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Pastore gives his blessing to TV's family hour

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Business Briefly

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Chrysler Corp. □ Rex Harrison made U.S. TV commercial debut last Thursday (Dec. 19) on behalf of Dodge Division's new Aspen car on all three TV networks, with campaign to continue to end of year. Supplementing TV will be extensive spot-radio effort by individual dealers and dealer groups to run through early January. BBDO Detroit is aiming commercials at men and women, 21 to 54.

Braniff International □ Four-week spot-radio flight is planned by airline for four weeks, starting in early January, in long list of markets, including Chicago, Dallas, Detroit, Houston, Miami, New Orleans and Washington. Vitt Media International, New York, is handling buying and targeting messages toward men, 25 to 49, in morning and afternoon drive periods.

American Express Co. □ Spot-radio effort in extended list of major markets, including Baltimore, Chicago, Philadelphia, San Francisco, Washington, Boston and Baltimore, is planned for four weeks, starting in early January, on behalf of Canadian Olympic silver coins. Ogilvy & Mather, New York, is aiming at total men's audience through spots on morning and afternoon drive time weekdays and throughout day on weekends.

Union Carbide □ Glad plastic products will be heavily advertised during January and February on prime-time and daytime series on three networks, backed by intensive spot-TV campaign in New York, Chicago, Los Angeles, Dallas and Houston. Through Leo Burnett, Chicago, Union Carbide is seeking to reach women, 25 to 49.

Hershey □ Spot-radio plans for company's chocolate products are being

slots calculated to reach men, 18 and over.

Borden □ Snow's Chowder is putting together spot-TV spree to begin in mid-January and continue for two months in approximately 20 major markets. Through Hicks & Greist, New York, Borden is aiming to carry its message to women, 25 to 49.

Frito-Lay □ Ruffles potato chips will be given heavy spot-TV support in six-week drive, starting on Dec. 29 in 46 major markets. Young & Rubicam, New York, is placing buy in periods slanted toward women, 25 to 54.

Miles Laboratories □ Various products will be spotlighted in three-month spot-TV splurge to begin on Dec. 29 in substantial number of markets. Commercials will be directed toward men and women, 18 to 49, with Tatham, Laird & Kudner, Chicago, handling buying.

Pillsbury □ Company's 1869 refrigerated biscuits will be spotlighted in spot-TV campaign for one month, starting Dec. 29, in extended list of markets. Leo Burnett, Chicago, is searching for time slots to reach women, 18 to 49.

Ferrara Foods & Confections □ Tic-Tac breath mints will be given heavy advertising exposure during first quarter of 1976 with spot-TV effort in extensive list of markets, starting in mid-January and continuing for nine weeks. SFM Media Service Corp., New York, is handling buy and is zeroing in on adults, 18 to 34.

Arpeja □ This company, which makes "organically grown" sweaters for women, is readying four-week spot-radio campaign to kick off Jan. 5 in about 20 markets, including New York, Los Angeles and Chicago. Arpeja is also in midst of its first TV flight in top 15 markets. Media Specialists rep firm is buying radio mix of progressive rock, top-40 rock and black-oriented stations, and TV mix of prime- and fringe-time, with fringe focusing on talk shows such as Mike Douglas and Johnny Carson. Target audience: women, 15 to 24. Agency is Wyse Advertising, New York.



Kellogg □ Cereal company has signed on as first major advertiser for new syndicated TV barter series called *Ara's World of Sports*, with former Notre Dame head coach Ara Parseghian as host. Viacom Enterprises has begun offering series to stations for fall 1976 start.

Shooting is under way on first season's batch of 26 half-hour episodes, each of which "will consist of three athletic events and a fourth segment of instruction by the superstars of sports. Local, regional and national events and championships will be covered from coast to coast." Kellogg's agency, Leo Burnett, is aiming series for family viewing time. Pictured above at a news conference announcing Mr. Parseghian's new show are (l-r) Robert L. Nichols, executive vice president of advertising for Kellogg sales; Mr. Parseghian; Thomas D. Heath, senior vice president and management director of Leo Burnett, and Henry A. Gillespie, senior vice president, marketing, Viacom Enterprises.

Ramada Inns □ Four-week spot-TV drive will be launched by Ramada in substantial list of markets, starting in late January. Buy is being placed by Campbell-Ewald, Detroit, which is searching for men, 25 to 49.

American Motors □ For its Jeep vehicles, company is arranging two spot-TV flights of two weeks each—one in mid-January and second in mid-February—to run in long list of markets. Compton Advertising, New York, is seeking time periods appealing to men, 18 to 49.

