. shows. With hard action out of bounds in the family hour, "the networks have had to sandwich too much violence between 9 and 11," said Don Mohr, a programing vice president at Needham, Harper & Steers. "The result is a glut of cop shows in post-family hour."

■ **Sameness of programing.** "There's too little variation in show types," said Howard Eaton, the senior vice president and broadcasting director of Ogilvy & Mather. This sameness could be one of the reasons for Mr. Eaton's conviction that the public has become "sluggish" about its TV viewing, a phenomenon that could be causing the 5% drop in homes using television. Early in September, just before the 1975-76 season began, Mr. Eaton continued, Ogilvy & Mather conducted an extensive telephone survey and discovered that only 22% of the sample were looking forward with "great interest" to the new fall shows, compared to 55% who had only "some interest" in the new series and another 22% displaying "no interest." (The remaining 1% answered, "Don't know.")

■ **Advertiser support.** George Simko, senior vice president and director of media management for Benton & Bowles, said there's a general advertiser perception that this prime-time season is one of the worst. That perception "could be having an effect on over-all investment in prime time," he continued, with "some advertisers saying, in effect, 'Before I spend my last couple of hundred thousand in television, I'll do something else with my money.'"

On the other hand, Marty Orlowsky, vice president and associate media director at Grey Advertising, said: "Some of our clients have assurances from the networks, so they can't get hurt if the HUT-level drop continues into the first quarter." But Mr. Low of Y & R said: "I don't sense any rush of dollars or any urgency on the part of my clients to get into the TV marketplace. But that's because of economic uncertainties rather than because of a lack of exciting programing."

After 10 weeks, three networks have worked close to ratings tie

ABC and CBS have both edged closer to first-place average ratings for the 1975-76 prime-time season to date, with only six-tenths of a rating point separating the three networks.

NBC leads in the Sept. 8-Nov. 16 Nielsen with an 18.8 rating; ABC and CBS are tied at 18.2.

For the tenth week alone (Nov. 10-16) ABC finished on top (for the second week in a row), with a 19.7 rating, followed by CBS's 19.3 and NBC's 18.0. Two high-rated specials were a factor in ABC's win. A Donnie and Marie Osmond musical variety hour rolled up a 23.6 rating and 38 share, which put their show in 10th place for the week and helped their chances of

landing a regular second-season berth. And "The Great Gatsby," something of a disappointment at the box office during its theatrical run, proved anything but disappointing in its ABC telecast when it chalked up a 22.3 rating and 40 share over its three-hour length (Sunday, Nov. 16, 9-12 p.m., NYT).

ABC formally canceled Paramount Television's *Barbary Coast* last week, but network sources said ABC's second-season schedule would not be ready until Tuesday (Nov. 25) at the earliest.

Family-viewing fire in his eye, Waxman heads for Macdonald subcommittee

Representative from Hollywood wants to probe allegation that FCC and network officials dealt a pat hand on programing

Representative Henry Waxman (D-Calif.), soon to be a member of the House Communications Subcommittee, said he has learned that the FCC "coerced" the networks into adopting the family-viewing plan. He said he learned that in a discussion with a former member of the FCC staff (he did not identify the individual) who was at the commission during the network-FCC summit that was the prologue to industry adoption of family viewing. "I was shocked at his revelation that the FCC officials and staff met with network executives and went over the TV schedule, program by program, expressing their degree of approval for each show and speculated on how shows might be changed to satisfy the new family-hour concept," he said.

The charge of that kind of commission involvement in the networks' programing has been denied. FCC Chairman Richard E. Wiley said he had already told the congressman his information was inaccurate. He said he gave "explicit instructions" to the staff engaged in talks with the networks "not to discuss programs."

The only person who has left the commission after participating in those talks is Barry Cole, who had served the agency as a consultant. Dr. Cole, who expects to be subpoenaed by attorneys for the television writers who are seeking a court order barring implementation of the family viewing concept, said he does not know Representative Waxman and had not discussed the matter with him. He also said the congressman's information was wrong. "We were very careful not to discuss programs," he said. At times, a network representative would raise a question about a program, he said. But, he added, "We'd say, 'that would be your decision, not ours.'"

Mr. Waxman said he and three other members of the House Commerce Committee, including Communications Subcommittee Chairman Torbert Macdonald

(D-Mass.) are planning to write FCC Chairman Richard Wiley to request any minutes, memoranda and other documents relating to family viewing.

(Actually, all members of the communications subcommittee were prepared last week to sign the letter. However, subcommittee staff members said the letter would not suggest any impropriety on the commission's part; rather, they said, the subcommittee is seeking material as background for the hearings on television sex and violence Representative Macdonald has said the subcommittee will hold in December or January.)

The congressman made these and other announcements in a press conference two weeks ago in his home district in Hollywood. He is in sympathy with the TV production community there that has filed a suit charging that family-viewing amounts to "severe prior censorship." Mr. Waxman said he thinks the FCC, the networks and the National Association of Broadcasters, the targets of the lawsuit, "conspired to impose censorship on TV programming without hearings or opportunity for protest by the industry or the public."

The family-viewing controversy is Representative Waxman's main reason for requesting a seat on the Communications Subcommittee. His request has been approved by both Commerce Committee Chairman Harley Staggers (D-W.Va.) and Mr. Macdonald. (Also, last week, Representative William Brodhead [D-Mich.] made a formal request to leave the subcommittee. He said he has overextended

himself and wants more time to devote to the Energy and Power Subcommittee, his chief interest [see page 55].

During his press conference, Mr. Waxman announced that he has made a formal request for hearings soon on family viewing. "I think it is imperative for our committee to determine the extent to which committees of Congress or members of Congress, acting as individuals, have made illegitimate attempts to dictate the content of TV shows," he said in a letter to Mr. Staggers. "Until the matter is resolved, the TV industry must operate in fear of violating unspecified and arbitrary standards."

In the lion's den: Wiley talks with Hollywood producers

FCC Chairman Richard E. Wiley last week told a Hollywood audience that it would be better if they didn't see too much of each other. The chairman's point, which met with a potentially glum reception from representatives of studios and syndicators, was that there are certain areas of broadcasting and television that are best left to the play of the marketplace.

There is a proper role for government regulation, he said, but it is where a clearly defined public interest is at stake. "Instead," he continued, "these pressures come from businessmen who are seeking to advance their own private economic interests and to gain commercial advantages which they had been unable to secure in the marketplace."

He declined to comment about the family-viewing controversy, explaining it is in litigation, although he did say later at a news conference that he felt that it was too early to determine whether or not it was serving its avowed purpose. And he insisted that the move was a voluntary effort on the part of the networks and the National Association of Broadcasters.

As to prime-time access, Mr. Wiley said he thought it needed more time to determine whether it would accomplish what the FCC wanted—more diversity of program sources. As to the rerun question, he felt that this was a marketplace decision although he said he voted for the inquiry—and he emphasized that it was an inquiry.

Mr. Wiley was in Los Angeles to preside that night (Nov. 19) at another in a series of regional meetings the commission has held with members of the public in cities around the country.

Hunt quitting AMPTP

Billy H. Hunt, executive vice president of the Association of Motion Picture and Television Producers, Los Angeles, has announced his resignation. Mr. Hunt, who has been in his present post since 1972, said he would stay for, at least six months

or until a successor is chosen. AMPTP has been wracked with dissension following the breakdown of negotiations with the International Alliance of Theatrical Stage Employees that saw Universal and Paramount individually come to terms with the union, after which others followed.

Lewine, NATAS to part next fall

**Cannon said interested in post;
academy reshuffles board makeup**

The National Academy of Television Arts and Sciences is in the market for a new president. The job pays an estimated \$50,000 or more a year.

An announcement issued following a New York meeting of the academy's board of trustees said Robert F. Lewine, president since 1969, had informed the board that he had decided not to continue as president after his term expires in September 1976. Highly placed sources reported, however, that the trustees had voted 18-14 not to renew his contract. The reason was not clear.

John Cannon, chairman of the board of trustees, was reported unofficially to be interested in attaining the presidency. But sources within the organization suggested that New York members of the board had been influential in the decision not to renew Mr. Lewine's contract and that Mr.



Lewine

Cannon, as a New Yorker, probably would be opposed by Hollywood's representatives on the board. One reason for such opposition, according to this speculation is that Mr. Cannon would probably move headquarters to New York.

The Hollywood and New York chapters have 10 members each on the board while all other chapters have a total of 12. But under a new apportionment plan Hollywood will get two new members, bringing its total to 12.

Mr. Lewine was vice president in charge of programming for ABC-TV and later for NBC-TV before taking the academy presidency six years ago. A screening commit-

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tee is being created by the academy's trustees to seek a successor and is expected to report by the time of the board's meeting next April.

Programing Briefs

'Tribune'-'Times' radio. *Chicago Tribune-New York Times News Syndicate*, in association with Keystone Broadcasting System, Chicago, is syndicating its leading columnists in 17 radio series made up of 90-second programs targeted for daily play. Shows are designed for merchandising tie-ins including advice and how-to books tailored for specific consumer markets. Among 17 columnists are economic commentator Eliot Janeway, conservative humorist Al Capp, and nutritionist Dr. Jean Mayer. In addition, pro basketball manager-coach Bill Russell is featured in human-interest commentaries. Cinema-Sound Ltd., New York is producing.

Old dog, new tricks. SFM Media Service Corp., New York, is distributing for barter 164 half-hour episodes of *Adventures of Rin Tin Tin* ("Closed Circuit," Oct. 13), which will return Jan. 19, 1976, on about 75 stations. Color wraparounds will update the b&w show, using James Brown, the original star, in live action takes, telling story to youngsters of 1976.

Filler. Bill Burrud Productions' syndication division, Los Angeles, announces first two sales of its "Wildlife-Adventure" library service to KING-TV Seattle and WCAU-TV Philadelphia. Series, aimed to aid stations fill unscheduled time after sports pickups, news conferences and like, consists of 78 half-hour episodes, each self-contained.

One for the road. Parts and Customer Service Division of Ford Motor Co. is sponsoring placement of 500,000 "Tune-Pike" radio guides in Howard Johnson's restaurants and motor lodges on highways between Chicago, New York and Washington. Guides feature listings of stations along those routes and station formats. Guide was produced by Logos Unlimited, Ypsilanti, Mich.

Emergency advice. Sixty-second public service TV announcement that demonstrates "Heimlich maneuver" as a means to prevent choking deaths from food and other objects lodged in throat is being offered by Aetna Life & Casualty. *Film librarian, Aetna Life & Casualty, 151 Farmington Avenue, Hartford, Conn. 06056.*

Lear thinks there should be a fourth

Producer Norman Lear hinted last week that he's interested in a fourth commercial TV network.

Speaking to the southern California chapter of American Women in Radio and Television, Mr. Lear mentioned his syndicated adult soap opera, *Mary Hartman*,



Instant confusion. A disputed pass play that officials called a touchdown cost the Washington Redskins a win over the St. Louis Cardinals on Nov. 16 and touched off a lingering controversy among the millions who saw it on CBS-TV. It also revived talk of instant-replay facilities for the use of officials in National Football League stadiums. In photo at left Mel Gray of the Cardinals handles the ball, defended by Pat Fischer of the Redskins. At right officials meet in huddle that lasted three minutes. The back judge, who was in the end zone where the action took place, called the pass incomplete. The head linesman and line judge ruled it a completion. The referee ruled with the majority. The touchdown, scored with 20 seconds left in the fourth quarter, tied the game and led to a sudden-death overtime that ended with a Cardinal place kick and a final score of 20-17.

Mary Hartman, and said that if it were successful, it is possible that he and other independent producers—and he mentioned Lorimar (*The Waltons*) and MTM Enterprises (*Mary Tyler Moore Show*)—might form a network in competition with the existing three.

Mr. Lear criticized the other three in his talk. He said one reason for the new season's disasters is that too many programs are based on research. "They take 40 people off the street, strap a counter to

their pulse and give them knobs to turn ... People don't watch TV that way," he said. TV executives, he said, are "way out of touch with the rest of the country" regarding programing.

Mr. Lear also said that he would like to see the time come when program producers compete with each other by having the networks limit the number of years a program remains on the schedule. "Better programs might come on the schedule if that practice were followed," he said.

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More urge less UHF separation

NAEB joins those advocating better receiver design; land mobile eyes added space

The FCC has received more pleas for revision of its UHF TV "taboo" table.

As did the Corporation for Public Broadcasting which filed earlier (BROADCASTING, Nov. 10), the National Association of Educational Broadcasters claimed that proper design of receivers "should largely eliminate the problem."

NAEB also stressed that elimination of taboos would not significantly increase the number of channels available. And urged the commission not to change spectrum allocations until further studies are completed.

The Land Mobile Communications Council, however, saw taboo elimination as a means for the commission to reallocate spectrum space "to meet the demands of the nonbroadcast interests."

The council cited the recommendation of a committee of the Canadian Radio Technical Planning Board that some of the UHF spectrum there be shared between TV, land mobile and land fixed services.

The National Association of Business And Education Radio Inc. had similar ideas: "More efficient utilization will mean less wasted spectrum which could be made available to meet the legitimate communications needs of other users."

Jerrold Oppenheim of the Legal Assistance Foundation of Chicago also supported abandonment of certain taboos. His claim was that all TV stations should be placed on the UHF band, and many more allocations be made to create small diversified stations.

The Association of Maximum Service Telecasters, however, earlier had told the commission not "to abolish the UHF taboos in expectation that receiver performance improvements will come..." It claimed that the taboos are as valid today as there were when instituted in 1951.

The Consumer Electronics Group of the Electronics Industries Association previously had warned against hasty action and said that economic and technical factors must be considered. "Any action taken without a sound technical basis could degrade UHF service on the more than 110 million receivers now in use" CEG-EIA said.

Technical Briefs

Earth works. Scientific Atlanta Inc., Atlanta, has introduced series 8300 FM single-channel-per-carrier equipment for use in satellite earth station facilities. Basic unit can be expanded to handle up to 400 duplex voice channels with one satellite transponder and can be operated on preassigned or demand assigned mode. Features include: synthesizer, tuned

modems, up and down converters, echo suppression and demand assignment multiple access.

Exclusive deal. Vari-L Co., Denver manufacturer of communications signal processing components, has been awarded \$2.3-million contract by Sparton of Canada Ltd., London, Ont., for production of frequency translator to be used in CATV tuning systems. Unit is part of cordless set to tap remote-controlled system that allows normal TV receiver to pickup 32 separate VHF channels. Under contract's terms, Vari-L will produce unit exclusively for Sparton.

Sold to Iran. RCA has received \$1 million plus order from National Iranian Radio and Television network to furnish two TV vans that will each employ two TKP-45 portable color TV cameras, TR-600 video tape recorder and switching and audio systems. Iranian network has also purchased six TR-600 video tape recorders and video IV character generator for installation in Tehran TV production center scheduled to open mid-1976.

Transmitter order. Harte-Hanks Inc., television and newspaper conglomerate, has placed \$370,000 order with Harris Corp., Quincy, Ill., for two BT-25L1 television transmitters to be used at KENS-TV San Antonio, Tex. Twenty-five kw low-band VHF transmitters will be used in alternate-main configuration and will be delivered June 1976.

Test gear. Comsonics Inc., Fayetteville, N.Y., has made available model ACM automatic channel monitor recorder for testing long-term AGC/ASC response versus time and temperature change for CATV channels. Unit can be used to conduct FCC-required signal-level measurements and recordings.

Lights. Connecticut International Corp., Windsor Locks, Conn., and ADB S.A. of Zaventem, Belgium, have formed ADB Inc., based in Newington, Conn., as joint venture to manufacture and market complete line of TV studio lighting and control systems. Herbert Carter is president and Harry Goormaghtigh is product manager of new manufacturing firm.

Detent delay

The FCC has given television manufacturers an extra year to meet the tuning-accuracy standard for detent or "click-stop" UHF tuners.

The previous deadline for achieving a tuning deviation for each UHF channel of plus-or-minus 1 mhz was July 1, 1976. The commission has agreed to accept the requests of Sarkes Tarzian, General Instrument Corp. and the Consumer Electronics Group of the Electronic Industries Association to extend the current plus-or-minus 2 mhz standard to July 1, 1977. The reason for the delay is that tuner manufacturers might not be able to supply enough

units with the required accuracy by July 1976, a point the commission had noted in 1973 when it set the deadlines.

Same treatment

The FCC has changed its mind about microwave towers and the National Environmental Policy Act. The rules adopted by the commission last year (BROADCASTING, Dec. 9, 1974) labeled microwave towers over 100 feet as "major facilities, but set the limit at 300 feet for all other towers. Information on major facilities must be submitted to the FCC along with applications for construction permits.

The action changed the microwave designation to 300 feet since, the commission said, "the rules were based on unwarranted assumptions and...the disparate treatment of microwave towers could not be justified."

OTP's request for more space from UHF draws broadcaster alarms

Broadcasters have voiced alarm over a new request for UHF spectrum space. The FCC inquiry into preparations for the World Administrative Radio Conference in 1979 brought remarks from the Association of Maximum Service Telecasters on a request from the Office of Telecommunications Policy requesting an additional 100 mhz allocation from 100-1215 mhz band. AMST said, "In the future... only UHF television can meet the American people's need for more television services."

In agreement with AMST was the Council for UHF Broadcasting, joined by the Public Broadcasting Service, the National Association of Broadcasters, the Association of Independent Television Stations and others. They pointed out that since most of the VHF spectrum is filled the only place for future TV channels is on UHF. "The commission," in preparing for the 1979 WARC "should assiduously resist efforts to encroach upon spectrum allocated to UHF broadcasting," they said.

AMST also suggested the commission develop comprehensive, quantitative frequency-use data.

Commenting on frequencies allocated for satellites, the National Cable Television Association said that since satellite distribution for cable systems is increasing, the commission should encourage both national and local two-way service via satellites. "Experimentation should be the byword for the cable industry," NCTA said.

Also concerned with satellites was GTE Services Corp. It was unhappy that satellites "must share frequencies above 40 ghz with terrestrial users." The advantages of satellites will be nullified if earth stations have to be moved from large cities to avoid interfering with other spectrum users, it said.

Study finds no real improvement in Presidents' news conferences

Journalism professor examines meetings with the press, finds them still manipulated by the White House, ill-used by grand-standing reporters

The presidential news conference may be thriving again after the dark days it endured during the Presidency of Richard Nixon, who never succeeded in hiding his distaste for meetings with the press. But, whether it is a 'good-hearted Ford or a buttoned-up Richard Nixon' who is involved, the news conference is the President's 'plaything,' producing 'news' in the form of 'presidential pronouncements that roll majestically onto the front pages—but not much insight.' Nor does television help—at least in the effort to penetrate to the truth.

Those are the conclusions that Professor Lewis W. Wolfson, of American University's Department of Communication, reached in a study he conducted for The National News Council. Professor Wolfson, a former newspaperman himself—he headed the Providence Journal's Washington Bureau for six years, spent four months interviewing present and former presidential news secretaries, White House correspondents and observers of the presidential-media relationship, as well as reading transcripts of the presidential news conferences that have been held.

Professor Wolfson found that President Ford had made a number of moves to accommodate the media—permitting follow-up questions in news conferences, holding more news conferences and even taking them on the road, where he apporitions the questions between local reporters and traveling White House correspondents.

And Professor Wolfson found, too, that news conferences are not easy for Presidents; they require considerable preparation. But, he says, the President controls them. Each of President Ford's moves to help the media, Professor Wolfson contends, 'also reflects the power that even an obliging President has to shape press relations and, especially, the press conference itself.'

'Above all, the President has television, with a power to command the networks,' Professor Wolfson says. He calls television 'the most important single development in press conferences since they began in the days of Woodrow Wilson.'

What's more, television is not the only problem. Professor Wolfson says a review of presidential news conference transcripts reveals a considerable unevenness in the

quality of question—and the President's responses. Reporters, he says, do better when they concentrate on specific issues—such as the President's pardon of former President Nixon or the Rockefeller Commission's report on the Central Intelligence Agency.

Professor Wolfson makes a number of suggestions for improving the media's performance in relation to the President. He says the media should press the President to hold a news conference at least once every two weeks, and that the public and the media should extract from presidential candidates a pledge to hold regular news conferences if elected. He also says presidential news conferences should be complemented by other exchanges with the President and White House officials.

But some of the recommendations involve a degree of cooperation among the White House reporters that most of them refuse to give. Professor Wolfson says the reporters should caucus before news conferences to prepare their questions, even to the point of inviting in outside experts to brief them and suggest questions.

However, as Professor Wolfson points out, White House reporters say the White House correspondents Association has only one main focus—organizing its annual dinner. When some White House reporters once attempted, in 1970, to deal with the problems posed by the dearth of presidential news conferences, many of their colleagues were, he notes, 'aghast.'

Buckley, Evans to battle AFTRA in another arena

NLRB will be asked to rule that requisite of union membership for employment abridges free speech

Conservative on-air commentators William F. Buckley and M. Stanton Evans—who have waged a battle to have compulsory American Federation of Television-Radio Artists dues declared illegal (BROADCASTING, Jan. 6.)—last week turned to the National Labor Relations Board for another form of relief.

This time, however, their goal is a declaratory order which would relieve them of compulsory AFTRA membership. Their attorney, C. Dickerman Williams, has contended that it is a violation of the National Labor Relations Act to require AFTRA membership, as a condition for broadcast employment. Mr. Williams said the union knows that a man cannot get a job without union membership and that requirement abridges free speech.

Joseph Rauh, attorney for AFTRA, however, called the request 'the most unheard of thing I've ever heard of.' He said that the union has consistently maintained that Messrs. Buckley and Evans 'have to be members—to the extent of paying dues.' And that, he said, is the only authority the union can have over the commentators. He said Mr. Buckley's real

motive is to 'get out of paying dues.'

Mr. Rauh also said that the request of a declaratory order was procedurally wrong. That point was taken up in a friend-of-the-court brief submitted by John C. Miller, acting general counsel of the board. He said the board should not handle the matter until he had been presented with the charge, investigated and determined that it warrants prosecution.

Newsires get stay of AT&T's new tariff

Court wants more time to study FCC decision in hi-lo rate case

Newswire services—and the broadcast stations and newspapers they serve—received an eleventh-hour reprieve from the effectiveness of a new AT&T tariff that the newswire services say would mean up to \$5 million more in costs for them each year.

The reprieve was in the form of a stay ordered by the U.S. Court of Appeals in Washington of the effectiveness of an FCC order resulting in the new rates. The court said the changes were to be held in abeyance until further orders—presumably, until the court acts on an appeal the newswire services have filed from the commission's action.

The court action was another in a series of developments in the effort of the newswire services to avoid paying higher rates for feeding information to their customers over teletype wires. Specifically at issue are rates for their use of Telpak end links.

That service has enabled newswire services to serve large numbers of subscribers at less cost than if they used voice-grade private line service under the so-called hi-lo tariff AT&T filed in November 1973. That tariff, the legality of which is being litigated before the commission, provides for lower rates for service to high-density areas and higher rates for service to low-density areas—a departure from the uniform nationwide mileage charge for the system that had been traditional.

Although the hi-lo issue remains unresolved, the commission in a Sept. 18 decision said the discrepancy in rates between those charged for Telpak end links and those charged under the hi-lo tariff was unlawful. It said the services involved are similar, and ordered AT&T to file new tariffs to remove the discrepancy.

The newswire services—AP, UPI, Dow Jones, Reuter Ltd., Commodity News Service—along with the American Newspaper Publishers Association and with the support of the National Association of Broadcasters—had asked the commission to delay the effectiveness of its order. But the commission on Oct. 31 refused.

Then, when AT&T filed a new tariff in compliance with the commission's order, AP, UPI, Reuters, Commodity News Service Inc. and ANPA petitioned the commission to delay the effectiveness of the rates for three months.

The commission on Tuesday—a day

before the tariff was to go into effect—rejected the petition. It said that the petitioners had put forward “no convincing reason” why they should be treated differently from other users of private line services that are subject to the rate increase.

But later that day the court stayed the effectiveness of the commission’s Sept. 18 order.

SDX cites dangers in equal time, fairness doctrine

The Society of Professional Journalists, Sigma Delta Chi, has adopted a resolution urging Congress to repeal Section 315 of the Communications Act, the equal-time provision, as a violation of the spirit of the First Amendment and the guarantee of free speech. The society, in convention in Philadelphia, Nov. 12-15, also criticized the fairness doctrine, warning that the doctrine could allow special-interest groups to dictate news coverage.

The resolutions were among 14 points adopted by the full convention following the recommendations of the resolutions committee.

Among other resolutions, SDX voted to support the National News Council, supporting the concept without endorsing the council’s specific procedures and actions;

decried the so-called gag rules, which prohibit coverage of trials by broadcast media; sought to improve access, specifically by broadcast and photographic means, to a variety of governmental meetings which are routinely restricted; called on the profession to eliminate sex bias in the newsroom; praised William Douglas, retired Supreme Court Justice; called on the State Department and the United Nations to make determinations about missing journalists in Indochina (five of whom are Americans, including some broadcasters); and cited Brazil and India as recent examples of countries suppressing press freedoms.

According to Chuck Novitz, manager of news syndication for ABC News, New York, and chairman of the SDX resolution committee, the convention set an attendance record of with more than 1,000 persons.

Journalism Briefs

Winners. Two broadcasters were among those honored with Uniroyal Tire Co.’s 1975 Highway Safety Journalism Awards. Larry Wilson, producer/reporter, WRC(AM)-WKYS(FM) Washington took radio prize for “Crackdown” series on Maryland’s strict enforcement of speeding laws. Jay Lewis, editorial director, WSFA-TV Montgomery, Ala., earned television award for traffic safety editorial series. Winners name journalism schools to receive \$1,000 scholarships in their names. Runners-up included Gene Strul, WCKT(TV) Miami, and Jack Norman, KOMO-TV Seattle.

Flying Dow to Rio. CBS News will open bureau in Rio de Janeiro in mid-December, marking first time in nine years that it has had its own news-gathering unit in Latin America. David Dow, reporter in CBS News, Los Angeles, has been promoted to correspondent and placed in charge of Rio bureau.

’75 in sound. AP is offering to radio stations its annual year-end program, *The World In Sound 1975*, which covers news highlights of year. Jim Wessel, AP broadcast executive, was supervisor of production for 56-minute show. Program is available on tape and on long-play disk.

Peek down the pike. Walter Cronkite, CBS News correspondent, addressing an American Women in Radio and Television luncheon in New York Nov. 13: “Why is there now no network news anchorwoman? There will be. I predict, not very far down the pike. There is not now because Chancellor, Reasoner and Cronkite have been around a lot longer than any eligible candidate and we are not about to give up our cushy jobs. I can promise equal consideration [to women] when the time comes. In case anybody misses my message, ‘down the road not too far away’ applies to the United States Presidency also.”

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Nobody likes Teleprompter’s copyright plan in first comments

Movie interests see inequities for cable and copyright owners; cable oppose principle of liability

The cable copyright proposal that Teleprompter introduced four weeks ago has come under heavy fire from motion picture producers and cable operators. The producers say the Teleprompter formula would result over-all in lower royalties than are now contemplated in legislation pending before Congress. The cable operators say the liability would be more than they want to bear.

The Teleprompter proposal would exempt systems from liability for local signals and network programs and would establish fees for distant signal carriage based on cable revenue, broadcaster program cost and share of the distant signals’ market represented by the cable carriage (BROADCASTING, Nov. 3).

In letters and lengthy filings sent to Representative Robert Kastenmeier’s (D-Wis.) Subcommittee on Courts, Civil Liberties and the Administration of Justice, the various parties faulted the Teleprompter plan.

The Motion Picture Association of America submitted a study by National Economic Research Associates Inc. asserting that under the Teleprompter plan the burden of copyright liability would be shifted from larger systems to smaller ones, making payments for some greater than they would be under the fee schedule in the present House bill (H.R. 2223). Analysis of two Teleprompter systems with roughly the same annual revenue levels (about \$150,000) showed that the one in Holly Hill, Fla., would become exempt from copyright liability, while the Portales, N.M., system would have to pay over \$3,000. Under the current bill, each system would pay about \$800 annually.

Furthermore the proposal would exempt a “substantial number” of systems altogether, claimed MPAA. Thirty-eight of Teleprompter’s own systems would escape copyright payments, with only 78 remaining liable, the movie association said. For Teleprompter that translates into an overall copyright reduction of 13% or \$136,393 in its initial payment. If the Teleprompter projection were extended to all cable systems, the 13% slice would effectively reduce initial copyright payments by \$1 million, said MPAA.

Additionally, MPAA declared, the proposal would introduce a “formidable administrative burden” for the FCC, which every three months would have to certify signals subject to copyright liability—a task that would assertedly require more



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than 14,000 individual determinations. Saddling the commission with the added responsibility of determining each signal's market share would require a new mandate for the FCC and therefore give the Senate Commerce Committee and the House Committee on Interstate and Foreign Committee jurisdiction over the copyright bill, as they oversee the commission, MPAAs contended.

In another filing, NBC pointed to many of the same inequities: a cable system in Carlsbad, N.M., which under the House bill is liable for about \$1,000 a year, would become liable for \$5,000 a year under the Teleprompter plan, NBC calculated. Teleprompter Manhattan, the third largest system in the country, would not "pay a penny" unless it imported distant signals, NBC said. NBC suggested a compromise of sorts to apply the bill's payment formula to systems with gross subscriber receipts under \$160,000. Bigger systems would pay a rate computed by multiplying gross subscriber receipts by the percentage of total network and broadcasting revenues spent on network and local station programming costs.

The Community Antenna Television Association saw "serious commissions" in the Teleprompter plan. To correct those problems, CATA proposed that "over and above the Teleprompter proposal" systems located outside the 35-mile zone of TV stations be exempt for any signals picked up.

The Ad Hoc Committee of Concerned Cable TV Operators for a Fair Copyright Law objected to the Teleprompter plan because it includes the "legislative fiction" that receiving and distributing a broadcast signal by CATV is a "performance." Problems with defining the "copyright owners' percentage share" and the need for the FCC to approve one single rating service to use in defining market share were also addressed.

The National Cable Television Association is still studying the Teleprompter plan.

Cable Briefs

Go West. Home Box Office Inc., pay cable program supplier, will open San Francisco office early next year. Donald E. Anderson, former director of government relations for National Cable Television Association and most recently manager of affiliate development at HBO headquarters in New York, will be Western regional manager.

Membership drive. National Cable Television Association, which had 1,328 member systems as of Oct. 31, is kicking off membership drive contest to run for next three months. Prizes, including tennis and golf trips, will be awarded to members who recruit largest number of subscribers in systems and those that recruit largest number of systems regardless of subscribers.

From Lamb to Comcast. Comcast Corp., multiple system operator, has purchased

cable TV systems in Michigan cities of Flint, Hillsdale and Jonesville from Lamb Communications Inc. Three systems total more than 22,000 subscribers and will increase Comcast's subscriber total by approximately 50%. Lamb, also in broadcasting, retains unbuilt franchises in Burton and Grand Blanc, both Michigan. Purchase price was not disclosed, but included both cash and 10-year 7% notes.

Franchise bought. Wometco Enterprises Inc., business conglomerate with both broadcast and cable TV interests, has purchased outstanding stock of Ultracom of Wilson Inc., CATV franchise holder in Wilson, N.C., for approximately \$50,000. Wometco plans to have system operational by spring 1976, serving city's 9,500 homes. Wometco owns other cable systems in North Carolina, as well as in New York, New Jersey, Louisiana, Oklahoma, Georgia, Mississippi and Freeport, Bahamas.

Statewide look. New York State Commission on Cable Television has initiated rulemaking inquiry into setting cable crossownership standards. Concern over trend towards consolidation of ownership in state prompted rulemaking, which commission will extend past confines of FCC rules that deal with cable-broadcast TV crossownership (BROADCASTING, Sept. 29). State commission will look at radio and newspaper ties with cable companies as well. Comments due Jan. 9, 1976; replies Jan. 30.

Pay TV software. Continental Communications Inc., Haddonfield, N.J., will offer pay TV programming in U.S. and Canada. Initial offerings include 1975 *International Cup Baseball Series*, featuring top amateur teams from U.S., Canada, Japan, Mexico, Colombia, Italy and South Korea, and history of the National Football League, including 26 one-hour shows. Other series scheduled for release are 13-episode *Great Moments in Women's Sports* (each half-hour program), and similar 13-episode series entitled *Great Moments in the National Basketball Association*. CCI plans to produce weekly pay-TV sports magazine called *Sportsbeat* in future.

Anaconda bows to FTC, will sell cable subsidiary

The Anaconda Co., New York, has agreed to divest itself of Systems Wire & Cable Inc., the fourth-ranked domestic producer of semiflexible coaxial cable, or to sell its assets within two years.

The consent agreement, accepted by the Federal Trade Commission, also places a 10-year prohibition on Anaconda from acquiring any manufacturer of that cable without prior FTC approval. Semiflexible coaxial cable has its primary use in the cable-television industry.

In September 1974, the FTC issued a complaint alleging that Anaconda's December 1972 acquisition of Phoenix-based Systems Wire & Cable may substantially lessen competition or create a monopoly. The company was acquired by Anaconda's subsidiary, Anaconda Wire and Cable Co., the sixth-ranking domestic producer.

Under FTC procedures, the consent agreement does not represent an admission of a violation by Anaconda. Public comments will be accepted until Jan. 2, 1976, and the FTC said it reserves the right to withdraw acceptance after further consideration.

HBO grabs more sports

Expanded pay cable coverage of live sports has been announced by Home Box Office, New York. HBO has signed an agreement with the National Basketball Association for showing selected home games of the Buffalo (N.Y.) Braves, the Golden State Warriors, and the Portland (Ore.) Trail Blazers. HBO also signed a three-year contract for broadcast and telecast of events from the Los Angeles Forum, including the Los Angeles Lakers basketball team, and the city's Kings hockey team. The Forum is principally owned by Jack Kent Cooke, principal owner of Teleprompter. HBO, which currently serves nearly 250,000 pay-TV subscribers, has been carrying home games of the New York Knickerbockers, New York Nets, Milwaukee Bucks and Boston Celtics.

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The Broadcasting Playlist™ Nov 24

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

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Island Girl (3:48) Elton John—MCA	1	1	1	1
2	2	Bad Blood (3:12) Neil Sedaka—Rocket	2	2	2	2
5	3	Who Loves You (4:04) Four Seasons—Curb/Warner	4	4	4	5
10	4	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	10	5	3	3
7	5	Miracles (3:25) Jefferson Starship—Grunt	9	3	9	4
6	6	Feelings (3:27) Morris Alpert—ABC	7	7	6	6
4	7	Lyin' Eyes (3:58) Eagles—Asylum	6	6	7	7
3	8	Games People Play (3:29) Spinners—Atlantic	8	9	8	8
8	9	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	5	12	5	10
9	10	The Way I Want to Touch You (2:35) Captain & Tennille—A & M	11	8	10	9
21	11	This Will Be (3:10) Natalie Cole—Capitol	3	10	12	11
11	12	Heat Wave (2:46) Linda Ronstadt—Asylum	12	11	11	12
17	13	Nights on Broadway (2:52) Bee Gees—RSO	14	13	14	14
20	14	Let's Do It Again (3:28) Staple Singers—Curtom	16	14	13	13
15	15	My Little Town (3:52) Simon & Garfunkel—Columbia	13	16	15	17
18	16	S.O.S. (3:22) Abba—Atlantic	15	17	18	16
12	17	Dance with Me (2:59) Orleans—Asylum	18	15	19	18
13	18	Low Rider (3:11) War—United Artists	17	18	17	19
19	19	Sky High (2:53) Jigsaw—Chelsea	19	19	16	15
25	20	It Only Takes a Minute (3:13) Tavares—Capitol	21	20	21	20
30	21	Saturday Night (2:56) Bay City Rollers—Arista	20	21	20	21
16	22	I'm Sorry (3:29) John Denver—RCA	27	22	23	22
14	23	Calypso (2:38) John Denver—RCA	22	26	22	30
33	24	Rocky (3:34) Austin Roberts—Private Stock	33	23	24	23
32	25	# 18 With a Bullet (3:30) Pete Wingfield—Island	23	25	26	25
28	26	Get Down Tonight (3:06) K.C. & Sunshine Band—TK Records	25	24	25	29
37	27	I'm on Fire (2:47) 5,000 Volts—Phillips	26	28	28	28
40	28	Theme from 'Mahogany' (3:19) Diana Ross—Motown	29	31	27	24
24	29	Do It Any Way You Wanna (3:15) Peoples Choice—TSOP	28	27	30	31
22	30	Lady Blue (3:28) Leon Russell—Shelter	30	30	29	32
36	31	Walk Away from Love (3:18) David Ruffin—Motown	31	29	31	27
27	32	I Only Have Eyes for You (3:30) Art Garfunkel—Columbia	24	34	33	39
26	33	Fame (3:30) Davie Bowie—RCA	35	32	32	33
34	34	Our Day Will Come (3:58) Frankie Valli—Private Stock	34	35	36	36
39	35	I Want to Do Something Freaky to You (3:35) Leon Haywood—20th Century	32	37	37	38
—	36	I Love Music (3:37) O'Jays—Philadelphia International	38	33	40	34
46	37	Rock Show (3:39) Paul McCartney & Wings—Capitol	40	36	35	35

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
49	38	Fox on the Run (3:24) Sweet—Capitol	36	41	34	37
38	39	Love Roller Coaster (2:52) Ohio Players—Mercury	42	39	38	26
44	40	Last Game of the Season (3:30) David Geddes—Big Tree	37	38	39	40
—	41	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	39	46	43	*
31	42	Rhinestone Cowboy (3:18) Glen Campbell—Capitol	*	40	*	41
—	43	Rock & Roll All Night (3:20) Kiss—Casablanca	*	42	48	42
35	44	Operator (3:09) Manhattan Transfer—Atlantic	47	49	45	47
29	45	Ballroom Blitz (3:17) Sweet—Capitol	*	*	42	44
—	46	I Write the Songs (3:39) Barry Manilow—Arista	48	*	44	45
42	47	Something Better to Do (3:16) Olivia Newton-John—MCA	43	50	49	*
—	48	Country Boy (3:05) Glen Campbell—Capitol	45	47	50	*
47	49	Could It Be Magic (3:37) Barry Manilow—Arista	*	45	*	48
—	50	Secret Love (3:35) Freddie Fender—ABC/Dot	41	48	*	*

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	Secret Love (3:35) Freddie Fender—ABC/Dot	1	1	1	1
1	2	Love Put a Song in My Heart (2:45) Johnny Rodriguez—Mercury	3	2	2	3
9	3	Easy As Pie (2:58) Billy "Crash" Craddock—ABC/Dot	2	3	3	2
4	4	All in the Movies (3:15) Merle Haggard—Capitol	12	4	4	4
5	5	All Over Me (2:50) Charlie Rich—Epic	4	10	8	5
—	6	Warm Side of You (2:45) Freddie Hart—Capitol	5	6	9	10
7	7	I Like Beer (2:52) Tom T. Hall—Mercury	7	11	7	9
10	8	We Used to (3:10) Dolly Parton—RCA	10	8	6	11
—	9	Jason's Farm (3:29) Cal Smith—MCA	11	7	10	6
12	10	Where Love Begins (3:00) Gene Watson—Capitol	6	9	12	7
3	11	Are You Sure Hank Done It This Way (2:53) Waylon Jennings—RCA	8	15	5	13
13	12	Love Is a Rose (2:44) Linda Ronstadt—Asylum	9	5	11	17
19	13	From Woman to Woman (2:17) Tommy Overstreet—ABC/Dot	15	16	13	12
17	14	San Antonio Stroll (2:45) Tanya Tucker—MCA	14	21	14	15
6	15	Rocky (3:38) Dickie Lee—RCA	20	12	17	8
14	16	(Turn Out the Light and) (2:18) Love Me Tonight Don Williams—Dot	18	14	18	18
21	17	I Should Have Married You (3:10) Eddie Rabbitt—Elektra	17	18	16	22
15	18	I'm Sorry (3:29) John Denver—RCA	19	20	15	19
18	19	You Ring My Bell (2:40) Ray Griff—Capitol	21	17	20	14
8	20	What's Happened to Blue Eyes (2:17) Jessi Colter—Capitol	22	13	21	23
16	21	Billy Get Me a Woman (2:28) Joe Stampley—Epic	13	25	19	21
23	22	Western Man (2:47) Lacosta—Capitol	16	23	22	20
—	23	All American Man (2:50) Johnny Paycheck—Epic	25	19	*	16
24	24	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	23	22	25	*
20	25	Don't Cry Joni (2:10) Conway Twitty—MCA	24	24	24	24

Broadcasting's index of 134 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Nov. 19	Closing Wed. Nov. 12	Net change in week	% change in week	1974-75		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ABC	ABC	N	20 1/2	22	- 1 1/2	- 6.81	28 3/8	12 3/8	8	17,187	352,333
CAPITAL CITIES	CCB	N	41 1/4	39 1/2	+ 1 3/4	+ 4.43	43 1/2	19 1/2	14	7,208	297,330
CBS	CBS	N	43 7/8	46	- 2 1/8	- 4.61	53 1/8	20 1/8	11	28,313	1,242,232
CONCERT NETWORK*	O		1/4	1/4		.00	7/8	1/8		2,200	550
COX	COX	N	25	24 3/8	+ 5/8	+ 2.56	26 1/2	9 3/8	13	5,812	145,300
GROSS TELECASTING	GGG	A	10	10 1/8	- 1/8	- 1.23	13 5/8	6 3/8	7	800	8,000
LIN	LINB	O	7 5/8	7 1/4	+ 3/8	+ 5.17	9 1/8	2	8	2,382	18,162
MOONEY	MOON	O	2 1/4	2 1/4		.00	3 5/8	1	6	385	866
RAHALL	RAHL	O	5 1/2	5 1/2		.00	6 1/4	1 3/4	11	1,297	7,133
SCRIPPS-HOWARD	SCRP	O	20 1/2	20	+ 1/2	+ 2.50	22	13 1/2	7	2,589	53,074
STARR*	SBG	M	2 7/8	2 7/8		.00	9	2 7/8	3	1,091	3,136
STORER	SBK	N	16 1/4	15 3/8	+ 7/8	+ 5.69	20 5/8	10 7/8	8	4,571	74,278
TAFT	TFB	N	20 3/8	20 1/8	+ 1/4	+ 1.24	27 1/4	10 3/4	7	4,042	82,355
WOODS COMM.*	O		1/2	1/2		.00	1 1/4	1/4	4	292	146
TOTAL										78,169	2,284,895

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	1 5/8	1 3/4	- 1/8	- 7.14	2 1/2	3/4	10	1,248	2,028
AVCO	AV	N	5 1/2	5 3/4	- 1/4	- 4.34	8 7/8	2 1/8	2	11,481	63,145
BARTLETT MEDIA	BMC	A	5/8	5/8		.00	2 3/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	4 3/4	5 1/8	- 3/8	- 7.31	7 1/2	3 1/2	23	2,403	11,414
CAMPTOWN IND.*	O		1/8	1/8		.00	7/8	1/8	2	1,138	142
CHRIS-CRAFT	CCN	N	5	5 1/2	- 1/2	- 9.09	6 1/2	1 1/2	19	4,164	20,820
COMBINED COMM.	CCA	N	9	9 3/8	- 3/8	- 4.00	16 1/8	5 1/8	6	4,673	42,057
COWLES	CWL	N	7 1/8	7 1/4	- 1/8	- 1.72	8 7/8	3 7/8	6	3,969	28,279
DUN & BRADSTREET	DNB	N	29 3/4	29 1/8	+ 5/8	+ 2.14	36	14 5/8	20	26,520	788,970
FAIRCHILD IND.	FEN	N	6	6 3/8	- 3/8	- 5.88	8 3/4	3 3/4	5	4,550	27,300
FUQUA	FOA	N	5	4 1/2	+ 1/2	+ 11.11	10 3/4	3 1/8	8	8,086	40,430
GANNETT CO.	GCI	N	36	36 3/4	- 3/4	- 2.04	38 1/2	20 1/2	22	21,108	759,888
GENERAL TIRE	GY	N	15 3/4	16 1/2	- 3/4	- 4.54	18 1/4	10 1/4	5	21,523	338,987
GLOBETROTTER	GLBTA	O	1 3/8	1 5/8	- 1/4	- 15.38	4 3/4	7/8	7	2,783	3,826
GRAY COMMUN.	O		6 1/2	6 1/2		.00	8 1/2	5	5	475	3,087
HARTE-HANKS	HHN	N	19 1/4	17 3/4	+ 1 1/2	+ 8.45	20 1/2	6	12	4,369	84,103
JEFFERSON-PILOT	JP	N	31 1/2	35 1/2	- 4	- 11.26	38 1/4	20 1/2	13	24,066	758,079
KAISER INDUSTRIES	KI	A	7 5/8	8 1/8	- 1/2	- 6.15	11 3/8	4 1/4	4	27,575	210,259
KANSAS STATE NET.	KSN	O	3 1/2	3 5/8	- 1/8	- 3.44	4 1/8	2 3/4	6	1,815	6,352
KINGSTIP	KTP	A	6	6 1/4	- 1/4	- 4.00	7	1 1/2	11	1,154	6,924
KNIGHT-RIDDER	KRN	N	28	29	- 1	- 3.44	32 3/4	9 1/4	18	8,305	232,540
LAMB COMMUN.*	P		1 1/4	1 1/4		.00	1 1/4	1 1/8	25	475	593
LEE ENTERPRISES	LNT	A	20 1/8	19 1/4	+ 7/8	+ 4.54	20 1/8	10 3/4	11	3,352	67,459
LIBERTY	LC	N	10 1/4	10 5/8	- 3/8	- 3.52	15 5/8	7 1/8	5	6,762	69,310
MCGRAW-HILL	MHP	N	13	13 1/2	- 1/2	- 3.70	13 1/2	5 1/2	11	24,569	319,397
MEDIA GENERAL	MEG	A	14 5/8	13 3/4	+ 7/8	+ 6.36	32 3/4	13 1/2	5	3,604	52,708
MEREDITH	MOP	N	11 1/2	10 1/4	+ 1 1/4	+ 12.19	13 3/8	8	5	3,041	34,971
METROMEDIA	MET	N	16	15 7/8	+ 1/8	+ .78	16	4 1/2	12	6,553	104,848
MULTIMEDIA	MMEO	O	12	11 3/4	+ 1/4	+ 2.12	14 1/4	8 3/4	8	4,389	52,668
NEW YORK TIMES CO.	NYKA	A	11 1/4	11 5/8	- 3/8	- 3.22	14 1/2	6 3/4	7	10,938	123,052
OUTLET CO.	OTU	N	14 1/2	14 3/4	- 1/4	- 1.69	62	7	5	1,387	20,111
POST CORP.	POST	O	8	8		.00	16 1/2	4 3/4	32	870	6,960
PSA	PSA	N	6	4 1/8	+ 1 7/8	+ 45.45	10	1 1/2	12	3,181	19,086
REEVES TELECOM	RBT	A	1 3/8	1 3/8		.00	3	5/8	6	2,376	3,267
ROLLINS	ROL	N	22 5/8	23 5/8	- 1	- 4.23	23 5/8	6 1/2	16	13,404	303,265
RUST CRAFT	RUS	A	6	7	- 1	- 14.28	10 1/4	5 1/8	4	2,328	13,968
SAN JUAN RACING	SJR	N	7 3/4	7 3/4		.00	13 3/8	5 1/2	6	2,509	19,444
SCHERING-PLOUGH	SGP	N	55 5/8	54 1/2	+ 1 1/8	+ 2.06	74 3/8	44 3/4	24	53,938	3,000,301
SONDERLING	SDB	A	6 7/8	6 3/4	+ 1/8	+ 1.85	10	3 1/2	5	727	4,998
TECHNICAL OPERATIONS	TO	A	2 7/8	2 7/8		.00	6 3/4	2 3/8	3	1,344	3,864
TIMES MIRROR CO.	TMC	N	18 3/4	18	+ 3/4	+ 4.16	19 1/2	9 1/4	11	33,814	634,012
WASHINGTON POST CO.	WPO	A	20 3/4	20 3/8	+ 3/8	+ 1.84	28 3/4	14 3/4	7	4,751	98,583
WOMETCO	WOM	N	13 3/4	13 5/8	+ 1/8	+ .91	16 7/8	6 1/4	9	5,775	79,406
TOTAL										373,749	8,462,311

Cablecasting

AMECO**	ACO	O	1/2	3/8	+ 1/8	+ 33.33	1 7/8	1/8		1,200	600
AMER. ELECT. LABS	AELBA	O	3/4	7/8	- 1/8	- 14.28	2 1/8	1/2	6	1,672	1,254
AMERICAN TV & COMM.	AMTV	O	14 1/4	14 1/4		.00	19 1/4	5 1/2	25	3,304	47,082
ATHENA COMM.** *	O		1/4	1	- 3/4	- 75.00	3 1/2	1/8		2,125	531
BURNUP & SIMS	BSIM	O	4 3/8	4 1/4	+ 1/8	+ 2.94	24 1/8	2 1/2	8	8,390	36,706
CABLECOM-GENERAL	CCG	A	5 1/4	5	+ 1/4	+ 5.00	7 1/4	1 1/2	10	2,560	13,440
CABLE FUNDING	CFUN	O	5 1/2	5 1/2		.00	7 3/8	3 7/8	138	1,121	6,165
CABLE INFO.	O		1/4	1/2	- 1/4	- 50.00	1 1/4	1/8	1	663	165
COMCAST	O		1 7/8	2	- 1/8	- 6.25	3 1/4	3/4	8	1,708	3,202
COMMUNICATIONS PROP.	COMU	O	1 3/4	1 7/8	- 1/8	- 6.66	3 1/2	1	11	4,761	8,331
COX CABLE	CXC	A	14	13 1/2	+ 1/2	+ 3.70	15 7/8	3 3/4	22	3,560	49,840
ENTRON	ENT	O	1 1/2	3/4	+ 3/4	+ 100.00	1 1/2	3/8	11	1,358	2,037
GENERAL INSTRUMENT	GRI	N	7 3/4	8 1/8	- 3/8	- 4.61	17 1/8	5/8	5	7,201	55,807
GENERAL TV	O		1/2	5/8	- 1/8	- 20.00	1 1/2	1/4	25	1,000	500
SCIENTIFIC-ATLANTA	SFA	A	13 3/4	14 1/4	- 1/2	- 3.50	18 7/8	4	12	1,017	13,983
TELE-COMMUNICATION	TCOM	O	2 1/4	2 1/4		.00	6 3/8	7/8	1	5,181	11,657
TELEPROMPTER	TP	N	4 7/8	5 3/8	- 1/2	- 9.30	9	1 3/8	11	16,604	80,944
TIME INC.	TL	N	59	58	+ 1	+ 1.72	59 1/4	24 7/8	12	9,960	587,640
TOCOM	TOCM	O	1 7/8	1 3/4	+ 1/8	+ 7.14	4 7/8	1 3/4	4	617	1,156