Nationwide Insurance □ Various types of insurance policies will be advertised in spot-TV effort being arranged to run in more than 30 markets, starting in early January and running for about four months. Ogilvy & Mather, New York, has created campaign and placing it in time



“My Three Sons”

Now you can get the best years of Fred MacMurray's 12-year classic: 160 color episodes that averaged a 22 rating and a 35% share in prime time.

They're ready for Fall 1976.

With an audience profile of 37% women, 25% men, 12% teens and 26% children, “My Three Sons” is the perfect picture of well balanced family entertainment for any station.

Right when supply is alarmingly short and demand continues high, here's another great sitcom from

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Washington

blueprinted, with four-week flights scheduled to begin in mid-January, early March and late April in substantial number of major markets. All day parts are being sought by Ogilvy & Mather, New York, to reach teen-agers.



Mobil Oil □ Four documentary-style commercials have been produced for Mobil, each running for three minutes and focusing on "unknown but extraordinary Americans" who are optimistic about America. The commercials will be carried on Mobil-sponsored *The World of Magic* with illusionist Doug Henning on NBC-TV on Dec. 26 (8-9 p.m.) and on *The Entertainer* with Jack Lemmon on NBC-TV on March 1 (9-11 p.m.). Mobil will not have commercial time and will display only its logo at end. Documentary vignettes feature restaurant owner Kathryn Blinder (above), a black Alabama

BAR reports television-network sales as of Nov. 30

ABC \$648,942,300 (29.5%) □ CBS \$790,696,000 (36.0%) □ NBC \$758,659,700 (34.5%)

Day parts	Total minutes week ended Nov. 30	Total dollars week ended Nov. 30	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.	166	\$ 1,090,000	5,708	\$ 31,883,600	\$ 22,263,100	+43.2
Monday-Friday 10 a.m.-6 p.m.	975	16,536,700	46,684	485,168,600	429,340,100	+13.0
Saturday-Sunday Sign-on-6 p.m.	277	7,856,900	13,744	232,041,200	212,256,900	+ 9.3
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,451,200	4,766	116,661,500	105,221,800	+10.9
Sunday 6 p.m.-7:30 p.m.	21	997,100	780	21,927,000	15,664,200	+40.0
Monday-Sunday 7:30 p.m.-11 p.m.	405	29,394,700	19,102	1,150,058,000	1,111,284,000	+ 3.5
Monday-Sunday 11 p.m.-Sign-off	200	4,460,800	9,088	160,558,100	144,464,300	+11.1
Total	2,145	\$63,787,400	99,872	\$2,198,298,000	\$2,041,494,400	+ 7.7

Source: Broadcast Advertisers Reports

sheriff, 89-year-old newspaper woman in Maine and Montana horseman.

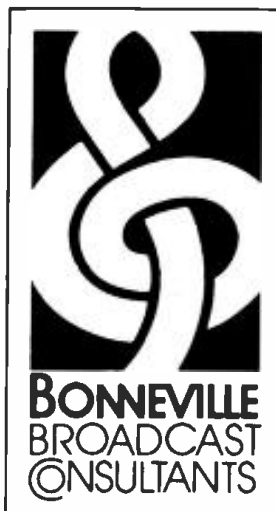
Olympia Brewing □ Hamm's beer is readying TV and radio flight in 20 regional markets, including Chicago, Seattle,

Omaha and Portland. TV flight kicks off Jan. 12 and will run for five weeks. Radio flight starts Feb. 9 and will go three weeks. Dancer-Fitzgerald-Sample, New York, is looking to reach men, 18 to 34, in radio and TV spots.

A sound idea for profit performance from America's foremost adult/MOR programmers.

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4 proven formats for AM or FM.
For ratings and demo material call or write today.



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Monday Memo

A broadcast advertising commentary from Ed Large, manager-marketing communications, Lawn-Boy Power Equipment, Lincoln, Neb.

Lawn-Boy finds a better bargain in radio advertising

Lawn-Boy traditionally has cut an innovative swath in the marketing field. But we still raised more than a few eyebrows this year by pulling the plug on network television to buy commercials on ABC Information, NBC Radio and CBS Radio. Nearly 1,000 stations coast-to-coast air our humorous 60-second radio spots.

We use network radio because it enables us to tune in almost every market nationwide with maximum saturation per dollar invested. Results of exhaustive studies are crystal clear: Television, while definitely powerful, no longer is our best buy.

The average cost of 60-second television sports commercials, for example, has soared 50% to \$20,000 during the last decade. Spots on prime-time programs, another means of reaching our key market of men age 25 or older, have skyrocketed in cost an average 35%.