	Stock symbol	Exch.	Closing Wed. Nov. 19	Closing Wed. Nov. 12		Net change in week	% change in week	1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
UA-COLUMBIA CABLE	UACC	O	8 1/4	8 3/4	-	1/2	-	5.71	12 3/4	3 3/4	12	1,714	14,140
UNITED CABLE TV	UCTV	O	1 7/8	1 7/8	-			.00	4 5/8	1/4	4	1,879	3,523
VIACOM	VIA	N	7 1/4	8	-	3/4	-	9.37	9 1/4	2 5/8	10	3,665	26,571
VIKOA**	VIK	A	1	1 1/4	-	1/4	-	20.00	4	1/2	1	2,534	2,534
TOTAL											83,794	967,808	
Programing													
COLUMBIA PICTURES	CPS	N	5 3/8	6	-	5/8	-	10.41	9 1/2	1 5/8	21	6,748	36,270
DISNEY	DIS	N	50 7/8	52 1/4	-	1 3/8	-	2.63	54 3/4	18 3/4	28	29,755	1,513,785
FILMWAYS	FWY	A	5	5 1/8	-	1/8	-	2.43	6 1/8	2 1/8	6	1,792	8,960
FOUR STAR			1/4	1/4	-			.00	1 3/8	1/8		666	166
GULF + WESTERN	GW	N	21 3/8	21 5/8	-	1/4	-	1.15	42 1/2	18 3/8	3	14,470	309,296
MCA	MCA	N	67 1/2	69 1/2	-	2	-	2.87	86 7/8	19 1/4	9	8,478	572,265
MGM	MGM	N	14 3/8	14 5/8	-	1/4	-	1.70	32 1/2	9 1/4	6	12,180	175,087
TELE-TAPE** *		O	1/4	1/4	-			.00	3/4	1/8		2,190	547
TELETRONICS INTL.		O	4 5/8	4 5/8	-			.00	5 3/4	1 1/4	10	943	4,361
TRANSAMERICA	TA	N	8 1/2	12 1/2	-	4	-	32.00	12 1/2	5 1/2	13	64,945	552,032
20TH CENTURY-FOX	TF	N	12 1/4	12 7/8	-	5/8	-	4.85	14 7/8	4 1/2	12	7,547	92,450
WALTER READE**	WALT	O	3/8	3/8	-			.00	1/2	1/8		4,296	1,611
WARNER	WCI	N	17 7/8	19 1/2	-	1 5/8	-	8.33	20 7/8	6 7/8	7	16,718	298,834
WRATHER	WCO	A	3 7/8	3 3/8	+	1/2	+	14.81	8 1/8	1 1/4	7	2,229	8,637
TOTAL											172,957	3,574,301	
Service													
BBD INC.	BBD	O	16 1/4	15 3/4	+	1/2	+	3.17	17 1/2	9 7/8	7	2,513	40,836
COMSAT	CO	N	31 3/8	35	-	3 5/8	-	10.35	46	23 3/4	7	10,000	313,750
DOYLE DANE BERNRACH	DOYL	O	9	8 7/8	+	1/8	+	1.40	11 7/8	5 5/8	5	1,816	16,344
ELKINS INSTITUTE** *	ELKN	O	1/8	1/8	-			.00	5/8	1/8		1,897	237
FOOTE CONE & BELOING	FCB	N	10	9 7/8	+	1/8	+	1.26	11 1/4	5 3/8	7	2,121	21,210
GREY ADVERTISING	GREY	O	7 1/4	7	+	1/4	+	3.57	8 3/8	1	4	1,213	8,794
INTERPUBLIC GROUP	IPG	N	17 1/2	17 1/4	+	1/4	+	1.44	19	8 1/8	6	2,249	39,357
MARVIN JOSEPHSON	MRVN	O	7	6 3/4	+	1/4	+	3.70	9 3/4	3 1/4	5	2,030	14,210
MCI COMMUNICATIONS	MCIC	O	1 1/4	1 7/8	-	5/8	-	33.33	6 1/2	1		13,339	16,673
MOVIELAB	MOV	A	1 1/4	1 3/8	-	1/8	-	9.09	1 3/4	1/2	7	1,407	1,758
MPD VIDEOTRONICS	MPD	A	3 5/8	3 3/8	+	1/4	+	7.40	4	1	20	537	1,946
NEEDHAM. HARPER	NDHMA	O	5	5 1/4	-	1/4	-	4.76	7 1/2	3 5/8	7	853	4,265
A. C. NIELSEN	NIELB	D	20 1/2	21 3/4	-	1 1/4	-	5.74	28	7 3/8	19	10,598	217,259
OGILVY & MATHER	OGIL	O	17 3/4	19	-	1 1/4	-	6.57	23 1/2	10	6	1,805	32,038
J. WALTER THOMPSON	JWT	N	7 7/8	7 5/8	+	1/4	+	3.27	12	4 1/4	11	2,649	20,860
UNIVERSAL COMM.*		O	1/4	1/4	-			.00	3/4	1/8		715	178
TOTAL											55,742	749,715	
Electronics/Manufacturing													
AMPEX	APX	N	5 1/4	5 3/4	-	1/2	-	8.69	8 3/8	2 1/4	5	10,885	57,146
CCA ELECTRONICS*	CCAE	O	1/8	1/8	-			.00	1 1/8	1/8		881	110
CETEC	CEC	A	1 1/2	1 1/2	-			.00	2 1/8	1	7	2,319	3,478
COHU, INC.	COH	A	2 3/4	2 1/4	+	1/2	+	22.22	3 7/8	1 1/4	31	1,617	4,446
CONRAC	CAX	N	29 1/4	24 3/4	+	4 1/2	+	18.18	29 1/4	10	13	1,278	37,381
EASTMAN KODAK	EASKD	N	106 1/4	107 5/8	-	1 3/8	-	1.27	108 3/4	63	27	161,347	17,143,118
GENERAL ELECTRIC	GE	N	48 1/2	49 1/2	-	1	-	2.02	65	30	16	182,885	8,869,922
HARRIS CORP.	HRS	N	31 1/4	32	-	3/4	-	2.34	33 1/2	13 1/8	21	6,160	192,500
HARVEL INDUSTRIES*	HARV	D	5	5	-			.00	9	2 1/2	31	480	2,400
INTERNATIONAL VIDEO	IVCP	O	2 1/2	1 7/8	+	5/8	+	33.33	7 1/2	1 1/4	5	2,730	6,825
MICROWAVE ASSOC. INC	MAI	N	15 1/8	16	-	7/8	-	5.46	26 7/8	9 3/4	7	1,320	19,965
3M	MMM	N	60 1/4	60 1/8	+	1/8	+	.20	80 1/2	7 5/8	30	114,240	6,882,960
MOTOROLA	MOT	N	41 5/8	42 7/8	-	1 1/4	-	2.91	61 7/8	34 1/8	19	28,198	1,173,741
N. AMERICAN PHILIPS	NPH	N	20 3/4	19 7/8	+	7/8	+	4.40	24 1/4	11 1/4	10	12,033	249,684
OAK INDUSTRIES	OEN	N	7	7	-			.00	12 7/8	5 1/4	3	1,639	11,473
RCA	RCA	N	19 1/4	19 7/8	-	5/8	-	3.14	21 1/2	9 7/8	15	74,547	1,435,029
ROCKWELL INTL.	ROK	N	22 7/8	22 5/8	+	1/4	+	1.10	28 3/8	18 3/8	7	30,913	707,134
RSC INDUSTRIES	RSC	A	1 1/2	1 1/2	-			.00	2 1/4	1/2	5	3,440	5,160
SONY CORP.	SNE	N	10	10 5/8	-	5/8	-	5.88	29 7/8	4 3/4	26	172,500	1,725,000
TEKTRONIX	TEK	N	42 5/8	42 1/2	+	1/8	+	.29	47 3/4	18 1/2	15	8,671	369,601
TELEMATION	TIMT	O	1	3/4	+	1/4	+	33.33	2 3/4	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	12 3/4	13 3/4	-	1	-	7.27	17 3/4	6	12	6,838	87,184
WESTINGHOUSE	WX	N	10 7/8	12 1/4	-	1 3/8	-	11.22	26	8 1/2	30	87,024	946,386
ZENITH	ZE	N	23 7/8	25 7/8	-	2	-	7.72	31 5/8	10	99	18,797	448,778
TOTAL											931,792	40,380,471	
GRAND TOTAL											1,696,203	56,419,501	

Standard & poor's Industrial Average 100.7 102.2 -1.5

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

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

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

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

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

Company	Period/Ended	CURRENT AND CHANGE				YEAR EARLIER			
		Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
ABC.....	9 mo. 9/30	742,896,000	+ 8.04%	21,049,000	+54.1%	1.22	687,587,000	38,854,000	2.31
John Blair & Co.....	9 mo. 9/30	59,798,000	- 2.2%	1,215,000	-	.51	61,087,000	(60,000)	.02
CBS.....	9 mo. 9/30	1,364,145,000	+ 9.1%	87,235,000	+14.6%	3.05	1,250,074,000	76,103,000	2.66
CETEC Corp.....	39 wks. 9/30	25,550,000	7.2%	335,000	-39.3%	.14	25,247,000	548,000	.23
Cris-Craft Industries.....	year 8/31	61,150,000	- 5.3%	(3,100,000)	-	1.02	64,510,000	(479,000)	-.39
Columbia Pictures.....	13 wks. 9/28	91,183,000	+24.1%	2,734,000	+ 2.48%	.33	73,443,000	778,000	.10
Comcast Corporation.....	9 mo. 9/30	6,326,124	+14.4%	362,630	+26.4%	.21	5,530,553	286,787	.17
Cowles Communications.....	9 mo. 9/30	34,813,000	+21.2%	2,209,000	- 7.5%	8.77	28,724,000	2,389,000	7.24
Walt Disney Productions.....	year (9/30)	520,006,000	+21%	61,741,000	+27.2%	2.06	429,889,000	48,527,000	1.63
Fairchild Industries.....	9 mo. 9/30	161,968,000	-15.8%	2,003,000	-59.1%	.44	192,250,000	4,894,000	1.07
Foots, Cone & Belding.....	9 mo. 9/30	41,446,000	+13.1%	2,299,000	+249.3%	1.08	36,658,000	658,000	.32
International Video Corp.....	3 mo. 10/31	6,819,000	- 6.1%	114,000	+37.3%	.04	7,263,000	83,000	.03
Jefferson-Pilot Corporation.....	9 mo. 9/30	347,901,609	+ 8.4%	41,368,689	- 2.4%	1.72	320,842,351	42,378,900	1.75
Kaiser Industries.....	9 mo. 9/30	781,567,000	+14.4%	65,214,000	+34%	2.31	683,170,000	48,631,000	1.74
Liberty Corp.....	9 mo. 9/30	107,136,000	+ 3.4%	11,167,000	- 9%	1.64	103,598,000	11,263,000	1.47
Movielab.....	39 wks. 9/27	16,976,503	+ 9.5%	401,551	+70.6%	.29	15,496,717	235,404	.17
McGraw Hill.....	9 mo. 9/30	384,159,000	+ 5.1%	21,948,000	+12.1%	.89	365,389,000	19,574,000	.78
Needham, Harper & Steers.....	9 mo. (9/30)	21,810,000	- 1.8%	266,000	-50.8%	.32	22,204,000	540,000	.59
A.C. Nielsen Co.....	year (8/31)	201,716,532	+20.4%	13,205,156	+20.3%	1.25	167,486,777	10,970,177	1.03
Ogilvy & Mather.....	9 mo. 9/30	68,509,827	+42.4%	2,705,901	-14.9%	1.47	60,954,252	3,179,443	1.74
PSA Inc.....	9 mo. 9/30	113,755,000	+ 7.9%	7,574,000	+153.4%	2.38	105,400,000	2,988,000	.94
Scientific-Atlanta.....	3 mo. 9/30	9,192,000	+34.7%	353,000	+47.7%	.32	6,825,000	293,000	.23
Starr Broadcasting.....	year 6/30	29,924,000	+ 6.5%	(2,103,000) ¹	-	-1.78	28,075,000	1,378,000	1.26
Sonderling Broadcasting Corporation..	9 mo. 9/30	19,090,000	+10.6%	1,159,000	+20.1%	1.50	17,261,000	965,000	1.20
Teleprompter.....	9 mo. 9/30	73,343,000	+18.7%	(3,576,000)	-	(.22)	61,820,000	(5,093,100)	(.31)
Tektronix.....	3 mo. 8/24	74,858,000	+ 2.7%	5,760,000	+ 8.5%	.66	72,840,000	5,310,000	.61
Times Mirror.....	40 wks. 10/5	589,182,000	+ 4.1%	35,076,000	-23.2%	1.04	565,788,000	45,671,000	1.35
Tocom Inc.....	3 mo. 9/30	620,000	-33.4%	65,790	+ 4.0%	.11	930,728	63,243	.10
United Cable TV Corp.....	3 mo. 8/31	3,622,000	+49.8%	(530,000)	-	(.28)	2,417,000	6,000	.00
Wrather Corp.....	9 mo. 9/30	15,248,000	+ 1.4%	744,000	-	.33	15,045,000	(6,742,000)	(3.02)
Zenith.....	9 mo. 9/30	647,100,000	- 2%	14,300,000	+217.8%	.76	648,500,000	4,500,000	.24

¹Includes writedown in value of one of company's wholly owned subsidiaries.

*Change too great to be meaningful.

Fates & Fortunes®

Media



Saunders

James G. Saunders, VP/general manager, WLVI-TV Boston, named VP, business affairs, Cosmos Broadcasting Corp., Columbia, S.C.

Verl Wheeler, sales manager, WUBE-AM-FM Cincinnati, named general manager.

Gordon Towne, general manager, WCOA(AM)-WJLQ(FM)

Pensacola, Fla., named VP, Summit Communications Inc., Winston-Salem, N.C., parent company.

Robert F. Adams, broadcast management consultant, New York, named manager, KOH(AM) Reno.

Jules Blum, general manager, WJW(AM) Cleveland, named to same position, WANR(AM) Toledo, Ohio, formerly WTUU(AM).

Charles Kent, attorney, ABC New York,

named assistant general attorney, ABC-Owned Stations.

Leonard M. Roos, associate contracts director, West Coast, ABC-TV, Los Angeles, named contracts director, succeeded by **Darlene Lancer**, program attorney, ABC Entertainment, there.

Ronald Bryant, sales manager, KKNG(FM) Tulsa, Okla., named station manager, KWEN(FM) there. He succeeds **Edward Monray**, now in ownership of KTMC(AM) McAlester, Okla.

Gordon Sclar, promotion manager, WOKR(TV) Rochester, N.Y., named to same position, WKBD-TV Detroit.

Frank J. Little, associate director, public information, Public Broadcast Service, New York, appointed VP for development of PBS, replacing **Ward B. Chamberlin**, who resigned last spring to become president of noncommercial WETA-TV Washington (BROADCASTING, April 7).

Broadcast Advertising

Elizabeth J. Seib, spot buying supervisor, D'Arcy-MacManus & Masius, St. Louis, named media supervisor for Anheuser-Busch/Budweiser account. She is succeeded by **Lee Ludington**, media planner, responsible for placement of spot television. **Linda Sommers**, from Tatham-Laird & Kudner, Chicago, named

media buyer.

Sterling Hart, account supervisor, Needham, Harper & Steers, New York, named VP.

Robert E. Gengenbach, account executive, Kelly, Nason Inc., New York, named VP.

Mike Heinrich, production/traffic director, Gardner Advertising, St. Louis; **Vince Corryell**, broadcast production-East Coast director, named VP's.

Howard (Skip) Vose, VP/general manager, KWYT(FM) Salinas, Calif., named general sales manager, KMPs(AM)-KEUT(FM) Seattle (formerly KOL-AM-FM).

Thomas M. Comerford, VP/general manager, TV sales, Avco Radio & Television Sales Inc., New York, named director of sales, Corinthian Broadcasting Corp., New York.

Inge Jacobson, research director, radio division, Avery-Knodel, New York, named research sales director, H-R/Stone Inc., New York.

Ed Kearns, **Dan Fabian**, account executives, WGN Radio, Chicago, named assistant general sales managers, local sales and co-op sales, respectively.

Bill Osborne, production supervisor, D'Arcy, MacManus & Masius, New York, named assis-

tant production manager, Kenyon & Eckhardt, New York.

Laurence E. Atseff, William R. Haljun, Joseph A. McGowan, account executives, Leo Burnett Co., Chicago, named account supervisors.

Jonathan Klein, general sales manager, WMAL(AM) Washington, named to same position, WIND(AM) Chicago.

Frank B. Gregg, sales manager, WCBS(AM) New York, named to same position, KNXT(TV) Los Angeles. Both are CBS-owned.

Donn Carstens, Mary Ann Quick, John Nieman, writers, Gardner Advertising, St. Louis, named writer/creative group heads.

Donna Zapata, national media director, McQuade Bloomhorst Inc. Advertising, Louisville, Ky., named regional sales manager, WHAS-TV same city.

Programing



Schnitzer

Gerald J. Schnitzer, Hollywood commercials producer, named VP, newly formed TV/film division, Chuck Blore Creative Services, radio commercial producers, Hollywood.

Thomas W. Holland, international media student, University of Manchester, England, named national radio sales director, Alcare

Communications, radio-TV program producers Philadelphia.

Faith Frenz Heckman, associate director/



Hail and farewell. George Watson (r), ABC News London Bureau chief who will replace Steve Bell as White House correspondent, effective Jan. 1, greets Prince Charles, guest of honor at a luncheon sponsored by American Correspondents in London. Mr. Watson is president of the association. Mr. Bell has been assigned to *Good Morning, America* on ABC. Mr. Watson's London post will be assumed by Peter Jennings, who resigned as Washington reporter for *AM America* Oct. 8 (BROADCASTING, Oct. 20).

general program executive, children's programs, CBS Television, New York, named director, children's programs, Hollywood.

Alan B. Bennett, operations, Kaiser Broadcasting Co., San Francisco, named program manager, WKBW-TV Buffalo, N.Y.

Bryant Gumbel, sportscaster, KNBC(TV), Los Angeles, appointed on-air commentator, *Grandstand*, NBC-TV's Sunday sports show based in New York. **Dick Enberg**, host of *3 For the Money*, daytime game show, NBC-TV, Los Angeles, given additional duties as play-by-play announcer for NBC-TV coverage of college basketball games.

Charles Gersch, research/sales planning manager, Metro-Goldwyn-Mayer Television, New York, named research/sales planning director.

Cliff Curley, executive producer, WXYZ-TV Detroit, named assistant program director.

Martha Ingerson, producer/director, WRGB(TV) Schenectady, N.Y., named to same position, WBZ-TV Boston.

London Mitchell, program director, WANR(AM) Toledo, Ohio, formerly WTUU(AM), named operations/program manager.

Philip Cutting, program manager, WNAB(AM) Bridgeport, Conn., named program/community affairs director, WNLK-AM-FM Norwalk, Conn.

Frederick Lloyd, producer/director, KOMO-TV Seattle, named to newly created post of production library director.

Broadcast Journalism

Mark T. Provost, news director, KIOI(FM), San Francisco, named co-anchor, NBC News and Information Service there.

Peter Bannion, news writer, director, cameraman, reporter, producer, WAGA-TV Atlanta; **Joan Lunden**, co-anchor/part-time producer, KCRA-AM-TV Sacramento, Calif., named reporters, WABC-TV New York.

Millard Hansen, Jr., network correspondent, Mutual Broadcasting System, Washington, named morning co-anchor, WBBM(AM) Chicago.

Dick Lambert, regional assistant to Ohio secretary of state, Columbus, named news director, WANR(AM) Toledo, Ohio.

Bill O'Reilly, reporter/anchor, WNEP-TV Scranton-Wilkes Barre, Pa., named film critic/special features reporter, WFAA-TV Dallas.

Steve Kachelhoffer, Wayne Kober and Glen Simonson, Ph.D. candidates, University of Wisconsin-Madison, named meteorologists, WMTV(TV) Madison, Wis. **Brian Rose**, named film and drama critic.

Joseph Sheehan, air personality, WTFM(FM) Lake Success, N.Y., named weekend weatherman, WNBC-TV New York.

Camille Bohannon, (Laura Walters), air personality, WWDC-AM-FM Washington, named newscaster, WTOP(AM) there.

Equipment & Engineering

William H. Butler, VP, Business Equipment Division, Rockwell International, Pittsburgh, named president/chief executive officer, Com-

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mercial Electronics Inc., Mountain View, Calif. He succeeds **Fred S. Houwink**, who continues as board/executive committee chairman.

Jesse Lancaster, marketing manager-electronic products, Cooke Engineering Co., Alexandria, Va., named VP.

Joseph Dillard, manager, advanced systems technology, Westinghouse Electric Corp., New York, elected president, Institute of Electrical and Electronics Engineers, New York.

Allied Fields

Representative Henry Waxman (D-Calif.) joins House Communications Subcommittee. **Representative William Brodhead (D-Mich.)** has announced he is leaving that subcommittee to make more time for his other duties, primarily on Energy and Power Subcommittee.

Richard B. Morris, executive director/general counsel, Bar Association of San Francisco, named communications director, American Bar

Association, Chicago, responsible for media relations.

Deaths

Slocum (Buz) Chapin, 62, former VP in charges of sales for ABC-TV, died of cancer, Nov. 15 in Memorial hospital, New York. He had served with ABC and its predecessor, ABC's Blue Network, from 1942 until 1965 when he left to establish with his wife, Jane, Adventures Unlimited, travel agency based at Abercrombie & Fitch Co., New York. Survivors include his wife, one son, John, and two daughters, Dr. Joanna Chapin and Michele McCormick.

Bernard Jacobs, 57, former owner of WFMT(FM) Chicago, died Oct. 31 of multiple sclerosis, at his Chicago home. Mr. Jacobs sold station to WGN Continental group in 1967 and touched off what became landmark case in citizen protests against format changes. WGN Continental ultimately gave station to Chicago Educational Television Association to end litigation (BROADCASTING, Feb. 16, 1970).

Edward R. Wallace, 67, at one time news-special events director, program manager for

NBC, in Philadelphia, died Nov. 11 in Sarasota, Fla., after long illness. Mr. Wallace retired in September 1973 as VP, IT&T, New York. He is survived by his wife, Evelyn.

William J. Calvert, 63, national sales manager, WRFM(FM) New York, died Nov. 5 of heart attack in New York. Surviving are his wife, Cathryn, and daughter, Kathleen.

James A. Sullivan, 58, news director, WNW(AM) Valparaiso, Ind., died after heart attack at his home Nov. 7.

Ralph A. Andrews, 56, formerly film program manager for WBKB(TV) Chicago, died Nov. 9 in his Potomac, Md., home after heart attack. He is survived by his wife, Doris Eileen, and two sons.

John Clarke Mattimore, 59, president and founder of Selling Areas Marketing Inc., New York, marketing subsidiary of Time Inc., died of cancer Nov. 16 in Stamford (Conn.) hospital. Mr. Mattimore, who also had been advertising executive, retired from SAMI in 1972. He is survived by his wife, Jean, two sons, Patrick and Brian, and one daughter, Karen.

For the Record

As compiled by BROADCASTING, Nov. 10 through Nov. 14 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV application

■ **Rockford, Ill.**—Lloyd Hearing Aid Corp. seeks ch. 39 (620-626 mhz); ERP 741 kw vis., 148 kw aur., HAAT 170 ft. P.O. address: c/o Marvin Palmquist, 128 Kishwaukee St., Rockford 61110. Estimated construction cost \$258,000; first-year operating cost \$105,000; revenue \$90,000. Legal counsel Cohn and Marks, Washington; consulting engineer Jules Cohen & Associates. Principals: Marvin E. and Elizabeth L. (50%), Christine (16.67%), Mary (16.66%), and Andrew (16.67%) Palmquist. Principals own same percentages of hearing aid corporation. Ann. Nov. 13.

TV start

■ **WHRM-TV Wausau, Wis.**—Authorized program operation on UHF ch. 20 (506-512 mhz); ERP 724 kw vis., 144 kw aur. HAAT 987 ft.; ant. height above ground 980 ft. Action Oct. 23.

AM applications

■ **Cicero, Ill.**—Associated Broadcasters of Illinois seeks 1450 khz, 250 w, 1 kw-D. P.O. address: c/o Harvey Lynch, 1700 Union Ave., Union, N.J. 07083. Estimated construction cost \$75,405; first-year operating cost \$65,000; revenue \$100,000. Format: rhythm and blues. Principals: Sylvia Robinson (60%) owns 50% of music publishing and recording companies. Harvey Lynch (20%) is general manager at WNJR(AM) Union, N.J. Barbara Baker (20%) owns 50% of music publishing company. Principals are also applicant to purchase WPCE(AM) Portsmouth, Va. Ann. Nov. 11.

■ **Cicero, Ill.**—Cicero Radio Partnership seeks 1450 khz, 250 w, 1 kw-U. P.O. address: 125 S. Clark St., Chicago 60603. Estimated construction cost \$56,215; first-year operating cost \$175,000; revenue \$175,000. Format: ethnic, standard. Principals: Maynard Braverman, Ralph Falk II, Regalado S. Florendo, Gerald A. Gittles, Marvin Heiman, Melvin L. Katten, Curtis Mayfield, Allan B. Muchin, Howard I. Bass and Donald C. Cornelius (each 10%) have no other broadcast interests. Cicero Radio Partnership has also requested interim operating authority. Ann. Nov. 11.

■ **Cicero, Ill.**—Metropolitan Broadcasting Co. seeks 1450 khz, 250 w, 1 kw-U. P.O. address: 3618 W. 26th St., Chicago 60623. Estimated construction cost \$143,290; first-year operating cost \$100,000; revenue \$150,000. Format: foreign language, standard pop, folk. Principals: David M. (15%) and Constance L. (10%) Stevenson own KGOY(FM) Bethany, Okla. Beverly J., Daniel A., and Larry L. Villarreal own 15% each. Daniel and Larry Villarreal each own 25% of real estate company. Jose Vasquez (15%) is circuit court judge. Guadalupe Martinez (15%) owns shoe store. Metropolitan Broadcasting has also requested interim operating authority. Ann. Nov. 13.

■ **Cicero, Ill.**—Migala Enterprises seeks 1450 khz, 250 w, 1 kw-U. P.O. address: 5336 W. Belmont Ave., Chicago 60641. Estimated construction cost \$218,673; first-year operating cost \$276,168; revenue \$419,120. Format: minority oriented. Principals: Joseph Migala (29%) is majority owner of travel agency and land investment corporation. Estelle Migala (29%) is part owner of same. George W. and Diana Maria Migala, and Barbara Holtzinger (each 14%), are part owners of travel agency. Ann. Nov. 11.

■ **Cicero, Ill.**—Nationwide Broadcasting Co. seeks 1450 khz, 250 w, 1 kw-U. P.O. address: 69 W. Washington St., Chicago 60602. Estimated construction cost \$80,683; first-year operating cost \$499,293; revenue not given. Format: rhythm and blues, jazz, pop. Principals: Thomas P. Lewis (40%) is president and majority shareholder of bank. John E. Johnson (20%) is part owner of cosmetics company. H. Ernest La Fontant (20%) is attorney. Ernest T. Collins (10%) is majority shareholder of bank and food stores. Harold J. Green (10%) is attorney and majority shareholder of bank. Ann. Nov. 13.

■ **Johnston City, Ill.**—Dennis F. Doelitzsch seeks 810 khz, 250 w-D. P.O. address: Rt. 1, Marion, Ill. 62959. Estimated construction cost \$35,056; first-year operating cost \$24,300; revenue \$36,000. Format: easy listening. Principal: Dennis F. Doelitzsch owns 89% and is general manager of WDDD(FM) Marion. Ann. Nov. 11.

■ **Cuba, Mo.**—Crawford Broadcasting Co. seeks 1410 khz, 1 kw-D. P.O. address: Box 526, Cuba 65453. Estimated construction cost \$59,128; first-year operating cost \$39,000; revenue \$165,000. Format: C&W, gospel, MOR. Principals: John Cozart (25%) is construction supervisor. Robert Lockhart (25%) is truck driver and farmer. H.C. Packard (16-2/3%) is retired. James W. Cape (16-2/3%) owns car dealership. Charles A. Kolb (16-2/3%) is accountant. Ann. Nov. 13.

■ **Washington, Mo.**—Washington Broadcasting Co. seeks 1360 khz, 500 w-D. P.O. address: 1507 N. 3rd, Box 585, DeSoto, Mo. 63020. Estimated construction cost \$24,176; first-year operating cost \$36,000; revenue \$85,000. Format: C&W, MOR. Principal: Pinkney B. Cole (100%) is general manager and 25% owner of KHAD(AM) DeSoto. Ann. Nov. 11.

■ **Goldsboro, N.C.**—Everett C. Peace Jr. seeks 1300 khz, 1 kw-D. P.O. address: Rt. 2, Box 105-A, Chatham, Va. 24531. Estimated construction cost undetermined; first-year operating cost \$37,260; revenue \$96,000. Format: C&W, contemporary. Principal: Mr. Peace owns WKBY(AM) Chatham, Va., and owns 50% of WYNG(AM) Goldsboro. Mr. Peace has also requested interim operating authority. Ann. Nov. 7.

AM action

■ ***Barrow, Alaska**—Silakkuagvik/Communications Inc. Broadcast Bureau granted 680 khz, 5 kw, 10 kw-U. P.O. address: Box 546, 99723. Estimated construction cost \$178,000; first-year operating cost \$94,281. Principal: Roy Nageak, pres. (BP-20003). Action Nov. 11.

AM starts

■ ***KDLG Dillingham, Alaska**—Authorized program operation on 670 khz, 1 kw, 5 kw-U. Action Oct. 24.

■ **WJPJ Huntingdon, Tenn.**—Authorized program operation on 1530 khz, 1 kw-D. Action Oct. 21.

FM applications

■ ***Middlefield, Conn.**—Connecticut Educational Television Corp. seeks 90.5 mhz, 2.5 kw, HAAT 578 ft. P.O. address: 24 Summit St., Hartford 06106. Estimated construction cost \$227,307; first-year operating cost \$190,000. Format: educational. Principals: Paul K. Taff is president. John W. Kean is vice president, engineering, and John C. Lennhoff is vice president, financial affairs. Ann. Nov. 12.

■ ***Hillsboro, Kan.**—Unified School District No.410 seeks 88.1 mhz, 10 w, HAAT 70 ft. P.O. address: 107 W. Grand, Hillsboro 67063. Estimated construction cost \$4,500; first-year operating cost \$100. Ann. Nov. 11.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	26	4,455	49	4,504
Commercial FM	2,698	0	41	2,739	137	2,876
Educational FM	760	0	27	787	69	856
Total Radio	7,884	3	94	7,981	255	8,236
Commercial TV	699	1	8	708	50	758
VHF	508	1	3	512	8	520
UHF	191	0	5	196	42	238
Educational TV	225	9	17	251	16	267
VHF	89	3	4	96	8	104
UHF	136	6	13	155	8	163
Total TV	924	10	25	959	66	1,025

*Special temporary authorization

**Includes off-air licenses

■ Bayou Vista, La.—Teche Broadcasting Corp. seeks 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 847, Morgan City, La. 70380. Estimated construction cost \$40,766; first-year operating cost \$1,000; revenue \$30,000. Format: MOR. Principal: Teche Broadcasting is current applicant for AM in Bayou Vista. Paul J. Cook is owner. Ann. Nov. 13.

■ Grayling, Mich.—Grayling Broadcasting Co. seeks 100.1 mhz, 3 kw, HAAT 81 ft. P.O. address: Rt. 2, 6514 Old Lake Rd., Grayling. Estimated construction cost \$34,900; first-year operating cost \$15,000; revenue \$25,000. Format: C&W. Principals: James E. (52%) and Truman F. (24%) Sylvester, and Alvin H. Perkins (24%) own same percentages of WGRY (AM) Grayling. Ann. Nov. 13.

■ Fayetteville, N.C.—Fayetteville State University seeks 88.1 mhz, TPO 10 w, HAAT 50 ft. P.O. address: c/o Joseph C. Ross, 1200 Murchison Rd., Fayetteville 28301. Estimated construction cost \$195,261; first-year operating cost \$7,000. Format: educational. Principal: Fayette State University is owned by State of North Carolina. Ann. Nov. 13.

■ Mayville, N.D.—KMAV Inc. seeks 101.7 mhz, 3 kw, HAAT 122 ft. P.O. address: Highway 200, Box 29, Mayville 58257. Estimated construction cost \$9,448; first-year operating cost \$2,600; revenue \$12,000. Format: C&W. Principals: Francis J. Phelan (51%) owns potato farm. Austin G. Kramer (16.33%) is general manager of KMAV (AM) Mayville. John D. Anderson (16.33%) is employee of rental agency. John Van Derlinde (16.33%) is employee of General Electric. Principals own same percentages of KMAV. Ann. Nov. 5.

■ Seminole, Okla.—KXOJ Inc. seeks 105.5 mhz, 3 kw, HAAT 270 ft. P.O. address: Box 1250, Sapulpa, Okla. 74066. Estimated construction cost \$45,080; first-year operating cost \$48,650; revenue \$57,000. Format: MOR. Principals: Michael P. Stephens, W.R. Stubbs and Leland Gouley (each 33-1/3%) own same of KXOJ (AM) Sapulpa, Okla. Ann. Nov. 12.

■ Beaverton, Ore.—Gaviota Wireless Communications Co. seeks 103.3 mhz, 100 kw, HAAT 877 ft. P.O. address: 246 Saratoga Ave., Box 1810, Los Gatos, Calif. 95030. Estimated construction cost \$3,700; first-year operating cost \$60,993; revenue \$48,000. Format: contemporary. Principals: Leonard Kesselman (50%) is attorney, owner of KZON-AM-KYFM-FM Santa Maria, Calif., and majority stockholder of KZEN (FM) Seaside, Calif. Laura E. Hopper (45%) is director at KFAX (FM) Gilroy, Calif. Raymond Benton (5%) is student. Ann. Nov. 12.

■ Lares, Puerto Rico—Lares Broadcasters seeks 1200 khz, 250 kw-D. P.O. address: Buzon 338, Bo. Buenos Aires, Lares 00669. Estimated construction cost \$31,876; first-year operating cost \$25,032; revenue \$36,000. Format: MOR. Principals: Wilfredo A. Soto (52%) owns farm. Jesus M. Coto (48%) is majority stockholder of WNEL (AM) Caguas, P.R. and WPRM-FM San Juan, P.R. Ann. Nov. 4.

■ Center, Tex.—Center Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 307 San Augustine St., Center 75935. Estimated construction cost \$52,531; first-year operating cost \$20,800; revenue \$30,000. Format: standard pop. C&W. Principal: Center Broadcasting owns two CATV systems, Center and San Augustine, and owns KDET (AM) Center. Tolbert Foster (85%) is part owner of KDOX (AM) Marshall, KNET (AM) Palestine, and KVUE-TV Austin, all Texas. Ann. Nov. 11.

■ Mt. Hope, W. Va.—Nick Joe Rahall II seeks 105.9 mhz, 50 kw, HAAT 500 ft. P.O. address: 504 Carriage

Dr., Beckley, W. Va. 27801. Estimated construction cost \$110,231; first-year operating cost \$76,590; revenue not given. Format: contemporary, C&W. Principal: Mr. Rahall is part owner of travel agency, gasoline vendor and ladies' retail store, and is account executive at WVNR (AM) Beckley. Ann. Nov. 13.

FM actions

■ *Borrego Springs, Calif.—Borrego Springs Unified School District. Broadcast Bureau dismissed application for 89.9 mhz. Action Nov. 5.

■ *Arnold, Md.—Anne Arundel Community College. Broadcast Bureau returned application for 89.3 mhz due to prohibitive overlap. Ann. Nov. 10.

■ *Sandwich, Mass.—Sandwich Massachusetts Public Schools. Broadcast Bureau granted 91.7 mhz, 10 kw. P.O. address: Sea Lake Bldg., Rt. 6A, Sandwich, Mass. 02563. Estimated construction cost \$6,700; first-year operating cost \$1,000. Principal: Linwood Clarke, administrative assistant to superintendent of schools (BPED-1993). Action Nov. 4.

■ New Martinsville, W. Va.—Camity Broadcasters. Broadcast Bureau granted 103.9 mhz, 940 w, HAAT 493 ft. P.O. address: Box 267, 26155. Estimated construction cost \$31,000; first-year operating cost \$17,500; revenue \$30,000. Principals: W. Tyrone Work (50%) has interest in drive-in theater and Michael S. Francis (50%) is attorney (BPH-9368). Action Nov. 7.

FM starts

■ WNAN Demopolis, Ala.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 190 ft. Action Oct. 21.

■ KGOT Anchorage—Authorized program operation on 101.3 mhz, ERP 26 kw, HAAT —66 ft. Action Oct. 20.

■ *KOTO Telluride, Colo.—Authorized program operation on 91.7 mhz, TPO 10 w. Action Oct. 9.

■ KBLI-FM Blackfoot, Idaho—Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 130 ft. Action Oct. 14.

■ *WIBI Carlinville, Ill.—Authorized program operation on 91.1 mhz, ERP 23.5 kw (H) and 15 kw (V), HAAT 260 ft. Action Oct. 20.

■ *KIGC Oskaloosa, Iowa—Authorized program operation on 88.7 mhz, TPO 10 w. Action Oct. 29.

■ *KJHK Lawrence, Kan.—Authorized program operation on 90.7 mhz, TPO 10 w. Action Oct. 14.

■ *WWWA Walpole, Mass.—Authorized program operation on 91.5 mhz, TPO 10 w. Action Nov. 5.

■ *WAHS Auburn Heights, Mich.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Nov. 5.

■ *WOCR Olivet, Mich.—Authorized program operation on 89.7 mhz, TPO 10 w. Action Oct. 10.

■ *WWPH Princeton Junction, N.J.—Authorized program operation on 90.3 mhz, TPO 10 w. Action Nov. 3.

■ *WBKT Brockport, N.Y.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Nov. 4.

■ *KOHs American Fork, Utah—Authorized program operation on 91.5 mhz, TPO 10 w. Action Oct. 31.

Ownership changes

Applications

■ KHCS (AM) Phoenix, Ariz. (1010 khz, 500 w-D) —

Seeks assignment of license from David B. Commons, successor receiver to Harold S. Schwartz & Associates for \$175,000. Seller: Prairie Avenue Gospel Center is present licensee of KHCS, and has no other broadcast interests. Buyer: Harold S. Schwartz (100%) is part owner of Florida real estate firms, owner of KXEN (AM) St. Louis, and president of advertising and radio representation firm. Ann. Nov. 10.

■ WACY (AM) Kissimmee, Fla. (1220 khz, 1 kw-D) —Seeks assignment of license from Opportunity Broadcasters to Magic Box Media for \$15,000. Seller: Principal is J. Patrick Beacom family. Buyer: Edward W. Englander, Norma Kaplan, and James J. Shipley, recently purchased WDGM (FM) Leesburg, Fla. Ann. Nov. 10.

■ WDMJ (AM) Marquette, Mich. (1320 khz, 1 kw) —Seeks assignment of license from Lake Superior Broadcasting Co. to WDMJ Inc. for \$250,000. Seller: Frank J. Russell (100%) owns 65% of WMAM (AM) Marinette, Wis. Buyer: Beatrice S. Selin (51%) and Lou W. Chappell (49%). Mr. Chappell is a principal in WUUN (FM) Marquette. Ann. Nov. 4.

■ WDMJ-FM Marquette, Mich. (95.7 mhz, 100 kw) —Seeks assignment of license from Lake Superior Broadcasting Co. to Gospel Opportunities for \$250,000. Seller: Also seeks to sell WDMJ (AM). Buyer: Nonprofit, nonstock organization; Daniel C. Smith, president. Ann. Nov. 4.

■ WEHH-FM Elmira, N.Y. (94.3 mhz, 950 w) —Seeks assignment of license from Elmira Heights-Horseheads Broadcasting Co. to Condit Communications Corp. for \$210,000. Seller: Frank P. Emmagene Swezey and Anthony P. Saia own WEHH (AM) Elmira. Buyer: Robert D.S. Condit owns WELM (AM) Elmira. Ann. Nov. 10.

■ KORE (AM) Springfield-Eugene, Ore. (1050 khz, 1 kw-D) —Seeks assignment of license from Norwood Broadcasting Co. to Eldon L. Knight for \$151,349. Seller: Norwood Broadcasting has no other broadcast interests. Buyer: Eldon L. Knight owns trucking company. Ann. Nov. 10.

■ KLAT (AM) Centerville, Utah (1600 khz, 1 kw-D) —Seeks assignment of license from Davis Broadcasting Co. to Media Services of Utah for \$50,000. Seller: Davis Broadcasting has no other broadcast interests. Buyer: Charles Clark Ronnow (84%) owns construction firm, and is manager at KLAT. Philip Reed Blomquist (16%) is employee of bicycle store. Ann. Nov. 10.

■ KOVO (AM)-KFMC (FM) Provo, Utah (AM: 960 khz, 5 kw-D, 250 w-N; FM: 96.1 mhz, 37 kw) —Seeks assignment of license from KOVO Inc. to First Media Corp. for \$540,000 plus \$75,000 covenant not to compete. Price includes assumption of some liabilities and option to buy land associated with stations. Seller: Ashley Robison (50%) and Glenn C. Shaw (50%), controlled by court-appointed receiver due to "deadlock in management". Buyer: Richard E. (49.92%), J.W. (30.78%), Nancy P. (18.01%) Marriott, et al. own WPGC-AM-FM Morningside, Md. Ann. Nov. 12.

■ WSVA-TV Harrisonburg, Va. (ch. 3) —Seeks assignment of license from Gilmore Broadcasting Corp. to Shenandoah Valley Television Systems for \$3,150,000 plus \$100,000 covenant not to compete. Seller: James S. Gilmore Jr., licensee of WREX-TV Rockford, Ill., KODE-AM-TV Joplin, Mo., WSVA (AM)-WQPO (FM) Harrisonburg, and WEHT (TV) Evansville, Ind. Buyer: Wholly owned subsidiary of Worrell Newspapers, has no other broadcast interests. Ann. Nov. 7.

Actions

■ WBIS (AM) Bristol, Conn. (1440 khz, 500 w-D) —Broadcast Bureau granted assignment of license from Bristol Broadcasting Corp. to Radio House Inc. for \$275,000 plus \$50,000 for ten-year noncompete covenant. 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 (BAL-8506). Action Nov. 11.

■ WXLS (FM) Williamantic, Conn.—Broadcast Bureau granted assignment of CP from Windham Broadcasting Group to X.L.S. Broadcasting Corp. in corporate reorganization. Kenneth N. Dawson (before 70%, now 75%) is general manager at WKND

Windsor, Conn. (BAPH-583). Action Oct. 30.

■ WSBP(AM) Chattahoochee, Fla. (1580 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Radio Station WSBP to Soundway Broadcasting Co. for \$95,000. Seller: Roscoe Fleetwood, owner, wishes to sell station due to health reasons. Buyer: Edwin O'Conner is video switcher for WTVC(TV) and announcer for WDDO-AM-FM, both Chattanooga, and is applicant for new FM in Dayton, Tenn. (BAL-8504). Action Nov. 11.

■ WXTR(FM) Crystal River, Fla. (98.5 mhz, 100 kw)—Broadcast Bureau granted assignment of CP from Elektra Broadcasting Corp. of Florida to Cape Christian Broadcasters of Florida for \$21,715. Seller: Frank N. Manthos, president, has interest in WSMO-AM-FM La Plata, Md. Buyers: William C. Lamon and Leonard M. Verity (each 50%) own part of WRIO-FM Cape May, N.J. (BAPH-579). Action Nov. 11.

■ WHYI(FM) Ft. Lauderdale, Fla.—Broadcast Bureau granted assignment of license from Hefel Broadcasting-Radio to WHYI Inc., a corporate reorganization (BALH-2197). Action Oct. 30.

■ WKWF(AM) Key West, Fla.—Broadcast Bureau granted involuntary assignment of license from John M. Spottswood to Mary S. Spottswood, executrix of Estate of John M. Spottswood (BAL-8535). Action Nov. 11.

■ WFWA(FM) Sullivan, Ill.—Broadcast Bureau granted assignment of license to Michael R. Freeland (50% before, 100% after) from Spencer and Freeland Broadcasting for \$12,000 plus assumption of liabilities (BALH-2195). Action Nov. 11.

■ WKDL(AM) Clarksdale, Miss. (1600 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Coahoma Broadcasting Co. to Southland Communications for \$150,000. Seller: Robert J. McIntosh, president. Buyers: Dan D. Moulds (35%) is general manager of WMBC(AM)-WJWF(FM) Columbus, Miss. Frank M. Deramus (21.6%) has interest in savings and loan and drugstores. Dan W. Curran and Larry S. Tabor (21.6% each) are pharmacists with interests in drugstores. Mr. Tabor also owns real estate and insurance company. Principals are stockholders of KPBA(AM) Pine Bluff, Ark. (BAL-8490). Action Nov. 11.

■ KXEO-AM-KWWR-FM Mexico, Mo.—Broadcast Bureau granted acquisition of positive control of Audrian Broadcasting Corp. by W. Earl Dougherty (33% before, 54% after) for \$54,600, from A.P. Green Refractories, Dorothy A. Romberg and Julia C. Williams. Stock also purchased by Sarah E. Dougherty (none before, 33% after) for \$84,000, and by Karen Mossman (none before, 13% after) for \$33,600 (BTC-7866). Action Nov. 11.

■ WBBB(AM)-WNCB(FM) Burlington-Graham, N.C. (AM: 920 khz, 5 kw-D; FM: 101.1 mhz)—Broadcast Bureau granted assignment of license from WBBB Inc. to Rau Radio Stations for \$500,000. Seller: WBBB Inc., Charles B. Britt, president, is licensee of WIRY(AM) Plattsburgh, N.Y. and WFTR(AM)-WIXV(FM) Front Royal, Va. Buyers: Henry Rau (55%) et al. Rau Radio is licensee of WARK-AM-FM Hagerstown, WNAV-AM-FM Annapolis, both Maryland and WPDX-AM-FM Clarksburg, W. Va. (BAL-8489, BALH-2176). Action Nov. 7.

■ WROQ(FM) Charlotte, N.C.—Broadcast Bureau granted assignment of license from WROQ Inc. to Sis Radio, a corporate reorganization (BALPH-187). Action Oct. 30.

■ WEAL(AM) Greensboro, N.C. (1510 khz, 1 kw-D, 250 w-CH)—Broadcast Bureau granted assignment of license from Eugene S. Tanner to North State Broadcasting Co. for \$293,000. Seller: WEAL Inc. (Mr. Tanner is trustee in bankruptcy). Buyers: Lewis P. and Morgan R. Poag, both former students at University of North Carolina (BAL-8459). Action Nov. 11.

■ *WMUB-TV Oxford, Ohio (ch. 14)—Broadcast Bureau granted 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 (BALET-16, BALTP-469). Action Nov. 11.

■ WHAL-AM-FM Shelbyville, Tenn. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 102.9 mhz, 60 kw)—Broadcast Bureau granted assignment of license from Shelbyville Broadcasting Co. to Bedford Broadcasting Co. for \$260,000. Seller: R.A. Davidson, vice president. Buyers: Millard V. Oakley, Edward M. Johnson and Robert W. Gallaher (33-1/3% each). Messrs.

Oakley and Johnson own WCXV(AM) Crossville, Tenn. Mr. Gallaher owns WUCR(AM) Sparta, Tenn. Principals are also applicants for various stations in Kentucky and Tennessee. Action Nov. 12.

■ KBUY(AM) Fort Worth (1540 khz, 50 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from John B. Walton Jr. to Tarrant Broadcasting for \$800,000. Seller: Mr. Walton owns KERP-AM-TV El Paso, KDJW-AM-FM Amarillo, both Texas; KAVE-TV Carlsbad, N.M.; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California. Buyers: William D. Schueler (20%), James M. Stewart (24%), and Taft Broadcasting Corp. (22%), et al. Mr. Schueler is president of Tarrant Broadcasting and Mr. Stewart is motion picture actor. They both have interest in KWBB(AM) Wichita, Kan. and KTOK(AM) Oklahoma City. Taft Broadcasting, Paul E. Taft, president, owns KODA-AM-FM Houston (BAL-8440). Action Nov. 6.

Facilities changes

TV actions

■ KERO-TV Bakersfield, Calif.—Broadcast Bureau granted CP to install aux. trans. at main trans. and ant. location (BPCT-4864). Action Nov. 6.

■ KSLA-TV Shreveport, La.—Broadcast Bureau granted CP to change type trans. (BPCT-4876). Action Nov. 7.

AM applications

■ KHOW Denver—Seeks CP to change ant.-trans. location, change to DA-2, install new type trans. Ann. Nov. 14.

■ WISZ Glen Burnie, Md.—Seeks CP to increase daytime and nighttime power to 1 kw DA-2. Ann. Nov. 11.

■ KHAD DeSoto, Mo.—Seeks CP to increase daytime power to 5 kw DA, and make changes in ant. system. Ann. Nov. 11.

■ KODL The Dalles, Ore.—Seeks CP to increase daytime power to 5 kw, and install new type trans. Ann. Nov. 11.

■ WAYC Bedford, Pa.—Seeks CP to increase daytime power to 5 kw, and change type trans. Ann. Nov. 11.

AM actions

■ WFLA Tampa, Fla.—Broadcast Bureau granted mod. of CP to increase MEOV's (BMP-14069). Action Nov. 11.