Despite being one of the "big three" manufacturers in our industry, Lawn-Boy could not maintain pace with astronomical television rate increases. So, as inflation gnawed away at our dollars, we were compelled to trim Lawn-Boy's advertising schedule faster than networks drop low Nielsen-rated programs.

Furthermore, our network TV commercials were struggling for attention among three or more 30-second spots stacked in a break, making it almost impossible to register any impact.

A head-on analysis of the two network broadcast media also proved unequivocally (given our budget parameters) that radio can:

- Provide four times the frequency of network television while reaching almost 70% of adult males.
- Provide 10 times more spots and a full 60 seconds to present our message, and give us exclusive commercial breaks.
- Provide five separate radio commercials instead of one TV spot so we can isolate specific Lawn-Boy characteristics.
- Hit targeted listeners an average 2.3 times per week in campaign periods and expand the campaign from seven to 14 weeks.

□ Triple our gross rating points to 770 GRP's while slicing the per-point cost almost in half.

Radio fits perfectly our four seasonal promotions. The expanded 14-week radio schedule enables us to advertise beyond the peak spring buying period with out-of-season sales promotions. Research indicates we can amplify our share of market by giving customers reasons to purchase Lawn-Boy mowers in the fall and 60 days



Edward Large has been with OMC-Lincoln, a division of Outboard Marine Corp. since 1973. The division markets Lawn-Boy rotary mowers. Mr. Large has 15 years experience marketing outdoor power products, including eight years as communications manager for Simplicity's lawn and garden division. He also worked on the Dremel Power Tools and J.I. Case accounts for Bozell & Jacobs in Racine, Wis.

before warm spring weather arrives.

A similar budget in television, on the other hand, would hit 10% more of our target audience, although at a much lower frequency rate. But with radio's proved ability to generate customer traffic in dealer outlets, we rifle in on slightly fewer prospects with greater frequency rather than shotgun our message over a broad audience.

In addition, we are doubling our cooperative advertising allowance to encourage dealers to tie into Lawn-Boy's natural umbrella with local radio buys. We also are exploring spot radio buys in leading markets where our gross rating points number fewer than 80 per week. Our goal is to strengthen further our campaign in cities where the strongest stations are not network affiliates.

After digesting our research data and scrutinizing Lawn-Boy's advertising strategy, we proceeded intrepidly with network radio.

Since network TV had resulted in three consecutive sales records by Lawn-Boy, we did anticipate a backlash from our distributors. Furthermore, although critics originally scoffed at us, Lawn-Boy had set the pace in 1962 by becoming the first power mower manufacturer to invest in network television commercials. But it worked and competition followed. Similarly, in the mid-1950's, people laughed when we bought full-color ads in consumer magazines ranging from *Life* to *Better Homes & Gardens*. But it worked and competition followed suit.

Nevertheless, despite confidence in network radio and previous marketing achievements, we breathed easier after the first flight of spots backed a five-week-long fall promotion. Results surprised even us. Radio paved the way to extra fall sales as dealer apprehensions dissipated.

Those additional off-season sales helped Lawn-Boy dealers skirt the nation's worst economic slump since World War II. The recession, fanned by double-digit inflation and skyrocketing fuel prices, brought power mower sales to a crawl last spring.

However, influenced by President Gerald Ford's tax rebate and a brightening national employment picture, consumer buying power began rebounding rapidly in early fall. The weather also worked to our favor. A wet summer—plus unseasonably warm fall weather—sparked renewed consumer interest in power mowers.

Our network radio campaign and fall sales promotion obviously found a receptive audience with ready cash. We pulled a lion's share of brisk power mower sales (from September through October) to offset the slow retail pace registered industrywide last spring.

Radio is a highly demanding business requiring products be sold effectively without visual aids. Yet it is a growing business as a vanguard of companies use comedy to command attention in a marketplace long cluttered with similar-sounding jingles and commercials.

There are fewer than six creative shops consistently developing truly funny radio commercials. One of them, Dick Orkin Creative Services, headquartered in Chicago, is in its own league.

In collaboration with Valentine-Radford, Inc. of Kansas City, Mo., our national advertising agency, Orkin blends conversation and humor to literally give radio listeners the funny business.

Our campaign theme, "When you've had it with ordinary lawn mowers, you can believe in a Lawn-Boy," is highlighted in five amusing spots. The Lawn Fairy, a supernatural character produced by Orkin, stars in those spots. The Lawn Fairy aids distressed owners of ordinary lawn mowers by offering them something to believe in—a Lawn-Boy power mower with its quiet engine, fingertip starting, long-life and ease of operation. The memorable commercials thus link Lawn-Boy's name with four leading reasons consumers purchase power mowers.