■ WNBH New Bedford, Mass.—Broadcast Bureau granted CP to change ant. trans. location, conditions (BP-20083). Action Nov. 11.

■ WKPM Princeton, Minn.—Broadcast Bureau granted CP to make changes in ant. system, conditions (BP-20084). Action Nov. 11.

■ KBBS Buffalo, Wyo.—Broadcast Bureau granted CP to increase daytime power to 1 kw, install new type trans., remote control, condition (BP-19853). Action Nov. 6.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KTRT Truckee, Calif. (BP-19,795) Oct. 23; WKAP Allentown, Pa. (BP-19,964) Oct. 23.

FM applications

■ KWXY-FM Cathedral City, Calif.—Seeks to change frequency to 98.5 mhz. Ann. Nov. 11.

■ WINZ-FM Miami Beach, Fla.—Seeks CP to change trans. location, install new trans., install new ant., change TPO, ERP: 100 kw (H&V), HAAT: 598 ft. Ann. Nov. 11.

■ KRUS-FM Ruston, La.—Seeks to change frequency to 107.5 mhz, change trans. location, trans., ant., TPO, ERP: 100 kw (H&V), HAAT: 489 ft. Ann. Nov. 11.

■ *WHRM Wausau, Wis.—Seeks to change frequency to 90.9 mhz. Ann. Nov. 11.

FM actions

■ *KBPK Buena Park, Calif.—Broadcast Bureau granted mod. of CP to change coordinates, ERP 19 w (H&V), ant. height 9 ft. (H&V), remote control permitted (BMPH-14606). Action Nov. 6.

■ WTBI McComb, Miss.—Broadcast Bureau granted mod. of CP to change trans. and ant., make changes in

ant. system, ERP 100 kw (H) and 6 kw (V), ant. height 390 ft. (H&V), remote control permitted (BMPH-14606). Action Nov. 6.

■ WURD Georgetown, Ohio—Broadcast Bureau granted mod. of CP to change trans. location, trans., ant., TPO, ERP 3 kw (H&V), ant. height 300 ft. (H&V) (BMPH-14618). Action Nov. 10.

■ WIOV Ephrata, Pa.—Broadcast Bureau granted CP to change aux. trans. location, operate by remote control, change TPO, change ERP 28.5 kw (H&V), change ant. height 500 ft. (H&V) for aux. purposes only (BPH-9643). Action Nov. 7.

■ WGCN-FM Red Lion, Pa.—Broadcast Bureau granted Subsidiary Communications Authorization on subcarrier frequency of 67 khz to transmit programming for visually handicapped on multiplex basis (BSCA-1528). Action Nov. 7.

■ WSLQ Roanoke, Va.—Broadcast Bureau granted mod. of CP to change trans. location, ERP 140 kw (H&V), ant. height 1990 ft. (H&V), remote control permitted (BMPH-14642). Action Nov. 6.

■ WBES Charleston, W. Va.—Broadcast Bureau granted CP to change trans. location, install new trans., install new ant., change TPO, change ERP 50 kw (H&V), change ant. height 350 ft. (H&V), remote control (BPH-9608). Action Nov. 7.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KLYN-FM Lynden, Wash. (BPH-9280) Nov. 5; WRSA Decatur, Ala. (BPH-8812) Nov. 5; WSMW Sault Ste. Marie, Mich. (Doc. 19,707) Nov. 5; *WDWN Auburn, N.Y. (BPED-2000) Nov. 4.

In contest

Designated for hearing

■ KROQ(AM) Burbank, KROQ(FM) Pasadena, Calif. (Doc. 20629-31)—FCC set for consolidated hearing renewal applications for KROQ(AM) Burbank and KROQ Pasadena, and application of San Marco Broadcasting Co. for new station on 106.7 mhz at Pasadena. Action Nov. 12.

■ Gulfport, Miss., **FM proceeding:** Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Docs. 20650-3)—FCC designated for hearing competing applications. Action Nov. 12.

Case assignment.

Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignment on date shown:

■ Rockport, Tex., **FM proceeding:** James H. Belote, seeking 102.3 mhz (Doc. 20666)—Designated ALJ James F. Tierney to serve as presiding judge and scheduled hearing for Feb. 4. Action Nov. 10.

Initial decisions

■ Alexander City, Ala., **AM proceeding:** Alexander City Broadcasting and Kowaliga Broadcasting, competing for 1590 khz (Doc. 20464-5)—ALJ James F. Tierney in summary decision granted application of Alexander City Broadcasting. Action Nov. 14.

■ St. George, Utah, **AM proceeding:** Julie P. Miner and Albert L. Crain, competing for 890 khz (Docs. 20252-3)—ALJ James F. Tierney granted application of Albert L. Crain. Action Nov. 13.

Review board decision

■ Ocilla, Ga., **FM proceeding:** Oliva Broadcasting Co. (Doc. 20134)—Review Board granted petition by Oliva Broadcasting, applicant for new FM, for leave to amend its application to specify 97.7 mhz (ch. 249A) in lieu of 95.3 mhz (ch. 237A). Board also enlarged issues in proceeding to determine whether Oliva's proposal on ch. 249A violates requirement of 65 mile minimum separation between stations operating on class A channels, and if so, whether good cause exists for waiver of provisions of that requirement. Action Nov. 10.

Fines

■ KXIV(AM) Phoenix—Broadcast Bureau ordered to forfeit \$500 for failing to comply with operator requirements. Action Nov. 6.

■ **KGUY(AM)** Palm Desert, Calif.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to maintain operating power between 90 and 105 percent of authorized power. Action Nov. 10.

■ **WRBE(AM)** Lucedale, Miss.—Broadcast Bureau ordered to forfeit \$500 for failing to make equipment performance measurements and failing to have a properly licensed operator in charge of transmitting equipment. Action Nov. 6.

■ **WAYS(AM)** Charlotte, N.C.—Broadcast Bureau ordered to forfeit \$500 for operating with excessive presunrise power. Action Nov. 6.

■ **WLEM(AM)** Emporium, Pa.—Broadcast Bureau notified apparently liable for \$1,000 forfeiture by operating with daytime power during presunrise periods. Action Nov. 10.

Other actions

■ ***KSDS(FM)** San Diego—Broadcast Bureau granted mod. of license to change licensee name to San Diego Community College District (BMLE-98). Action Nov. 10.

■ **KXOK(AM)** St. Louis—FCC granted, until February 1977, application for renewal on condition that licensee provide additional equal opportunity employment data. Renewal application was opposed in petition to deny filed by St. Louis Broadcast Coalition, group of "organizations comprised of individuals residing in the area served by KXOK." Action Nov. 5.

■ **WSFL(FM)** Bridgeport, N.C.—Broadcast Bureau granted mod. of license covering change of licensee name to Great Southeast Broadcasters (BMLH-523). Action Oct. 29.

Allocations

Petitions

■ **Visalia, Calif.** (Doc. 20625)—Broadcast Bureau proposed reservation of UHF TV ch. 43, assigned to Visalia, for noncommercial educational use. Action was requested by Tulare County Board of Education. Action Nov. 7.

FCC received following petitions to amend FM table of assignments (ann. Nov. 10):

■ **Leighton Enterprises**, St. Cloud, Minn.—Seeks to assign ch. 288A to Chariton, Iowa (RM-2611).

■ **WHPA(AM)** Honesdale, Pa.—Seeks to assign ch. 237A to Honesdale (RM-2613).

■ **James H. Hayes Communications Services**, Franklin, Tenn.—Seeks to assign ch. 288A to Gatlinburg, Tenn. (RM-2612).

■ **Christian Studies of Man and Society**, Memphis—Seeks to assign ch. 296A to West Memphis, Ark. (RM-2607).

■ **WCVR(AM)** Randolph, Vt.—Seeks to assign ch. 272A to township of Randolph (RM-2610).

■ **Iowa and Nebraska** (Doc. 20414)—Broadcast Bureau proposed assignment of ch. 288A (105.5 mhz) to Harlan, Iowa and ch. 292A (106.3 mhz) to Blair, Neb. as first FM assignments to both cities. The changes would require channel substitutions in three other Iowa communities. Action Nov. 11.

Actions

FCC took following actions on FM allocations:

■ **Indiana, Oregon and Virginia**—Broadcast Bureau amended assignments, deleting ch. 224A (92.7 mhz) from Bloomfield, Ind.; showing changes in community identifications from Oceanlake to Lincoln City, Ore., for ch. 244A (96.7 mhz), from Nansemond to Suffolk, Va., for ch. 295 (106.9 mhz); and reflected use of ch. 225 (92.9 mhz) at Suffolk rather than Norfolk-Newport News, Va.

■ **Bend, Ore.**—Broadcast Bureau denied proposal to assign ch. 243 (96.5 mhz) to Bend as third FM assignment (Doc. 20481). Action Nov. 7.

Rulemaking

Petition

■ FCC proposed amending its rules governing certain aspects of design of directional antennas for AM stations to allow antenna designer increased latitude in

developing radiation pattern meeting FCC allocation requirements. Ability to assign a station to a particular community which will render minimum service required by rules, and at same time afford adequate protection from objectionable interference to existing stations, FCC said, may depend on employment of a directional radiation pattern of proper shape and size (Doc. 20645). Action Nov. 12.

Action

■ FCC denied a rulemaking proposal by **KYMN(AM)** Northfield, Minn. to increase permissible power for Class II stations operating under Presunrise Service Authority. Action Nov. 12.

Translators

Applications

■ **City of Kiana**, Kiana, Alaska—Seeks ch. 4 rebroadcasting **KYUK-TV** Bethel, Alaska and **KUAC-TV** Fairbanks, Alaska (BPTTV-5435). Ann. Nov. 13.

■ **Nebraska Educational Television Commission**, Verdigris, Neb.—Seeks ch. 10 rebroadcasting **KXNE-TV** Norfolk, Neb. (BPTTV-5433). Ann. Nov. 10.

Action

■ **Romeo, Lajara, Manassa, Antonito and Alamosa, Colo.** **K70DJ**—Broadcast Bureau granted CP for translator to change frequency to ch. 63, change type trans., and make changes in ant. system (BPTT-2904); **K76AX**—granted CP for translator to change frequency to ch. 65, change type trans., make changes in ant. system (BPTT-2905). Action Nov. 7.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 4 (stations listed are TV signals proposed for carriage):

■ **Fremont Cable for Television**, Fremont, Calif. (CAC-05790): Add **KDTV** San Francisco.

■ **Norseman Communications**, 14 S. Hanover St., Box 7, Minster, Ohio 45865 for Carey (village), Ohio (CAC-05791): **WTOL-TV**, **WSPD-TV**, **WDHO-TV**, **WGTE-TV**, Toledo, Ohio; **WLWC**, **WTVN-TV**, **WBNS-TV**, Columbus, Ohio; **WKYC-TV**, **WEWS**, Cleveland; and **WBGU-TV**, **WLIO**, Lima, Ohio.

■ **Charles TV Cable System for Jersey Shore and Piatt township**, Pa. (CAC-05792,3): Requests certification of existing operations and to add **WNEW-TV**, **WOR-TV**, **WPIX**, New York.

■ **Ridgecrest Cablevision for China Lake**, Calif. (CAC-05589): Add **KBSC-TV** Corona, Calif.

■ **Fort Riley Cable TV Service for Fort Riley**, Kan. (CAC-05774R): Request for renewal of certificate of compliance.

■ **Northwest Georgia Cablevision Co.**, Box 725, Lafayette, Ga. 30728 for Walker county, Ga. (CAC-05775): **WGTV** Athens, Ga., **WRCB-TV**, **WTVC**, **WDEF-TV**, **WTCL**, **WRIP-TV**, Chattanooga; and for Linwood, Ga. (CAC-05776): **WGTV** Athens, Ga., **WRCB-TV**, **WTVC**, **WDEF-TV**, **WTCL**, **WRIP-TV**, Chattanooga, **WCLP-TV** Chatsworth, Ga., **WTGC** and **WXAT-TV**, Atlanta.

■ **Warner-CCC**, 75 Rockefeller Plaza, New York 10019 for Grandview Heights, Ohio (CAC-05777): **WLWC**, **WTVN-TV**, **WBNS-TV**, **WOSU-TV**, Columbus, Ohio, **WXIX-TV** Newport, Ky., **WUAB** Lorain Ohio, **WOUB-TV** Athens, Ohio.

■ **Warner Cable of Olean for Olean**, town of Olean, village of Portville, Allegany village, town of Allegany, town of Portville, all New York (CAC-05778-83): Requests certification of existing operations and to add **WICU-TV** and **WSEE**, Erie, Pa.

■ **Cable Vision**, Box 158, Ludington, Mich. 49431 for Shelby (village of), Mich. (CAC-05770): **WBAY-TV**, **WLUK-TV**, Green Bay, Wis.; **WTMJ-TV**, **WITI-TV**, **WMVS**, **WVTV**, Milwaukee; **WPBN-TV** Traverse City, Mich.; **WOTV**, **WZZM-TV**, **WGVC**, Grand Rapids, Mich.; **WWTW** Cadillac, Mich.

■ **Midwest Metro**, W. 20th St., Scottsbluff, Neb. 69361 for Chappell, Neb. (CAC-05763): **KTVS** Sterling, Colo.; **KNOP-TV**, **KPNE-TV**, North Platte, Neb.; **KWNB-TV** Hays Center, Neb.; **KOA-TV**, **KBTW**, **KMGH-TV**, **KWGN-TV**, Denver.

■ **Continental Cablevision of Miami Valley**, 54 Lewis Wharf, Boston 02110 for Moraine, Ohio (CAC-05765): **WLWD**, **WHIO-TV**, **WKEF**, Dayton, Ohio; **WOET** Kettering, Ohio; **WCPO-TV**, **WKRC-TV**, **WCET**, Cincinnati; **WXIX-TV** Newport, Ky.; **WUAB** Lorain, Ohio; **WMUB-TV** Oxford, Ohio; and **WTTV** Bloomington, Ind.

■ **Warner Cable of Olean for Eldred borough**, Pa. (CAC-05784): Requests certification of existing operations.

■ **Versailles Totalvision**, 109 N. Monroe, Versailles, Mo. 65084 for Versailles (CAC-05785): **KYTV**, **KOLR**, **KOZK**, **KMTC**, Springfield, Mo.; **WDAF-TV**, **KCMO**, **KBMA-TV**, Kansas City, Mo.; **KOMU-TV**, **KCBJ-TV**, Columbia, Mo.; **KPLR-TV** St. Louis; and **KRCG** Jefferson City, Mo.

■ **Home Cable Co. for Mountain Home**, Ark. (CAC-05786): Add **KOZK** Springfield, Mo.

■ **Bay Cablevision for Berkeley and Richmond**, Calif. (CAC-05787, 8): Add **KMUU-TV** Sacramento, Calif.; **KDTV** San Francisco. All American Cablevision Co., 360 S. Monroe St., Denver 80209 for Bexley, Ohio (CAC-05789): **WBNS-TV**, **WLWC**, **WTVN-TV**, **WOSU-TV**, Columbus, Ohio; **WUAB** Lorain, Ohio; **WXIX-TV** Newport, Ky.; **WTTV** Bloomington, Ind.

Certification actions

■ **Pennsylvania**—Cable Bureau dismissed applications for certificates of compliance by Suburban TV Cable Co. upon Suburban's request for Reading, Cumru township, Shillington borough, Mohnton borough, Kenhorst borough, Sinking Spring borough, Spring township, West Lawn borough, Wyomissing Hills borough, and West Reading borough, all Pennsylvania (CAC-4024-33). Action Nov. 7.

■ **Cohoes, N.Y.**—Cable Bureau granted Newchannels Corp. certificate of compliance to carry **WTEN** and **WAST**, Albany; **WRGB** and ***WMHT**, Schenectady; **WOR-TV** and **WPIX**, New York; and **WSBK-TV** Boston (CAC-05182). Action Nov. 10.

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance**: **Telecab Communications Corp.**, Swatara township, Pa. (CAC-04816); **Cablevision of New Jersey**, Hoboken, N.J. (CAC-05199); **North Bergen Cable Television**, North Bergen, N.J. (CAC-05200); **Artesian Cable Television**, Minneola, Kan. (CAC-05265); **Southwest CATV**, Rio Grande City, Tex. (CAC-05359); **Danville Cablevision Co.**, specified unincorporated areas of Pittsylvania county, Va. (CAC-05361); **Oregon Cablevision**, Dallas, Ore. (CAC-05362); **Valley Cable Vision**, Bethany, Conn. (CAC-05373); **Richey Cable**, Concho Valley, Ariz. (CAC-05498); **Cablevision Systems**, Seminole, Okla. (CAC-05548); **Cable Television Co. of Puerto Rico**, San Juan, Puerto Rico (CAC-05550); **Cablevision of Alamance County**, Burlington, N.C. (CAC-05656); **STV Cable Television**, Niagara Falls, (CAC-05667); **Town of Lewiston**, (CAC-05668); **Town of Niagara**, (CAC-05669), and **Village of Lewiston**, N.Y. (CAC-05670).

In contest

■ **Louisia, Ky. show cause proceeding**: **Edwards Cable T.V.** (Doc. 20466)—FCC dismissed proceeding as **Edwards Cable** has now filed a complete certification application. Action Nov. 12.

Rulemaking

■ FCC made certain editorial changes in its cable television rules to clarify sections pertaining to dismissal of petitions for special relief, requests to add certain television signals to existing systems, and maintenance of public inspection files. Section 76.7(i) was amended to clarify criteria to be used in dismissing petitions for special relief that could have been filed earlier under Section 76.27. Commission amended rule to read that demonstration of at least one of the conditions was sufficient to prevent dismissal of petition for special relief. It also amended its notification requirements for existing stations that desire to add signals for which no certification application is necessary, to require such systems to notify local franchising authority of added signals, as well as FCC and parties already required to be notified. In addition, Commission amended Section 76.305(a)(2) that specifies what type of information must be maintained in a public inspection file relating to certificate of compliance applications, to require that all requests made for a change in television broadcast signal carriage be included in file. The amendments become effective Nov. 26. Action Nov. 12.

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Partner needed to invest in and manage small market in Midwest. \$6250.00 investment. Box M-186, BROADCASTING.

N.E. Suburban group wants "street fighter" for manager. Person will receive ownership without cash investment. Write Box M-207, BROADCASTING.

Radio Products Manager market research. National Market Research company is seeking a manager of radio products. This is an opportunity for product oriented manager who prefers a dynamic, growth environment. We need a degree or equivalent experience preferably in Computer Science, Marketing, or Business Administration. We also need five plus years experience primarily in market research or a related field that includes computer utilization, management science or EDP processes. Radio/TV Advertising media experience a definite plus. If this matches your profile, send us a resume including salary history to: Box M-208, BROADCASTING.

General Sales Manager for Montana's most desirable AM/FM facility with top ARB rating. 5KW at 560 fulltime in the heart of the Big Sky country. Resume to AJ Donahue, KMON, PO Box 2427, Great Falls, MT 59403.

Very successful station in thriving Northern California market needs a talented sales manager to grow along with it. Exceptional opportunity with expanding broadcast company. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Experienced Station Manager for established religious daytimer for 1,000,000 population Western city. Good salary, profit sharing, insurance to right person. Send complete resume to PO Box 28, St. Louis, MO 63166.

Top 10 market all-news station needs exceptional General Sales Manager. Desire big market sales management experience and strong, verifiable track record. \$35-40K plus fringes. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Outstanding Texas AM-FM desires General Manager. Blockbuster ratings, good billing. We need the person to make them even better. \$20-25K first year. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Help Wanted Management Continued

General Manager, Indiana's second market, group owner needs experienced sales pro, knowledge FCC requirements, excellent salary and bonus arrangement. Equal Opportunity Employer. Send resume and salary requirements to 2644 St. Clair Ave., Cleveland, OH 44114.

Management trainees for expanding small market group, sales experience necessary. Lee Buck Broadcasting, Box 494, Greencastle, IN 46135.

Help Wanted Sales

Highest commissions paid: Sales reps needed for California commercial jingle corporation, full or part time in your area. Send resume. Box M-117, BROADCASTING.

Western Massachusetts part-time AM/FM Sales opportunity. Radio sales experience necessary. Paid on a commission basis. Flexible hours. All replies confidential. Mail resume to Box M-148, BROADCASTING.

Sales Manager, Virginia, Medium Market. Good potential for aggressive individual. Requires complete knowledge of all phases for selling and sales promotion. Advancement to General Manager possible. Box M-154, BROADCASTING.

Salesperson wanted by growing N.E. chain for Worcester & Springfield, Mass. sales. Contact Mr. Roberts or Mr. Vaughan, WARE, Ware, MA.

World's most beautiful beaches desires world's most motivated sales person. Resume, track record to WDLF, Box 759, Panama City, FL 32401.

Sales Opportunity. Medium size market. Need aggressive salesperson, self starter. WJCO Radio, PO Box 380, Jackson, MI 49204, or call 517-783-2621. Robert Lees, Station Manager. An Equal Opportunity Employer.

2 fulltime salespersons for growing Mississippi chain. Send resume and salary requirements to WKYY-FM, PO Box 1357, Vicksburg, MS or call 601-638-5111. No collect calls. An Equal Opportunity Emp.

Beautiful music (FM) station in Tampa/St. Petersburg, Florida is expanding sales force to include several self-motivated, promotion minded individuals who can sell in a competitive situation. Only those with experience and a proven track record need apply. Send resume with income requirements and references in complete confidence to Jim Johnson, WQXM, PO 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

Waukegan, Illinois FM station seeks salesperson. Must be a self-starter with telephone and on the street experience. Draw against very high commission. Possibility to become sales manager. Call Roger Kaplan. 312-662-0540.

Expanding 5 station group has immediate need in million plus area. Promotions caused openings. Small markets welcomed. Mr. Davis, Box 9001, Wichita 67212.

2 Salespeople needed immediately for AM/FM combination. Good list, excellent opportunity for right person. Call Mr. Ganey, 912-232-0127.

Have you run out of room in a small market? Experienced young pro will take over excellent list plus outstanding opportunity for growth. Near Chicago. Phone 815-937-1273.

Help Wanted Announcers

Announcer with proven sales. Third class required. Philadelphia suburban AM MOR. E.O.E. Send resume Box M-115, BROADCASTING.

Career Opportunity: small town/big sound MOR station wants steady mature individual for permanent position. Good pay and fringes. Near Atlanta. Send recommendations with first letter. Box M-142, BROADCASTING.

Louisiana Contemporary MOR station looking for experienced, one-to-one "bright" announcer who loves radio and has pride in his/her work. 3/E EOE. Send resume, etc. to Box M-161, BROADCASTING.

Talk host wanted with strong news interest. \$10,000-12,000. Send resume. Northeast. Box M-185, BROADCASTING.

Remember Perry Como, Andy Williams? Opening for MOR personality who can relate to good music, read news and communicate with young adults. Five nights a week on 10,000 watt KGGF. No screamers. Tapes and resumes to Bill Miller, KGGF, Coffeyville, KS 67337.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact program director, Doc DeVore, KPOW, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

Top rated C&W station in strong radio market needs production and music oriented announcer. Experience and reliability a must. Send tape and resume to: Fred Hildebrand, GM, KVOC Radio, PO Box 2090, Casper, WY 82602.

Wanted: announcer with exceptional voice who can use library to make top notch promos for station and commercials that will sell. Send tape to KWRT Radio, Boonville, MO 65233.

Announcer with first phone. Must have some engineering and broadcast experience. Send tape and resume. Station WAMD, Aberdeen, MD 21001.

Exceptional announcer. Dedicated. No mediocre talent. Knowledge of beautiful music. Northern vacationland. Send resume and tape to: Dick Conder, WITW, 116 N. Mitchell, Cadillac, MI.

Sports Announcers Dream, PBP, sports talk, commentary. Must do DJ show. Rush tape to Dave Weinfeld, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101. EOE.

Coastal Maine. Young, active No. 1 and growing station looking for talented, stable announcer strong in music and production. 7-8500/yr. Send resume, audition to WKXA-AM-FM, Brunswick, ME 04011.

Evening personality able to communicate with teens. Stable, responsible and able to take direction. Good production skills preferred. Tape, resume and references to: Bill Dennis, WLOF, Box 15746, Orlando, FL 32808. EOE.

Beginner, potential more important than experience. Disc Jockey & production. WPAZ, Pottstown, PA. 215-326-4003.

Young and beautiful FM looking for air persons. Ability, not experience, counts. Also qualified 1st. With chief potential. Contact Bob Scott, P.D., WXLX, PO 98, Williamantic, CT 06226 E.O.E.

Wanted Mid-morning announcer for personality oriented MOR. Two years minimum experience. An Equal Opportunity Employer. Send tape and resume to Allen Strike, Box 699, Elkhart, IN 46514.

Help Wanted Announcers Continued

Opportunity, with 6 station small market group. Advancement available for talented, experienced person. Must have 3rd endorsed or first. Send full details. EOE. Galen Gilbert, 3537 Wooten, Fort Worth, TX 76133.

Christian Radio like it's never been before. For the first time a real challenge in professional music programming. We're a nine-station group seeking warm, bright, sensitive air personalities with something creative to say. Send resume, salary requirement, thorough tape to DTA, 3201 Royally Row, Irving, TX 75062.