Our next flight of Lawn Fairy spots begins Feb. 2 during drive time and on highly rated weekend news programs. The final judgment on our network radio buy will come in late May after Lawn-Boy's '76 campaign ends. But "you gotta believe" in our success to date. The beauty of it is: We have it all to ourselves.

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 suits 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). Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1).

■ **Broadcasting in Congress.** New resolution to permit daily live broadcasts from House floor continues to move along without incident in special House Rules subcommittee on

broadcasting. Resolution will be reported out of subcommittee following Christmas break and sent to full committee. Subcommittee Chairman B.F. Sisk (D-Calif.) is optimistic about resolution's chances for passage; if all goes according to plan, system could be in operation by July 4, 1976. Resolution by Senator Lee Metcalf (D-Mont.) to do same thing in Senate is pending in Senate Rules Committee, but has received no 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).

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 Subcom-

mittee 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 has adopted policy statement (Docket 20495) on citizen group-broadcaster agreements (BROADCASTING, Dec. 15).

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 Senate's term for 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 says 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 concluded hearings on House's measure, H.R. 223, and will begin markup in early 1976.

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-

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FOR THE
HOLIDAYS
AND FOR A
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1976**



Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

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 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 ruling, Pacifica Foundation's WBAI(FM) New York. Ruling involves airing of George Carlin album cut. Commission is considering proposed legislation to include television and cable in

federal statute banning obscenity on radio (BROADCASTING, Sept. 15). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8).

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. More than 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. Torbert Macdonald (D-Mass.), chairman of House Communications Subcommittee, has promised hearings in 1976. 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.

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 has to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10). 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) and two weeks ago (BROADCASTING, Dec. 15).

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 Rector for alleged failure to file income tax returns was 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, Straus Communications Inc., which claims rules are unconstitutional (Cases 75-1083 and 75-1084). Briefs have been filed and arguments heard (BROADCASTING, Nov. 24).

Public broadcasting funding. First-ever long-range funding bill for Corporation for Public Broadcasting has cleared both houses of Congress and is awaiting President's signature. Bill authorizes expenditure of federal funds for CPB for next five years in amounts increasing from \$88 million in 1976 to \$160 million by 1980. Funds would be matched with private money CPB raises on its own: one federal dollar for every \$2.50 in private contributions. Parallel appropriations were stricken from bill due to objections of House Appropriations Committee, and will be provided for in separate legislation later. Appropriations Committee has said, however, it will appropriate funds for no more than three years.

■ Ratings. Nielsen prime-time averages season-to-date (first 14 weeks): CBS 19.0, NBC 18.6, ABC 17.9. Fourteenth week alone: CBS 21.0, NBC 17.4, ABC 17.1.

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 and oral arguments have been held (BROADCASTING, Dec. 1). 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.** Legislation to renew sports antiblackout law, which expires Dec. 31, was stalled last week when House-Senate conferees failed to agree on compromise (see story, this issue). Conference committee will try again when Congress reconvenes in late January. Current law provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. Bill passed by House (H.R. 9566) would make law permanent. Senate-passed bill (S. 2554), on other hand, would extend law experimentally another three years. Both bills would reduce 72-hour cutoff to 24 hours for postseason games in baseball,

basketball and hockey.

■ **Star stations.** U.S. Court of Appeals in Washington has upheld FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis (see story, this issue).

■ **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. Comments on economic and technical feasibility of drop-ins were due at commission last week.

■ **Washington Star transfer.** FCC has approved transfer of Washington Star Stations to Texas banker Joe Allbritton, conditioned on his selling WMAL-AM-FM-TV Washington and WLVA(AM)

or WLVA-TV Lynchburg, Va., within three years, in order to come into compliance with commission's new crossownership standards. Mr. Allbritton had previously reached deal with some of citizen groups that had opposed Star transfers. FCC at same time dismissed petition of Midwest publisher John McGoff, who sought to block Allbritton transfer in favor of his own offer to purchase *Washington Star* without its broadcast properties. Mr. McGoff may accept FCC decision as final, not appealing to court—course that would ease way to final consummation of Star acquisition Mr. Allbritton began well over year ago (see story, this issue).

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 Broadcast Bureau (BROADCASTING, Sept. 22). Commission in August refused to approve agreement under which Forum would withdraw.