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Help Wanted Technical

Help Wanted. Chief Engineer, a No. 1 pulse rated. Contemporary AM station in West Texas medium market. Need a combo person, chief engineer/announcer or chief engineer/sales. New studios, new equipment. Excellent pay. Great growth potential. Box M-132, BROADCASTING.

Assistant Chief Engineer needed for top rated AM-FM operation. Excellent opportunity for right person. We encourage minority applications. Equal Opportunity Employer. Contact Earl Tolley, WCMS, 5600 Curlew Dr., Norfolk, VA 23502.

Experienced Engineers. Apply now for future openings with group broadcaster. Chief Engineers, studio engineers, technicians. Demanding opportunities. Applicants carefully screened. EOE. Reply V.P., Engineering, Hall Communications Inc., PO Box 551, Norwich, CT 06360. 203-887-1613.

Help Wanted News

Sports nut who can write commentary wanted by NE major. No PBP. E.O.E. Tell all to Box M-140, BROADCASTING.

News/Information oriented station in Louisiana looking for qualified news people who want to work, people who know what makes news, how to get it, write, and voice it. EOE. Send resume, etc. to Box M-160, BROADCASTING.

Anchor for all-news. Good news judgment, solid voice, plus ability to adlib and communicate with or without copy. Send tape and experience to WHLO, Akron, OH 44313.

Looking for news director to gather, write news, an interest in sports. Will be AM newsperson. Contact Chet Tart, WKBK, Keene, NH. 603-352-6113.

Michigan Farm Bureau wants to hire a person skilled in broadcast journalism. Must have at least two years experience in radio news and public affairs or a college degree in broadcasting. Must have a strong knowledge of agriculture. Would produce daily and weekly programs which explain agriculture. Good salary, fringe benefits. Send tape and resume to: Eric Levine, Michigan Farm Bureau, 7373 W. Saginaw Hwy., PO Box 960, Lansing, MI 48904.

Major mkt. AM seeks experienced news anchor/investigator. Good delivery a must. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, 1 Research Center, Marion, IA 52302.

Help Wanted Programing, Production, Others

Exciting opportunity with contemporary leader for copywriter, man or woman, who can create quality commercials in quantity, with confidence & authority enough to direct the production of these professional gems into sales & award winners. Resume, samples, details in confidence to Box M-219, BROADCASTING.

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KFDI, No. 1 rated 10,000 watt, modern country station in Wichita, Kan. looking for young, aggressive, sharp, program director. Requirements: Previous P.D. experience, or desire to move up from announcing. Must be family person, interested in permanently locating, willing to adapt to station's current success before making changes. Salary range depends on qualifications. Equal Opportunity Employer. Send complete resume to: Box M-196, BROADCASTING.

Creative production director needed at one of Midwest's most respected stations. Must have good voice, sense of humor, ability to work with announcers and sales people in developing ideas. Tape & resume to: Bill Vancil, Program Manager, WISM, Box 2058, Madison, WI 53701.

Looking for talented writer to do production work and be on-air personality. Minimum 3 years experience in all phases required. Send resume, tape, writing samples and salary requirement to Business Manager, WJR, 2100 Fisher Bldg., Detroit 48202.

1 Program Director and 1 fulltime announcer. A chance to move into sales. No. 1 fulltime modern country music station. Send track record to WKYV FM, PO Box 1357, Vicksburg, MS or call 601-638-5111. No collect calls. Equal Opportunity Emp.

Operations Manager, skilled in all facets of production, systems; air-work. WOAI Radio, 1031 Navarro, San Antonio, 78205. Attention: John Barger, GM. No calls. Send tapes and work profile. Equal Opportunity Employer.

Situations Wanted Management

Sales Manager and/or sales, proven record of billings and cash flow builder. Looking for position with long term future and good earnings potential. Experience; sales, training, sports, programming, FCC. and more. Replies, Box M-49, BROADCASTING.

G.S.M. in Major market seeking same capacity position or as G.M. I have the ability to get things done. With no numbers, we're ahead of projections, and profits are higher than last year. Sincere, outspoken and ready to join your team. Investment possible. Box M-163, BROADCASTING.

12 years experience all phases, currently manager small market TV station. Successful sales manager and salesman in prior years. Experience includes radio and television. First phone. Seek management and/or sales 31 years old. Box M-198, BROADCASTING.

General Manager: Experience, management, sales, programming. Available in January 1976. Medium market North Carolina. South Carolina or Tennessee desired. Write Box M-201, BROADCASTING.

First phone, wide open for your needs, can adapt to management, sales, technical performance. 2 1/2 yrs college radio experience and subsequent radio work. Phone 212-221-3700 Ext. 88.

Situations Wanted Sales

Small market AE seeks medium market position. College grad. Box M-200, BROADCASTING.

Seek promotion oriented station for combo DJ, production, sales, or any combination thereof. B.S., 3rd endorsed. College radio plus Top 10 market sales and production experience. References. Working. Box M-211, BROADCASTING.

Hard working, aggressive young salesman. Familiar with RAB and method selling. Ready and able. Britt Hassan, 618-532-0526. 21 Mitchell, Central, IL 62801.

Situations Wanted Announcers

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

Situations Wanted Announcers Continued

First ticket MOR pro seeks position with mid-Atlantic operation. No rock. Will consider country. All replies answered promptly. Box M-86, BROADCASTING.

Available in Dec. College grad with 1 1/2 yrs. exp. Rock. Top 40. Good production. Tape available on request. Will relocate. 3rd. Box M-95, BROADCASTING.

First phone. 4 yrs. exper. in med market. Wants fulltime at Top 40. Prefer West Coast but. I'm mobile. Single, very dependable, tight board and knows production. Box M-107, BROADCASTING.

Sports Director. experienced PBP, news; DJ, production, talk show. Central Indiana preferred, consider Midwest. Box M-125, BROADCASTING.

Number one in AM drive? Combo team available Jan 1. We are both winners looking to move up. Don't wait to answer this ad. Box M-136, BROADCASTING.

News Pro, Stable, mature. Digs, writes, edits, tapes, films, delivers. Looking for right spot to do it all. Radio or TV. Box M-151, BROADCASTING.

Husband/Wife looking to program Virginia or Carolina station. Small-large market experience. Good air work, production, any market considered. Husband will accept single opening. Box M-166, BROADCASTING.

Broadcaster, experienced mature sound, all phases, anxious to locate now. East. Box M-175, BROADCASTING.

2 1/2 years experience young single DJ seeking contemporary Top 40 format. Third endorsed. Prefer southern and western states. Box M-180, BROADCASTING.

Announcer with 4 years previous experience. Looking for a gig. Been away from radio for too long. If you've got an opening, I can fill it! Box M-181, BROADCASTING.

Listen-I'll get them. 6-9 AM morning personality, good on telephone, human interest items, trivia also a super salesman & novelty production techniques. Married, two kids, 28, college. Want to work in S.C. Box M-187, BROADCASTING.

Midnight show only, college town preferred. Experienced man, with free wheeling hard hitting show. No audition, personal interview only. AM or FM. Replies to Box M-190, BROADCASTING.

Experienced rock personality, 1st phone, college grad. Experienced in production, news and sports. Box M-214, BROADCASTING.

Attention Navy vet. 25, excellent voice, hardworking, ambitious, some broadcast experience. 3rd endorsed, news, copywriter, Frank Shineman, 540 F St., San Diego, CA 92101. 714-238-1700.

Personality-oriented small market, single morning man, seeks advancement. 1 1/2 years experience, currently employed, 3rd endorsed, relocate anywhere. 417-667-7992.

Announcer, some experience, seeks small market rock station in Midwest, much desire, hard worker. 3rd. John Dial, 312-773-2782.

Third endorsed wants full time air shift in small market station in Midwest. Experienced. Bob Leonard, Route 1, Chatsworth, IL 60921. Phone 815-635-3784.

3rd phone endorsed. Black announcer. Beginner. Looking for first break. Please call or write, Jimmy Sanders, 5336 W. Berks Street, Philadelphia, PA 19131. Phone 215-878-1623.

First phone, 4 years experience. Top 40, adult contemporary, married, enthusiastic, great production, board impeccable. Must get off LI, it's sinking! Stable midwest market desired. No small stations. Mark. 516-727-7545.

Situations Wanted Announcers Continued

Knows music, likes people, interviews, news. An asset to your station with 1st Class license. Combo work and top 40 preferably, but not necessary. Willing to relocate, prefer New Jersey. Single, 24. Call Ric Acquaviva, 201-363-5249 for tape and resume.

Eager, ambitious young man, light board, endorsed third. Pete Mayer, 723A Spring, Sheboygan, WI 53081.

3rd, DJ, News, experienced, basic production, looking for small market station. 313-386-8899, G. Nelson Brown, 9660 Becker, Allen Park, MI 48101.

Drive time personality, and/or PD comic, wit, 16 years in radio. Excellent ratings as PD-airman. Phone 305-274-9123. AM. Larry Shannon.

D.J. seeks rock and rap. 25, college grad, 3rd, smooth and polished. S. Chessin, 1371 E. 23 St. B'klyn, NY.

Situations Wanted Technical

Experienced engineer. AM-FM. Neat. Sober. 1-302-453-8816 or Box M-171, BROADCASTING.

Experienced 1st phone, good maintenance and repair. Age, 23. Excellent education. Box M-212, BROADCASTING.

Chief Eng. or Eng/mgr. Reliable, budget minded, 25 years, all phases including stereo, auto, proofs, directionals. Available now, desires mid. states. Call 1-502-426-5736.

First phone looking for first pro job. 2 yrs general manager college radio. News, DJ combo, engineer, production, you name it, I'll learn it. Eric Brown, 84-50 Austin St., Kew Gardens, NY 11415. 212-441-6184.

Situations Wanted News

New management sacrificing number one-rated quality for EEO quantity. Medium-market ND wants major-medium reporter position, station guided by principle, not fear. If professional radio still exists, response should be good. Box M-169, BROADCASTING.

Prize-winning woman writer/annr. wishes MOR radio position in E. Long Island, Ore., Calif. Radio/TV retail copy chief; now broadcast dir. pub. service. Box M-176, BROADCASTING.

Entire news staff available to make your operation No. 1. We have 30 years experience; we're good; we can work with each other, not just with this operation. We're the current staff of the No. 1 station, and No. 1 news operation in this top 50 market. AP and UPI awards make us tops in this southwestern state. Reply Box M-182, BROADCASTING.

News Sports Pro. 4 yrs. experience. Prefer Midwest, will consider others. 313-534-0251.

Reporter/writer, two years college experience. News-talk oriented. Sure I'll send a tape. Recent grad. Eager to communicate. Charles McShane 219-838-7274. 3144 Highway Ave., Highland, IN 46322

5 yrs. experience, varied background: all news and talk. College degree, 1st, 27, dependable, references, wants to relocate. 813-689-9171.

Sportscaster/PBP: 3 years experience of major sports high school and college. Dedicated, free thinking reporter. Excellent commentary. Hard working. Writes own script. Good interviews. Marc Goldberg. Box 795, Springfield, VT 05156. 802-886-2617.

Situations Wanted Programing, Production, Others

Versatile: 18 mo. experience in production, news, board, 6 mo. school experience, 3rd, prefer Michigan. Box M-33, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Experienced broadcaster. CE, PD, traffic, news, MOR, classical, design, construction, operations. Sober, stable, family. Want small-medium FM or MOR AM for permanent home. Texas or Florida. CP's welcome. Box M-209, BROADCASTING.

Budget minded professional with experience and degree. Ready to program your medium market Top 40 station. Box M-216, BROADCASTING.

Ten year pro desires to settle at good MOR or contemporary station in PD. slot. All markets considered. Call 714-338-3918.

One of America's leading AM personalities now seeking program director situation. 9 year professional that has done it all! Call 312-256-1514.

Recent MS grad, reliable, creative. College station experience. Produce, direct, camera. ENG. David Boomer, 240 Riverdale, Defiance, OH 43512. 419-782-2611.

Production/Music Director. Creative. Imaginative. Original. Smooth air performance. Phil, Box 71, Park Forest, IL 60466.

TELEVISION

Help Wanted Management

Television Sales Manager. Top 50 markets, group ownership, net affiliate in Northeast. Excellent opportunity for right person who must have strong local and national experience. All replies confidential. An Equal Opportunity Employer. Send resume to Box M-199, BROADCASTING.

Help Wanted Sales

Here is an opportunity for a successful television salesperson to work with a network affiliated station located in one of the fastest growing areas of the U.S., south Florida. Individual must be able to work well with retail accounts in the areas of creativity and scheduling. An established account list is available but individual must be constantly developing new accounts. Applicants must have a minimum of three years' experience in successful television sales. An Equal Opportunity Employer. Reply to: Box M-172, BROADCASTING.

TV Salesperson, New York based buying service has an unusual opportunity for a person familiar with local sales. Send brief history. All replies will be answered. Box M-191, BROADCASTING.

Help Wanted Announcers

Staff announcer for booth and on-camera weathercasts. Send VTR, resume, and salary requirements to WEHT, Box 395, Evansville, IN 47703. An Equal Opportunity Employer.

Help Wanted Technical

Technician with second class license. Maintenance skill desired. Will train for TV operations. Box M-173, BROADCASTING.

MCR Switcher, VTR Operator, and light maintenance engineer for top ten market. FCC 1st class and 2 years minimum experience required. Send complete resume with salary desired. EOE. M/F. Box M-194, BROADCASTING.

Excellent opportunity for you to become our Chief Engineer. Must have solid studio and transmitter technical background and administrative ability. We are a 20 year old VHF, network affiliated, Southeast facility. Profit sharing plan and car among fringe benefits. If you like hunting, fishing or boating, you will like our area. Include current salary and resume in reply. Box M-202, BROADCASTING.

Control Room engineer-operator. First phone, experienced or will train. Contact CE, WCOV-TV, PO Box 2505, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical Continued

Senior Video Engineer/Technician. Excellent opportunity for individual who will be responsible for the maintenance and operation of all production facilities in a fully equipped modern industrial television studio. Must have extensive production and editing experience, and be thoroughly familiar with 1" helical format. Extensive benefits and career development. An Equal Opportunity Employer. Send resume to: Sun Oil Company, Sun Studio, 1600 Walnut Street, Philadelphia, PA 19103. Attn: Mr. Richard W. Brown 28/3GP.

Help Wanted News

E.O.E. Major Southeastern number one. Producer/writer/editor for 10PM half hour. Management your objective not air. Three years experience. Copy stylist. Graphics oriented. Quick reflexes. Great coordinator doesn't need supervision. Box M-110, BROADCASTING.

TV News Director, medium sized market network affiliate looking for experienced news director with strong leadership qualities and proven successful track record capable of taking good news organization and making it an outstanding one! Professionals only need respond. All replies in confidence to Box M-205, BROADCASTING.

Associate television news producer/performer. Requirements include experience in news producing, directing, and on-air reporting. Salary range \$10-12,000, depending on experience, plus generous benefits. Upstate New York location. Equal Opportunity Employer. Send resume to Box M-215, BROADCASTING.

Combination Producer Director/Technical Director for news. Must be experienced. Equal Opportunity Employer. Contact Rick Davey, KGGM-TV, Box 1294, Albuquerque, NM 87103. 505-243-2285.

Help Wanted Programing, Production, Others

Creative Television Director/Producer with commercial credits. Please send resume to Box M-108, BROADCASTING.

Midwest Network Affiliate needs creative writer/producer. Work in market's newest and busiest studios. Experienced only! An Equal Opportunity Employer. Send resume and salary requirements in first letter. Box M-121, BROADCASTING.

Producer-Director wanted for progressive group owned number one affiliate in southeast. Responsibilities might include hour talk show, news, children's and community affairs pgms and commercial production. Degree and at least one year experience as P.D. An Equal Opportunity Employer. Box M-206, BROADCASTING.

Producer/Director University PTV. Bachelor's plus three years professional production experience, including one year production/direction. Will also teach intermediate to advanced production courses. \$10,500. Resume, references and video tape required. Submit to Production Manager, KRWG-TV, Box 3-J, Las Cruces, NM 88003. Deadline: December 8, 1975. Equal Opportunity/Affirmative Action Employer. Information contained in written applications for this position will be used in reports to HEW unless the applicant prohibits this in writing.

Director of the University of Alabama Television Services. MA desired. Extensive managerial experience and administrative capability is required. Salary negotiable. Deadline: January 2, 1976. Box X, University, AL 35486. An Equal Opportunity/Affirmative Action Employer.

Director. Television Studio Director for six month project, to direct 10 half-hour situation comedies for Cuban audience. Must have experience in directing dramatic programs for television. Extensive background in sophisticated video and videotape production techniques essential. Must be fluent in Spanish and English. Please send resume to Personnel, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer M/F.

Situations Wanted Management

Young aggressive business manager, well qualified in all aspects of financial management, seeking new challenge at corporate level. Box M-217, BROADCASTING.

Situations Wanted Sales

22 years television and radio 16 years sales. Desires return to media after 2 year absence. Andy Anderson, 1407 Miles, Billings, MT 59102. 406-252-8829.

Situations Wanted Announcers

Weathercaster working in Evansville, IN, seeking major mkt., or station using A.M.S. seal. A.M. call Allen Everhart 812-479-6589. Or. Box M-170, BROADCASTING.

Situations Wanted Technical

First phone: maintenance eng. AM TV. Box M-174, BROADCASTING.

Engineer presently employed by network seeks technical position in smaller market. 10 years experience studio-field operations, maintenance, ENG, program control. 1st phone, Bachelors Degree. Box M-183, BROADCASTING.

Situations Wanted News

News Director. AM-FM-TV with superb credentials seeks anchor post. Network related experience. Resume and excellent references furnished on request. Box M-81, BROADCASTING.

Experienced Chief/Staff newsphotographer. 7 years TV, seeking new challenges. Box M-118, BROADCASTING.

Currently employed female reporter/producer. 3 year veteran. Want new challenge. Outgrown current small market. Box M-124, BROADCASTING.

Aggressive Action and field reporter in Top 50 wants reporter/anchor position with dynamic medium market news operation. Available immediately. Box M-144, BROADCASTING.

Over six years radio news director. Some TV. Seek news but will consider any TV work. Will relocate. Box M-149, BROADCASTING.

Experienced Urban Affairs reporter. Top 25 market radio-TV experience in both reporting and documentaries. B.S.-Journ. M.A.-Urban Affairs Journ. Available in January. Box M-195, BROADCASTING.

Television news court reporter for federal, circuit, and general district levels. Want full-time television job. Two years radio and TV experience. Box M-213, BROADCASTING.

Relocate anywhere and bring experience, versatility, new degree. Portable VTR, 16mm. Ten-cent stamp will buy my resume. Dan Cummins, TV 10 News, ISU, Normal, IL 61761.

Anchor/Reporter. Box 81041, San Diego, CA 92138.

You want hustle? Hustle I've got! You want results? Results I'll get! You want experience? So do I! Need that first big break. Phone Andy, 607-547-2334.

TV news anchor/general reporter for medium market station. Female, 25, wants similar with major market TV. 2 1/2 yrs TV. 3 yrs radio. B.A. Political Science. PO Box 1663, South Bend, IN 46624.

Experienced Sports Director, Top credentials, on-air and film production. PO Box 7023, West Trenton, NJ 08628.

Situations Wanted Programing, Production, Others

Director, has grown with TV for 15 yrs. from the bottom up. Several awards & degrees in TV. Adept in all phases of production, news, PA, promotion and commercial work. Switches own shows having worked in commercial and ETV medium and major markets. In SE, but, immediately available anywhere. Box M-164, BROADCASTING.

No station too small or responsibility too large. Young, aggressive television production person with NYC experience. MS and BFA from top broadcast schools. Looking to grow with expanding operation. Box M-178, BROADCASTING.

Black Director, 3 yrs. experience in medijm and top markets. Heavy in news, PA, remotes and commercial production. Looking for growth and creative opportunities with a progressive station. Box M-188, BROADCASTING.

Goal oriented Production Manager with strong background in directing, administration and supervision seeks career with progressive station in competitive top 40+ market. If you'll challenge me, I'll deliver for you. Box M-203, BROADCASTING.

Experienced Director/Producer just completed synd. series for top NET producer. Excellent references and experience. Will relocate for best situation. Strong on live & remote sports. Cassette & 2" available. 213-256-9005.

First phone, video production experience, very bright seeks position as technician or production assistant. Zina Bauman, 160 W. 73 Street, NY, NY 10023. 212-TR-6700.

Experienced female director, 2 1/2 yrs in Midwest market, seeks new position. 414-437-6967, daytime.

CABLE

Help Wanted Management

System Manager, Northeast. Salary: \$15,000-\$20,000. Box M-146, BROADCASTING.

BUY-SELL-TRADE

WANTED TO BUY EQUIPMENT

We need used 250, 50, 1 KW 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

50,000 watt AM transmitter in very good condition for operation as main is needed immediately. Holt Technical Services, Box 111, Bethlehem, PA 18016.

FOR SALE EQUIPMENT

Gates BC-1F, 1 KW AM transmitter. Good \$2200.00. Box M-184, BROADCASTING.

G.R. 916AL R.F. Bridge, Like new, calib'd, \$525. Box M-210, BROADCASTING.

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.

Video jukebox automatic programmer. Like new VJB-12 & VJB-1, Channel 2 Cablevision, Box 1, Oxford, MS. Phone 601-234-8537.

Wanted eight bay Collins horizontal antenna: 10 or 20 KW transmitter. 1965 or newer; 350' self-supporting tower. 608-244-2847 days. 608-244-2882 nights.

Complete Gates Automation: SP-10 memory, 2 Scully reproducers, network joiner, logging, 55. extras. 420-hour MOR music library. On the air. Everything you need. Top condition. \$10,000. Available now. KBUR, Burlington, IA. 319-752-2701.

For Sale Equipment Continued

RCA 250K transmitter, well maintained, complete with tubes, just taken out of service. GE BA-5A Limiting Amplifier; RCA 66-A Modulation Monitor; RCA TT25CL Aural Power Amplifier. WSAV, Savannah, GA.

IVC Two studio Pluimicon color cameras, model 300 with color encoders, CBS enhancers, Gibraltor tripods; one IVC Film Chain with Multiplexer, Model 210 color camera and remote control. All \$30,000. Will separate. 312-738-4114.

Mobile unit, ready to televise. 2 CEI Hi-sensitivity cameras, over 1,000 ft cable, 15 kw generator. All monitors, scopes, encoders, switcher and audio. 1969 C600 Ford with 21 foot van. Power lift tailgate. Extremely versatile unit for any size market. Used for NFL pre-season, statewide pageants and sports events. For complete inventory and price contact Ron Erickson, WLWK-TV, 787 Lombardi, Green Bay, WI 54303. 414-494-8711.

Two RCA TK-42 color cameras including Houston Fearless deluxe pedestals, controls, cable, monitor, waveform at \$10,000 each. Contact Luster King. 618-253-7921.

Ampex, Ampex, Ampex. Fully refurbished hi-band color VTR's, like new: VR-2000's & VR-1200's. Call or write A.F. Associates, Inc., 415 Stevens Ave., Ridgewood, NJ 07450. 201-447-0096.

Blau-Knox 275' & 375' self supporting towers. 350' 1-5/8" 51.5 ohm rigid xmission line, horizontal pol. RCA 4 Bay ant. 106.7, RCA BTE 10B Exciter, 2 RCA BTA 250M xmitters, 2 Kahn symmetra peaks, Gates SP-19 programmer, BP Micro-mate programmer, 2 Sono-mag Time annrcs, 2 MA-CAR-TA Stereo RCD/PB cart machines, various solid state CBS audio gear, Musak tape player system S200 as is. K. Leach, Hall Communications, 203-887-1818.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

Capitol Comedy zaps the politicians. Over 40 hep one-liners every 10 days. 3 month trial \$15. Sample S2. Jack Posner, 220 Madison Ave., N.Y. 10016.

Personality is more than warmed-over "Tonight Show" one-liners. Free Sample: Obits. 366(BR) West Bullard Avenue, Fresno, CA 93704.

MISCELLANEOUS

"We are buying." Albums, tapes, new, used for good music station. Small lots or libraries. Box M-156, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom Program concepts. Image I.D.'s, features, DJ intros, promos, commercial jingles. Free demo. Krishane Enterprises, Inc., 4601 Willis Avenue, Sherman Oaks, CA 91403.

German News Service. Weekly taped reports, actualities and live feeds. American Press Service, 4 Dusseldorf, Fortuna Str. 23, West Germany.

Bumper Strips, 1000 for \$86.00, black on yellow, green or orange background. 3 3/4 x 7 1/2 up to 6 lines. Ruleform, 2517 Route 35, Manasquan, NJ 08736.

Placement Service

Many Top-40, MOR, and country & western openings available! Rush tapes and resumes to: Air Talent Placement, Suite 505, 1516 Hinman, Evanston, IL 60201.

Personals

Anyone knowing the whereabouts of Jerry Eton please call Retha Meares 919-537-9208 collect.

INSTRUCTION

For 38 years, Industry leader, Don Martin School of Communications trains for 1st phone license, in just five weeks. 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.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

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.

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, 11488 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: 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.

San Francisco Bay area. First Class license. Guaranteed results. Lowest price. Dave Ware School of Broadcasting. 408-377-6000.

No FCC license? Tried every way but the right way? It's time for Genn. Tech. Home study. Free catalog. 5540 Hollywood Bv., Hollywood, CA 90028.

RADIO

Help Wanted Management

General Manager/Minnesota—Exciting growth potential for strong sales-oriented manager in competitive, medium market, AM/FM combo. \$30,000 to \$35,000 first year. Strong sales management experience a must. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

For Fast Action Use
BROADCASTING'S
Classified Advertising

Help Wanted Sales

V-P SALES (TEXAS) \$35K

27 years in business has made us the largest Radio Station, Sales Promotional Co. in North America. Sales Group to start first of year needs an effective leader, who can hire, train, manage and out-sell his people. \$35K per year is minimum and the sky is the limit. You will be trained in our successful sales operation. Send resume and references to: Marvin Nudelman, Exec. V.P., Universal Publicizers, Inc., 16th Floor, 919 N. Michigan Ave., Chicago, IL 60611.

KLAZ

Join the dynamic advertising sales team at KLAZ radio. We offer top earnings, fresh challenges, and future management opportunity with our rapidly expanding communications company. We want an individual with high energy level, above average to superior intelligence and ambitious goals. Before arranging an interview, I want to know the extent of your previous sales training and why you are interested in exploring this unique opportunity. Send resume, salary requirements, and other requested information to Don Overton, General Manager, KLAZ, P.O. Box 7208, Little Rock, AR 72207. I will reply promptly.

Help Wanted Announcers

MOR PERSONALITY HEAVY!

**50 KW 1-A CLEAR
WHAS 84—LOUISVILLE
RARE OPENING FOR
HUMOR STABILITY
CREATIVE INPUT**

**PRODUCTION SINCERITY
PROFESSIONALISM INCOME
TAPE—RESUME—ANYTHING ELSE
THAT HELPS TELL THE STORY**

**HUGH BARR—MANAGER, BOX 1084,
LOUISVILLE, KY. 40201(502)582-7317.**

ANNOUNCER - CHICAGO

Nationally known Chicago broadcast advertising agency needs experienced full-time announcer, heavy on commercials and commercial production. Mature voice and style required. This is a permanent, career opportunity with an 18-year-old, steadily growing company. Excellent starting salary, plus many incentives and company benefits. Because a knowledge of our home territory is important, we only can consider applicants living in the Chicago metropolitan area. Please send tape of commercials (not d.j. work) and a brief resume. If your tape shows off your ability as a production person, as well as announcer, so much the better. REPLY TO LAWRENCE J. GUTTER, PRESIDENT, CHICAGOLAND BROADCASTERS, INC., 2622 W. PETERSON AVE., CHICAGO, IL 60659.

Situations Wanted Management

GM or GSM

Nationally known, respected, sales oriented professional! Major market experienced! A proven producer! Excellent record and references—a manager you can trust! Box M-162, BROADCASTING or (214) 233-5848 evenings.

Situations Wanted Sales

My energy and enthusiasm will get me to the advertiser, but adding experience to the mix nails the sale. Radio: a double-edged ad medium; you use it to sell it. When one needs to communicate to or with people ... fast, flexible, fluent radio truly is America's most inexpensive quality product. My energy, enthusiasm, experience available now for a NY station or network sales assignment. Extensive creative adv and brdcast bg. Box M-193, BROADCASTING.

Situations Wanted Announcers

PERSONALITY PLUS PROFESSIONALISM. TALENTED, CREATIVE ENTERTAINER. STRONG PRODUCTION. ADDY AWARD WINNER. SEEKING CHANCE TO STABLE ORGANIZATION WITH OPPORTUNITY. LATEST HOOPER INDICATES WE CAN DELIVER 18-35s. JONATHAN DOLL (305) 985-4445.

Morning personality at MOR station in top 30 market looking for solid, stable operation. My present station is being sold to public radio. Time to walk. Call (716) 668-3604 (after 1 P.M.) Or write: Scott Cassidy, 25 Slate Creek Drive, Apt. 11, Cheektowaga, N.Y. 14227.

Situations Wanted News

Experienced, award-winning network correspondent seeks documentary or production-oriented news work. At 30, have 16 years experience in all facets of daily news. BA and MS, highest credentials.

Reply Box M-179, BROADCASTING.

Situations Wanted Programing, Production, Others

Copy-Production

Major Market Pro with 8 years and degree. Well qualified for Programing, News or Promotion and can create and fill in relief. I'll go anywhere, any format. Available now at the right price. (301) 484-9340 or write Box M-192, BROADCASTING.

NEED A MATURE VOICE? OR FRESH COPY IDEALS?

Adult, deep voiced experienced air salesman will cut your spots. Professional job by network calibre voice. Will also write and produce straight or humorous spots. All work creative and original. Will also do narrations, documentaries, etc. Full sound effects library. All work re-mailed within 24 hours of receipt. Inexpensive way to add a new resonant voice to your staff. Introductory price includes tape and postage: \$2.50 per spot to stations, \$4.50 to agencies (add \$2 for writing). Remit in advance to: I.J. Rovang, Box 2440, Vero Beach, Florida (305) 567-0746. Guaranteed Satisfaction!

Progressive Rock Pioneer, one of the founders of progressive rock radio ready to return after absence. Experienced professional and father of 3 will make excellent P.D. or solid staff member. Ready now. Call Lee Bradley (812) 234-0979.

Business Briefly

STP Corp. □ Fort Lauderdale, Fla.-based maker of automotive after-market products (additives, air and oil filters) is shifting its account to J. Walter Thompson Co., New York, from Tinker, Dodge & Delano, which has had STP for less than one year. Account's line of products bills approximately \$8 million, of which estimated \$7 million is in broadcast. One factor leading to JWT's appointment, STP said, was agency's strength abroad, advantageous because STP intends to broaden its international distribution.

Louis Marx & Co. □ Toy manufacturing division of Quaker Oats Co. has named Ted Bates & Co., New York, as agency for its \$6 million-plus account (about \$3 million in television and radio). For Bates, it's second time around, having handled Marx for several years until 1974, when it landed at Waring & LaRosa, which has resigned account (BROADCASTING, Nov. 17). Acquisition of Marx raises amount of new business obtained by Bates this year to more than \$50 million.

Independent Life & Accident Insurance Co. □ Heavy spot-radio campaign is planned to start in early March for 26 weeks in approximately 40 markets, predominantly in Southeast and Southwest, Cecil West & Associates, Jacksonville, Fla., is buying 60-second spots in drive-time positions geared to reach men, 25 to 49.

Knickerbocker Toys □ Various toy products will be advertised in children's program times beginning mid-March in a number of major markets. Client is based in Los Angeles; placement is being handled by American Media Consultants there.

Converse Rubber Co. □ PF children's sneakers will be advertised in "sizable number of markets" for Converse, Wilmington, Mass. Daytime and fringe-time 30's are being placed by SFM Media Corp., New York; eight-week flight is tentatively scheduled for April start date.

Amana Refrigeration Inc. □ Various consumer appliances will be highlighted in spot-TV splurge to begin in early January and to continue for 12 weeks. Grey-North Inc., Chicago, is concentrating on approximately 20 markets throughout U.S. to reach target audience of women, 25 to 54, with Amana

also making TV commercials available to dealers and retailers for local placement on co-op basis.

Vick Chemical Co. □ Spot-TV drive for Vick's Fixident denture adhesive is being arranged for eight markets, starting in early January and running through first quarter. Benton & Bowles, New York, is aiming its commercials at adults, 50 and over.

S.C. Johnson & Son □ Company is introducing Natural Wood-Scent polish next month, backed by spot-TV test in eight markets, principally in Midwest, for 16 weeks, starting Dec. 1. Johnson's agency, Benton & Bowles, N.Y., is seeking time slots aimed at women, 25 to 49.

Wm. Underwood Co. □ Company's Roast Beef Spread, which has been on market in most parts of country, is being introduced in Southeast and Southwest



Apples for eight. The New York Market Radio Broadcasters Association, last week handed out its Big Apple Awards in eight categories for outstanding radio commercials on area stations. Picking up the local humorous "Apple" from Harry Harrison (I), WABC(AM), is Ed Jesinsky of Enterprise Advertising for the winner, Martin Paint Stores. Other winners were: Del Monte Corp., through McCann-Erickson, San Francisco (national humorous); *New York Times*, through Green Dolmatch Inc., New York (local musical); Coca-Cola Co., through McCann-Erickson, New York (national music); Joffrey Ballet, through Blaine Thompson Co., New York (local open); Pan American World Airways, through Carl Ally, New York (national open); Isley Brothers, through New Black World Advertising, New York (local series), and Blue Nun Wine, through Della, Femina, Trivisana & Partners, New York (national series).

in early December, spurred by heavy spot-TV campaign. Kenyon & Eckhardt, Boston, is placing time in more than 30 markets, with flights lasting from three to five weeks, depending on market. Target group is women, 25 to 49.

J.M. Fields □ Discount-store chain begins month-long, \$50,000 Christmas radio and TV campaign in 14 selected markets, including Philadelphia, Boston, Norfolk, Va., and Rochester, N.Y. Hertz-Bragin Advertising, New York, is looking for women, 18 to 49, in its 30-second radio and TV spots, which will emphasize gift ideas.

Spanish National Tourist Board

□ Organization is launching three-week pre-Christmas radio flight in eight markets—New York, Los Angeles, Chicago, Philadelphia, Washington, Boston, Miami and San Francisco. Compton Advertising, New York, is aiming 60-second spots at men and women, 25 to 64.

Dunkin Donuts □ Two campaigns, one this week (Nov. 24), and one beginning in December, handled by Humphrey Browning MacDougall Inc., Boston, will use late and early fringe 30's for spots themed, "Something's always cooking down at Dunkin Donuts." Holiday "Munchkin decanter" will be advertised in 85 TV markets; price-off offer on donuts and pastries will run in 25 others; some radio is also scheduled in 100 Northeast markets. Vitt Media, New York, is buyer.

Worth Corp. □ Company's Je Reviens line of perfumes, toilet water, cologne, bath powder and hand lotion are being plugged in special five-week personalities radio campaign in New York, Los Angeles, Chicago and Boston. Firestone Advertising, New York, will aim 60-second spots at adults, 18 and over, in pre-Christmas pitch. Personalities on radio stations in these markets will be supplied with fact sheets and with product information and samples and then they will ad lib Je Reviens commercials in their own style. Theme: Je Reviens' scent is longer-lasting than its competitors'.

Hamms Beer □ Approximately 20 markets are set for prime-time, sports and news 30's. Dancer-Fitzgerald-

**When you
want a small
package
delivered
fast, it's in
the bag.**



Delta's DASH guarantees delivery on the flight or routing you specify between most Delta cities. Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90".

Bring your package to Delta's passenger counter or air freight terminal at the airport at least 30 minutes before scheduled departure time. Package can be picked up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points. Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA**
The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington. \$21.00
Boston-Miami. \$26.25
Los Angeles-New Orleans. . . . \$31.50
Dallas/Ft. Worth-Los Angeles. . \$26.25
San Francisco-Atlanta. \$31.50
Philadelphia-Houston. \$26.25
New York-Tampa. \$26.25
Chicago-Orlando. \$26.25
Detroit-Memphis. \$21.00

For full details, call Delta reservations.

**Delta is ready
when you are.**

Sample, New York, is handling campaign, to begin Jan. 12, and to run through March 14, five weeks in some markets, nine weeks in others.

Hardee's □ Extensive spot-TV campaign is being chartered for first quarter of 1976 by Hardee's fast-food restaurants in approximately 100 markets, with flights varying but running in major markets for 13 weeks. Spot-radio effort on more modest scale also will be placed through Benton & Bowles, New York, which is setting sights on adults, 18 to 49, and children, 2 to 11.

A.E. Staley Mfg. Co. □ To add weight to Staley's network-TV campaign, spot-TV effort will be mounted for Sta-Puf fabric softener in early January in about 45 markets. Three-week flights are being bought by Earle Ludgin & Co., Chicago, which is looking for time slots designed to reach women, 18 to 49.

Pearle Visioncenters □ Chain of eyeglass retail stores throughout country is readying spot-TV effort in 35 major markets and somewhat more modest undertaking in spot radio, starting in mid-January. Six-week spot spree is directed at women, 18 to 49, who are said to be decision-makers in purchases of eyeglasses. Campaign was created and is being placed by Chollick Associates Inc., New York.

Admiral Corp. □ Spot-TV campaign centering around TV sets and other appliances will be launched by Admiral on Dec. 1 in more than 30 markets. Month-long effort will be directed primarily to men, 25 to 49, with placement being made by Marvin Advertising, Chicago.

Mobil Oil □ Company, through Cinema Sound Ltd., New York, is offering to radio stations special four-hour "analysis of the

Rep appointments □ Century National Sales, New York, has been named to represent WCOG(AM) Greensboro, N.C., and WEAM(AM) Arlington, Va., both Harold H. Thoms Broadcasting stations; WLTV(AM) Cincinnati (to go on-air Dec. 3); KIOU(FM) Corpus Christi, Tex.; KPLX(FM) Fort Worth; KINK(FM) Portland, Ore., and KIOQ(FM) Los Angeles. Avery-Knodel Inc., New York, has been appointed rep for KZIA(AM) Albuquerque, N.M. Eastman Radio has been chosen as U.S. representative for three Canadian radio stations: CFGM(AM) Toronto, CFOC(AM) Montreal and CJRN(AM) Niagara Falls, Ont. WNUS(AM) Springfield, Mass., has appointed Kadetsky Broadcast Properties for New England.

trends and events of 1975," produced in conjunction with editorial staff of *Time* magazine. Titled *1975—Farewell to an Eventful Year*, program will draw upon *Time* editors in national and foreign news, the arts, sports, business, law, religion, medicine and people. Show will go to stations in four 50-minute sections, each of them containing one 60-second Mobil spot. Stations will have other 10 minutes for local spots, ID's and news. Fifteen stations have signed up so far, including WOR(AM) New York, WNIB(FM) Chicago, and WCRB(FM) Boston.

GAF □ Company's Viewmaster viewer and slides will get extensive Christmas radio flight in 40 markets, among them New York, Chicago, Philadelphia and Boston. Campaign begins Dec. 1 and will run four weeks. Daniel & Charles Advertising, New York, will gear 60-second spots to adults, 18 to 49.

BAR reports television-network sales as of Nov. 2

ABC \$578,197,100 (29.6%) □ CBS \$702,662,500 (35.9%) □ NBC \$674,572,600 (34.5%)

Day parts	Total minutes week ended Nov. 2	Total dollars week ended Nov. 2	1975 total minutes	1975 total dollars year to date	1974 total dollars year to date	% change from 1974
Monday-Friday Sign-on 10 a.m.	146	\$ 769,000	5,097	\$ 28,541,000	\$ 20,933,000	+36.3
Monday-Friday 10 a.m.-6 p.m.	1,008	12,094,200	42,682	430,934,700	329,317,200	+30.9
Saturday-Sunday Sign-on-6 p.m.	276	7,750,600	12,582	201,146,600	178,531,700	12.6
Monday-Saturday 6 p.m.-7:30 p.m.	99	3,280,600	4,363	103,747,000	83,185,300	24.7
Sunday 6 p.m.-7:30 p.m.	21	990,000	703	18,457,100	14,427,700	27.9
Monday-Sunday 7:30 p.m.-11 p.m.	404	30,169,000	17,476	1,029,426,600	911,403,400	+12.9
Monday-Sunday 11 p.m.-Sign-off	193	4,149,800	8,290	143,179,200	110,831,600	+29.2
Total	2,147	\$559,203,200	91,193	\$51,955,432,200	\$51,648,629,900	18.6

Source: Broadcast Advertisers Reports

IF YOU ARE A TIME-BUYER..... **WE'LL BET YOU A BUCK**

you can't get our
Century National Sales
Rep to tell you the
Portland, Oregon Radio
Market Story.

if you can,
ask him for your

KOIN COIN

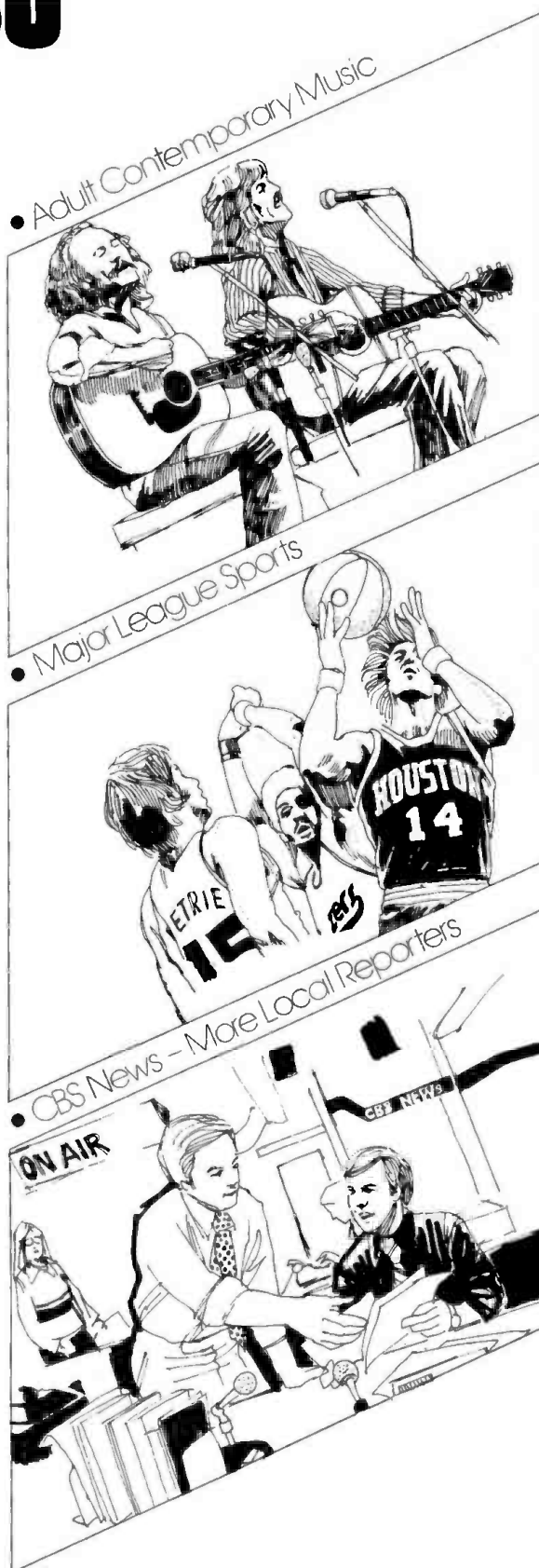


a new bicentennial
dollar.

Century National
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Chicago	332-2207
Los Angeles	657-0282
San Francisco	788-1900
Detroit	649-2025
Atlanta	352-2563
Dallas	528-6530

KOIN RADIO/97



WHAT'S GOING ON IN PHILA-CHI-

A remarkable community, PHILACHILASTLONY.

Composed of five of the country's most important markets, Philadelphia, Chicago, Los Angeles, St. Louis and New York.

Where a population nearly as large as France is becoming more and more aware of what's going on at the five television stations owned by CBS.

What's going on?



IN PHILADELPHIA

WCAU-TV reporter Rich Mayk was looking into "do-nothing" city jobs for a series of special reports. He came up with a phantom employee. A man with no office. No desk. No telephone number in any department. But on the city payroll for \$22,000 a year.

Two days after Mayk went on the air with the story, the man resigned. Followed by another city employee who quit *his* non-position, saying "I don't want to be on Channel 10."

So two do-nothing officials did something for the city at last. They left.

And Channel 10 won four major awards for investigative reporting.

IN ST. LOUIS

KMOX-TV's special news series, "Hunger: A St. Louis Emergency" contained facts that may have shocked viewers.

From reporter Al Wiman they learned that when an under-nourished child gets measles, it's *bad* measles. That free school lunches were being devoured because children hadn't eaten earlier. That "nice people" were going into prostitution. For food.

In response, money came in. Requests for information on where to send food. And a Food Crisis Network was created to distribute that food.

The series had gotten through to people who never think of hunger—the well-fed.

IN LOS ANGELES

Lower food costs by growing your own vegetables, KNXT told viewers.

But the station offered more than free advice.

It did a series of news reports on spiraling food costs, then offered a Mother Nature poster, showing how,

what and when to plant.

And when to harvest.

In one week, 20,000 requests for the poster.

And later, no doubt, some great tomatoes.



IN NEW YORK

Wordsworth lent the title. The poems in one of WCBS-TV's most eloquent primetime specials for children were written by children.

"The Child Is Father Of The Man" used animation, children's drawings, stills and pantomime to enhance the marvelous imagery of 6-to-12-year-olds.

"I wear my street face..."

*"We go to the beach/
I look at the sea/
I walk to a white horse."*

*"Sports car/
Splitting the silence."*

A leading critic said of this half hour: "As inventive and disarming as its basic material. All concerned deserve outstanding credit for a job done, obviously, with tender loving care."

Tender loving care characterizes the children's programming at all five stations.

Subjects vary, but all the broadcasts are designed to stimulate thought, suggest new ways to look at things and stir the young viewer's creative impulses.

LASTLONY?

Local television so innovative that it's gaining national attention.

News and documentaries that generate positive action and make news themselves.

Venturesome children's programming—in prime time, too. Use of a new electronic technology that is revolutionizing local news coverage capability.

So a lot is happening around here.

Adding up to a new way to look at television.

IN CHICAGO

To re-create for viewers at home the excitement and elegance of the Chicago Symphony Orchestra's tour of Europe, WBBM-TV made an interesting choice.

"Real Violins: The Chicago Symphony Orchestra Goes To Europe" was illustrated by the paintings and drawings of artist-reporter Franklin McMahon, who had accompanied the orchestra as it traveled from triumph to triumph across the Continent.

Two hundred McMahon paintings, blended with the orchestra sound, and interviews with European concert-goers, orchestra members, Conductor Sir Georg Solti and Governor Dan Walker of Illinois created a rare television hour.

A brilliant musical event—from an artist's viewpoint.



...AND IN CHICAGO

Viewers were startled by a WBBM-TV special on the psychological brutality of the Illinois child welfare system.

They learned from reporter Lee Phillip of the shattering effect on children of being shuttled from one foster home to another.

In the audience was a State Senator.

He promptly put before the State Legislature an amendment requesting an extra \$500,000 for its Children and Family Services Department.

So Illinois could come to the aid of the children.



IN LOS ANGELES

"You, me, your daughter, your mother," actress Lee Grant began, "each of us has to face the fact that one out of every fifteen women will one day develop breast cancer."

Facts were indeed faced in the powerful KNXT special, "Why Me?"

Ten women who had had breast cancer told what it did to them, to their husbands, to their sexual relationships.

Then the broadcast focused on early detection. A woman demonstrated self-examination, how to go clockwise around the breast. ("Here there's a ridge. Don't worry about it. It's normal!")

KNXT offered viewers a booklet to supplement the broadcast. A deluge of 35,000 telephone and written requests came in.

"Why Me?" has received an Alfred I. duPont-Columbia University Award in Broadcast Journalism, among other honors.

It has been presented in the four other CBS station markets. And licensed to the Public Broadcasting System for further presentation.

It is a television hour that may have saved lives.

IN PHILACHILASTLONY

ENG—for Electronic News Gathering—is transforming local television news coverage.

It means viewers see more local news. As it happens. Whenever it happens.

ENG involves a portable mini-camera that transmits by microwave directly to the studio from almost anywhere in a city or surrounding areas.

The story can go on the air at that instant if it's a big one. Or it can be videotaped for later use.

The time needed to get film back to the studio and the time and cost of processing have been eliminated. The news day is two hours longer.

KMOX-TV St. Louis became the world's first station with a completely electronic news-gathering system. The four other stations are converting to it now.

ENG. An extraordinary advance in a station's ability to cover the events of its own community and region.



THE FIVE CBS STATIONS

WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA,
KMOX-TV ST. LOUIS

A NEW WAY TO LOOK
AT TELEVISION

Monday Memo

A broadcast advertising commentary from Fred C. Poppe, president, Poppe Tyson, New York

The Trojans wars: a beachhead in broadcast advertising

If the recent and virtually unprotested broadcasting by a number of bellwether TV and radio stations across the country of condom advertising is any sign, Americans are beginning to pay as much attention to the nation's human resources as they have been to its natural resources.

Whether we approve or not, the advent of the birth-control pill engendered a wave of sexual promiscuity which, in turn, resulted in a pandemic of venereal disease. One obvious solution to the problem is that more information on anti-VD measures and family planning practices must be disseminated to the public.

Advertising of contraceptives on TV has been banned by the National Association of Broadcasters' television code, which is voluntarily followed by 420 television stations. But the fact that five noncode TV and nine radio stations are running commercials for Youngs Drug Products' Trojans brand condoms, without significant audience protest, points to a growing sophistication on the part of broadcasters and audiences alike.

People are beginning to realize we have a problem, and they are willing to liberalize their attitudes to seek a solution. Our past experience in advertising Trojans in the print media leads us to feel that soon more broadcasters will see fit to accept contraceptive commercials.

The chain of events leading to the current situation began a scant three months ago.

We prepared, through Trio Productions, two 30-second commercials, titled "Young Couple" and "Cradle." Both were extremely soft-sell, featured fine photography and mentioned only family planning: "Children are the greatest joy ... when they are wanted." The only product sell was at the end of the spot, when the characters dissolved out and the Trojans box cover came into focus with an audio message that "Youngs has been helping with responsible family planning for nearly half a century."

Working with Atwood Richards, we approached a number of noncode TV stations. The last week in August, KNTV San Jose, Calif., agreed to run the commercials. Unfortunately, the timing was off. They ran during an early evening movie rerun. The station's switchboard received a great many calls—mostly negative—and the commercials were dropped.

The press, however, got hold of the story, making it a news item. KNTV reran a commercial as part of a news show and requested viewers' opinions. This time the



Fred Poppe became president of Poppe Tyson when the Complan division of deGarmo Inc., which he formed, merged with O. S. Tyson in July 1974 to form this primarily business-to-business advertising and public relations agency. He started his agency career at Fuller & Smith & Ross. Following a stint as ad manager of Yale & Towne's Philadelphia division, he spent seven years at G. M. Basford and served as executive vice president at T. N. Palmer & Co. before forming the Complan division of deGarmo Inc. He is past president of the New York chapter of the Business and Professional Advertising Association and was named its New York "Agency Man of the Year" several years ago.

response was 85% in favor of running the spots, so the commercials went back on the air—this time on a late-hour slot and with little or no adverse viewer response.

Several New York TV and radio stations also carried the commercials as part of news and feature shows. Again, the response was favorable—occasionally overwhelming.

The second station to accept tentatively the advertising ultimately turned us down, but not without a revealing commentary from the owner, who volunteered that 90% of those opposed seemed to be, "kooks, nuts and uneducated radicals," most of whom wanted to remain anonymous. Yet communications from those who approved airing the commercials appeared to be "well-educated, intelligent and highly moral," and readily identified themselves.

Currently, TV commercials are in the midst of seven-week campaigns on KNTV; WSMW-TV Worcester, Mass.; WCMC Wildwood, N.J.; KITV Honolulu, and WCTV Elkhart, Ind. Radio commercials, using the audio portion of the film, are on KGB-AM-FM San Diego; XRPS(AM) Tijuana, Mexico; WNJR(AM) Newark, N.J., and WBUF(AM) Buffalo, N.Y. As of this writing, five additional radio stations have just agreed to run the Trojans commercials: WBAB(AM) Babylon, N.Y.; WAAM(AM) Ann Arbor, Mich.; WDCS(FM) Portland, Me., and KQYX(AM) Joplin, Mo.

Reaction of TV audiences to the Trojans

ads, as reported to us by station managers, falls generally into three areas: freedom of expression, good taste and meaningful messages that need to be heard.

Youngs originated consumer advertising for condoms some six years ago when the company decided it not only had a quality product to sell but a market that needed to know more facts about the product—generically as well as in a brand-name context. Use of the family-planning aspects of condoms was not acceptable to most media, so the company decided to promote them for their usefulness in preventing VD.

First print ad ran in *Sports* magazine in 1969.

Newspapers were the second target. Fighting refusals to accept advertising from the media and downright hostility from governments, we mounted "VD Awareness Months" in 40 states, using all promotional means possible. California papers were chosen first because of the area's high incidence of VD. Results one year later, after running ads in the *Los Angeles Times*, were commendation and active support from the state governor, and—most important of all—a drop in the VD rate of 30% in one county alone.

The next medium chosen was radio because of its broad-based audience, particularly among the young. WNJR Newark, N.J., ran a spot offering free samples with an overwhelming response.

Trojans ads have now broken the prudity barrier in all types of media. While it's still too early to pinpoint sales increases due to broadcast advertising, over-all sales are ahead in the West.

With about 60% of the nation's TV stations adhering to the NAB code, we plan to continue our campaign to persuade TV and radio stations to carry the spots, with the avowed purpose of building an acceptance base for presentation to the NAB to induce it to soften its attitude and revise the code.

Last month, Youngs and groups of other contraceptive manufacturers, planned-parenthood advocates, the clergy and other interested groups met with the NAB to back a position paper prepared by them with the aid of the Population Institute of New York requesting a code change. The NAB turned down the request but did agree to study the proposal and to entertain an appeal six months hence. If this, too, is disallowed, the groups are considering taking the matter to the courts.

From Youngs' experience with public acceptance of broadcast and print media advertising for Trojans, and with the obvious need for public dissemination of information on condoms, we simply cannot allow the matter to be ignored.

TELEVISION

Help Wanted Technical

ENGINEERS

The Grass Valley Group, Inc. is seeking engineers in the following categories:

Circuit Development. Applicants should be familiar with latest solid state devices and techniques. BSEE and at least 5 years of recent design experience required.

Television Systems. Applicants should be thoroughly familiar with television systems. Minimum of 5 years experience required.

Send resume and salary requirements to Robert L. Cobler, Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, Calif. 95945. The company is located in the foothills of the Sierra Nevada, approximately 50 miles northeast of Sacramento.

Help Wanted Programing, Production, Others

ON-AIR PROMOTION WRITER. No. 1 station in top 25 market is seeking creative on-air promotion writer who can help maintain that position. Applicant must have thorough understanding of film and tape production techniques. Promotion experience required. Company offers excellent salary, commensurate with experience, plus attractive fringe benefit program. Submit complete resume, including salary history, and sample scripts (no tapes) to Box M-177, BROADCASTING. An Equal Opportunity Employer M/F

TV PROMOTION MANAGER

This respected West Coast network affiliate is seeking an aggressive professional to take charge of all advertising and promotion

The successful candidate will have a meaningful background of experience, and strong conceptual, writing and administrative skills.

Please send your resume with salary history, plus copies of your three best print ads (will be returned).

BOX M-218, BROADCASTING.

An Equal Opportunity Employer

Situations Wanted News

There's no more "up" for me in this top market. Need a new challenge in sports, talk or both, and room to rise.

Box M-66, BROADCASTING.

PRODUCER/CO-ANCHOR

13 years experience on the air and on the street, including foreign. Electronic news knowledge Masters Second language Employed CALM'

Box M-135, BROADCASTING.

TV NEWS DIRECTOR

Mature, experienced administrator to give you quality product and achieve management objectives. Realistic attitude toward budget and cost effectiveness, sensitivity to community problems and minority aspirations. East Coast preferred.

Box M-204 BROADCASTING.

Consultants

ATTENTION: SMALL AND MEDIUM MARKET RADIO OWNERS

The wrong hiring decision in your management or sales positions can be very costly. That's why Ron Curtis & Company has a specialist in recruiting for markets your size.

Call Jim Mishler at (312) 693-6171 for a discussion of our services.

Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631

For Sale Equipment



AMPEX VPR-7950 1" Video Tape Record Playback Machines, including:

- TBC-790-05 COLOR TIME CORRECTOR WITH VIDEO PROCESSING DROPOUT COMPENSATOR
- 705-6019-01 TENSION MEMORY
- VELOCITY ERROR COMPENSATOR
- 701-7938-01 TRANSPORT REMOTE CONTROL
- TEKTRONIX MODEL 650 COLOR MONITOR WITH RGB OUTPUT, TEKTRONIX 602 VECTOR DISPLAY MODULE INSTALLED IN OVERHEAD BRIDGE.

Both units have recently been serviced and fully aligned by factory representative and are fully operational. Both have few actual operating hours.

Offers Now Being Accepted. Box M-168, BROADCASTING.

Employment Service

JOBS! JOBS! JOBS! IF YOU HAVE THE TALENT—WE HAVE THE JOBS!!! Subscribe to:



Box 61, Lindendale, 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)
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(Check Appropriate Box)

NAME

ADDRESS

Enclose Check or Money Order

Miscellaneous



QUALITY TV SLIDES FOR A BICENTENNIAL CHRISTMAS
• A BICENTENNIAL CHRISTMAS \$6 ea
• HAPPY BICENTENNIAL NEW YEAR
• BICENTENNIAL CHRISTMAS GREETINGS
• MERRY CHRISTMAS AMERICA
• HAPPY BICENTENNIAL THANKSGIVING
BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Public Notice

The TOWN OF METHUEN, MASSACHUSETTS is considering granting a cable television license. Copies of the citizen's committee report are available in the Town Administrator's office. Applications must be received prior to January 20, 1976. Submit application to: Dana A. Miller, Town Administrator, 90 Hampshire Street, Methuen, Ma. 01844.

Volunteers Wanted

Disgusted with the clever lie, deceptive, misleading, false and even unfair advertising? Interested in reasserting your position that advertising can be clean, wholesome, even in highly competitive markets? We need men/women like you with expertise in the honorable side of the ad industry. No pay. No credit, just a chance to volunteer yourself with others to clean out the rotten apples in the ad industry. Call or write.

Hugh B. Exnicios, Nat'l Dir.
Truth in Advertising
4600 Kawanee Avenue
Metairie, Louisiana 70002
1-800-535-7094

For Sale Stations

NUMBER ONE FREQUENCY NUMBER ONE RATINGS LESS THAN TWO TIMES GROSS

Here's an unusual opportunity to purchase a station that has it all—excellent low frequency, 5,000 watts fulltime, top ratings, excellent profitability, and an outstanding reputation. Valuable real estate is included in the sale price of this midwest powerhouse in an important medium size market. Write to OWNER, Box M-15, BROADCASTING.

\$200,000 down buys a profitable, small market network affiliated VHF. Total Price: \$800,000.

Box M-197, BROADCASTING.

Fla	small	fulltime	\$200K	terms
South	small	daytime	137.5K	\$50M
Texas	small	daytime	182K	terms
N.E.	suburban	AM/FM	2.25KK	nego
M.W.	major	AM/FM	2KK	nego



CHAPMAN ASSOCIATES
media brokerage service

Atlanta—Boston—Chicago—Detroit
Dallas—San Francisco
Please Write: 5 Dunwoody Park
Atlanta, Georgia 30341

WISCONSIN

Class C FM, 100,000 Watts Vertical and 100,000 Watts Horizontal in America's No.1 Small City of 50,000 population. On the air in 1966. New equipment 2 years ago. Excellent growth potential. Contemporary format, 24 hours a day. ABC Network. Attractive terms can be arranged for qualified buyer.
WWLA, Route 1, Grandad Bluff, La Crosse, Wis. 54601

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If you need help, the right job . . . or
for any needs related to Broadcasting:

**YOU BELONG IN
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For Sale Stations Continued

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Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Profile

RTNDA's new man at the helm: John Salisbury

Onstage at the Old Log theater in Excelsior, Minn., John Salisbury showed a good deal of promise. He knew he had talent and the reviewers agreed. But the young man's practical side stood in the way of a theatrical career. "I wasn't looking for a sporadic way of making a living," Mr. Salisbury says now, almost 40 years after he traded in the stage for the broadcast studio.

Yet the route Mr. Salisbury has taken to become director of news and special projects at KXL-AM-FM Portland, Ore., and now president of the Radio Television News Directors Association, has been far from smooth. "I am not a pure journalist," he says, "I came up through checkered situations." And throughout them all, John Salisbury never completely abandoned his theatrical leanings.

It's been 14 years since Mr. Salisbury tied up with Kaye-Smith's KXL stations in a position that lets him work in both news and entertainment programming. As news director, he give commentaries each morning on KXL's continuous early morning news and also delivers a daily *Message for Americans*. As special projects director, he can devote himself to the arts with programs that have included a 39-hour series last year tracing the music of Bing Crosby's 70 years, a 13-week series with Fred Astaire, and others with Frank Sinatra and Rod McKuen.

Now, as RTNDA president, Mr. Salisbury sees the opportunity to pay the news business back for "being extremely good to me" in a career that began with live radio public service shows in the Twin Cities during his high school days and his first full-time job at WMIN(AM).

After receiving a BA in speech and minor in journalism from the University of Minnesota in 1941, Mr. Salisbury joined WMIN as an announcer—"back in the days when they were paying 35 cents an hour." For the next two years, he did "everything—spinning records, reading news, doing remotes, you name it."

The theater of war brought him back into the spotlight. Stationed in Recife, Brazil, with the Army's South Atlantic Command, he worked on soldier shows and for Armed Forces Radio. After his tour of duty, he returned to WMIN briefly where "policy disagreements" made him realize "it's awfully hard to readjust."

Mr. Salisbury spent the next five years as an academician-of-sorts—as administrator of the National Academy of Broadcasting in Washington for three years, and then back to Minneapolis to direct the



John Ainsworth Salisbury—president, Radio Television News Directors Association, and director of news and special projects, KXL-AM-FM Portland, Ore.; b. April 17, 1916, Minneapolis; BA speech, University of Minnesota, 1941; announcer for WMIN(AM) St. Paul, 1941-43; U.S. Army, 1943-45; returned to WMIN as program director, 1946; administrator, National Academy of Broadcasting, Washington, 1947-49; director, Beck School for Radio, Minneapolis, 1949-51; director of film division, Anthony Lane Studio of Modern Photography, Minneapolis 1951-53; news director, KUTA(AM) Salt Lake City, later news director KUTA(AM)-KUTV(TV), 1953-55; program coordinator, KLOR-TV Portland, Ore. 1955-57; children's show host, booth announcer, and later news director, KPTV(TV) Portland, 1957-61; public relations director, Montgomery Advertising, Portland, 1961; in present post at KXL since September 1961; m. Joan Delkin in September 1970; children—Clark, 21; Carey, 20, and Darian, 12 (all by previous marriage); Jeffrey Delkin, stepson, 14.

Beck School for Radio. When the school went out of business, he joined a photography studio there as director of film. In the Twin Cities, he also found time to host WCCO-TV's *The John Salisbury Show*, a Sunday night variety show.

A twice-weekly news show at WCCO-TV came next but not the full-time broadcasting job he was seeking.

Realizing "you're not a hero in your own hometown," he succumbed to a pressing desire to go West. But it wasn't until he was on his way back from the Coast that he hit upon KUTA(AM) Salt Lake City. Commonly owned KUTV(TV) was soon to begin service, and Mr. Salisbury became news director for both stations.

It was there that he began making a name for himself as a commentator, and "without asking anyone's permission." He was Salt Lake City's first, and the audience reaction to his kick-off commentary launched daily observations.

The lure of the West persisted so Mr. Salisbury in 1955 gladly accepted the job of program coordinator at Portland's new station, KLOR-TV. On his first newscast,

viewers met the new commentator in town, and unexpectedly, so did the management. "If I told them what I was doing, they might have thought they should object," he explained.

When KLOR-TV merged with KPTV(TV) there two years later, Mr. Salisbury returned to the announcing booth and also hosted the *Timothy Oops Show*, a throwback to his military days. Timothy, a gremlin dummy, was born over Armed Forces Radio and re-created for stardom in a kid's show. "They really thought I was a genius," he says, explaining that a hidden tape recorder brought him the fame of a skilled ventriloquist. Newscasts came later as did his regular route to commentator and news director.

In the summer of 1961, he made a job-hunting trek to California, and again he didn't find success until he came back. His first night back in Portland, he chanced upon KXL's program director at a local pub. "Is there any possibility you might need an itinerant newsman?" he asked, remembering those words to this day. Labor Day he joined KXL and in December was made news director for the station, which he says is number one in its market. And it was the first time he had been asked to do commentary.

The issue Mr. Salisbury, a "constitutional-at-heart," intends to speak to as RTNDA president is especially appropriate during his bicentennial year tenure. Next year is a "time when we must speak to the importance of our First Amendment rights, not only to members of the profession but to the public." He hopes to inspire RTNDA members to "get out of the studios and onto the public platform."

"I applaud any action to break down (Section) 315," he says and adds his support for FCC Chairman Richard E. Wiley's proposal to exempt major-market radio from the fairness doctrine.

Mr. Salisbury also plans to lead activism in the internal workings of RTNDA. "We have made giant strides in reorganization" which should "make RTNDA a great deal more meaningful to members," he says. Constitutional changes have already been made to create smaller regions, which Mr. Salisbury anticipates will increase member contact, aid recruitment and address more regional problems.

In his opening column in RTNDA's *Communicator*, Mr. Salisbury called the presidency "the highest honor" in his career. But it certainly wasn't the first. He is a board member of the AP Broadcasters Association and among other accolades has won 13 Freedom Foundations Awards, including the national Principal Editorial Award in 1969, the first broadcaster so honored.

Editorials

Q without A

The shortfalls in network ratings in the new television season may be raising as many questions about the ratings themselves as about the programs that have fallen with the numbers. Is the prime-time audience really 5% smaller than it was a year ago? Or have its measurements been deflated by refinements in survey techniques?

It seems to have been commonly accepted by the press that the 5% decline is actual. From that assumption comes the endless stream of columns heralding this as the worst season yet and detecting signs of public defection from the medium. Maybe that assumption will turn out to be correct.

There are, however, network researchers who think that the decline is in the arithmetic itself, the ultimate result of incremental changes in the way the figures are collected and compiled. Nobody is taking that position publicly yet. The other side of that conclusion, which networks would surely prefer not to face, is that if the methodology has been improved, this year's figures are more reliable than last year's. What would that admission do to the calculations of last year's C-P-M's? Or to this year's?

As if there were a lack of questions to be asked about the national Nielsens, local Arbitrons in 21 of the 33 major markets that were measured in October show prime-time viewing up, and local Nielsens in the 23 markets measured by that company in October reportedly show the same trend (BROADCASTING, Nov. 17). How can national audiences be declining if the local audiences that are the parts of their sum are going up?

The last thing that television needs is another investigation of the ratings systems, but that is the possibility that must be faced if the apparent inconsistencies of the moment are allowed to fester. The Broadcast Rating Council is said to be looking into the problem. It ought to do more than look.

Breaking out

As reported in a "Closed Circuit" item last issue, the FCC has begun a serious effort to disengage itself from the censorial role assigned to it in format-change cases by the U.S. Court of Appeals for the District of Columbia. Until a document emerges, final judgment must be deferred, but the agency deserves commendation if only for attempting extrication.

It all started back in 1970 when the court, acting on an appeal by citizens protesting the proposed transfer of a classical-music station, WGKA (AM) Atlanta, to a buyer who would change the format, reversed the FCC's approval of the sale. The court held that the classical format was to be protected as a unique resource in the market.

It got worse as more cases came along, until the court reached most deeply into First Amendment territory by reversing the FCC's approval of the sale of WEFM (FM) Chicago, one of three classical-music outlets in the market. "Moreover," the court said in an opinion virtually instructing the FCC to intercede in format changes, by sale or otherwise, "there is no longer any room for doubt that if the FCC is to pursue the public interest it may not be able at the same time to pursue a policy of free competition."

As was reported at the time (BROADCASTING, Oct. 14, 1974), "At least in cases involving station sales, the commission's policy of deferring to the marketplace in the determination of entertainment formats was struck down. In its place was to be erected one that guarded against the disappearance of diversity in entertainment formats."

Since the issuance of the court's opinion in the WEFM case,

changing formats in any situation, especially a station transfer, has been a risky and often futile course. At the first sign of protest from a citizen group, however small, the FCC stands ready to review the broadcaster's decision—by order of the court. It is to the credit of this commission that it proposes to challenge the same court now.

The FCC undertakes its adoption of new policy in the knowledge that whatever it does to get out of format oversight is all but certain to be appealed by some foundation-supported lawyer in the name of some citizen group. This time it is also aware that it must take the case to the Supreme Court if necessary. It wanted to pursue that course in the WEFM case but was dissuaded by the Justice Department.

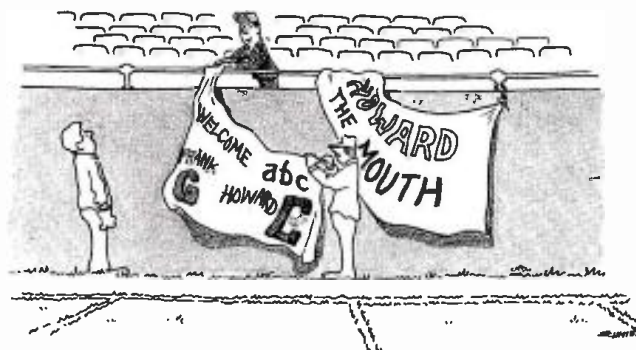
Assuming the commission's legal draftsmanship is sound and its intentions unswerving, this could lead to a reversal of an unhappy trend of appellate court decisions. The FCC deserves all the support it can get.

Hand in hand

Television station licensees have been reminded that, effective with licenses expiring next June 1, renewal applications will contain questions on children's programming and advertising. The advertising standards to begin appearing in the FCC renewal form are those inserted in the National Association of Broadcasters television code for the ostensible purpose of heading off government standards.

As the broadcasters begin accounting for the number of their programs designed for children and the number of commercials in each, they must remember that a petition to deny renewal awaits anyone who deviates from the government's, *nee* NAB's, rules. Peggy Charren of Action for Children's Television has publicly announced her intention to use such petitions to move the broadcasters farther toward her assigned goal of wholly non-commercial programming for children.

It was the FCC that euchred the NAB into adopting the children's standards, in much the same way it euchred the NAB into inserting the "family hours" of 7-9 p.m. in the code. So far the commission has refrained from adopting the family principle in its rules, but the self-restriction works just as well without that formality. Indeed it works so well that the FCC, NAB and networks have been sued for colluding to suppress artistic freedom. What will the FCC and NAB think of next?



Drawn for BROADCASTING by Jack Schmidt

"Mr. Cosell sent them."

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A gasoline tanker overturns on busy West Carson Street right at the beginning of the evening rush hour. Thanks to our exclusive ENG equipment, we're able to warn viewers faster than any other station in town - three hours faster in fact!

August 8, 1975.

A general alarm fire rages in the city's Strip District. WIIC-TV interrupts programming with Live Instant Newsbreaks throughout the 6-hour ordeal.

September 17, 1975.

Shouts of victory from the Pirate locker room: They've just clinched the National League-East

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September 22, 1975.

The Steelers vote not to strike! Rocky Blier and Art Rooney give local fans their immediate reaction during an exclusive Live Instant Newsbreak.

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We've been covering fast-breaking stories like these any time of the day or night with our Live Instant News camera and microwave transmitter. We were first in Pittsburgh with ENG. And we're still first with the news.

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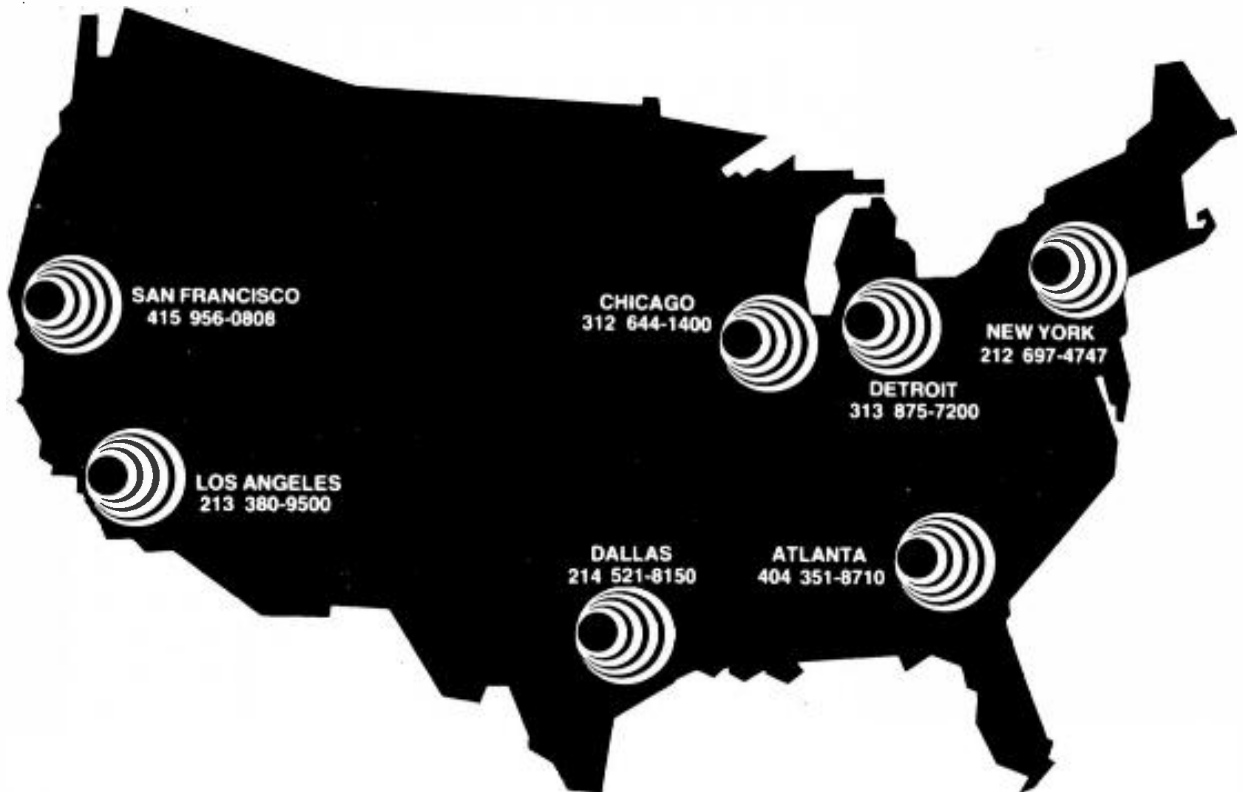
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