Datebook®

■ indicates new or revised listing

January 1976

Jan. 7-9—1976 Winter Consumer Electronics Show, sponsored by *Consumer Electronics Group*,

Electronic Industries Association. Conrad Hilton, Chicago.

Jan. 9-10—*Utah Broadcasters Association* winter convention and workshop. Tri-Arc Travelodge, Salt Lake City

Jan. 10—*Mississippi Broadcasters Association* an-

nual sales conference. Holiday Inn Downtown, Jackson. Contacts: Phil Brady, WAPF(AM) McComb, and Chuck Cooper, WCBI-TV Columbus.

Jan. 11-13—*Association of Independent Television Stations (INTV)* third annual convention. Agenda includes session on future of programing with Producers Norman Lear, Grant Tinker, Lee Rich and Giraud Chester as panelists. Century Plaza hotel, Los Angeles.

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

Jan. 12—*Radio Advertising Bureau* co-op sales clinic. Plaza Inn International, Kansas City, Mo.

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. 13—*Hollywood Radio and Television Society* luncheon. Dinah Shore is speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 14—*New Jersey Broadcasters Association* midwinter managers conference. Livingston College (Rutgers University), New Brunswick. Contact: Arnold L. Zucker, Rutgers University.

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

Jan. 14—*Television Bureau of Advertising* regional co-op sales workshop. Colonnade hotel, Boston.

Jan. 14—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Denver.

Jan. 16—*Radio Advertising Bureau* co-op sales clinic. Marriott Airport, Minneapolis.

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. 20—*Television Bureau of Advertising* regional co-op sales workshop. Dallas Hyatt House, Dallas.

Jan. 20-21—*Nebraska Broadcasters Association* banquet with state legislature and meeting. Nebraska Club, Lincoln.

Jan. 22—*Motion Picture Laboratories* mini-seminar on "The Film Laboratory." Holiday Inn, Tampa, Fla. Reservations: MPL, Box 1758, Memphis 38101 (no charge).

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Jan. 22—*Television Bureau of Advertising* regional co-op sales workshop. Omni International, Atlanta.

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. 23-24—*Society of Motion Picture and Television Engineers* 10th annual winter TV conference. Subjects will be television newsgathering and digital video with exhibits of all significant ENG and digital equipment. Sheraton-Southfield hotel, Detroit.

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. 26—*Radio Advertising Bureau* co-op sales clinic. Sheraton Renton, Seattle.

Jan. 27—*Television Bureau of Advertising* regional co-op sales workshop. Michigan Inn, Detroit.

Jan. 27—*Radio Advertising Bureau* co-op sales clinic. Sheraton Airport, Portland, Ore.

Jan. 27-29—*Georgia Association of Broadcasters* annual Radio-Television Institute. Speakers will include Fred Silverman, ABC; Elmer Lower, ABC; Frank Blair, formerly of NBC; C. Edward Little, Mutual; FCC Commissioner Benjamin Hooks and Jane Cohen, American Women in Radio and Television. Center for Continuing Education on the campus of the University of Georgia, Athens.

■ **Jan 29-31**—*Virginia Association of Broadcasters* winter meeting. Speakers will include Vincent Wasilewski, president, National Association of Broadcasters; Barry Farber, syndicated talk show host; Herbert W. Hobler, WHWH(AM) Princeton, N.J., and Richard Roden, Washington law firm of Hogan & Hartson. The Cascades, Williamsburg.

Major meetings

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 3-5, 1976—*Associated Press Broadcasters* annual meeting. Marquette Inn, 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.

Jan. 29—*Television Bureau of Advertising* regional co-op sales workshop. Stouffers, Cincinnati.

Jan. 29—*Radio Advertising Bureau* co-op sales clinic. Airport Hilton, San Francisco.

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

Jan. 30—Deadline for entries in eighth annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Television and radio are two of the six categories. Contact: Robert F. Kennedy Journalism Awards Committee, 1035 30th Street, N.W., Washington 20007; (202)338-7444.

Jan. 30—*Radio Advertising Bureau* co-op sales clinic. Holiday Inn, International Airport, Los Angeles.

■ **Jan. 31**—Northern California chapter of the *The Society of Cable Television Engineers* winter meeting and technical seminar. Technical presentation will be "CATV Signal Propagation, How and Why" presented by Professor Richard Adler, Ingersoll Hall, U.S. Naval Post Graduate School, Monterey, Calif.

February 1976

Feb. 1-3—*California Broadcasters Association* winter convention. Newporter Inn, Newport Beach.

Feb. 3—*Television Bureau of Advertising* regional co-op sales workshop. Hyatt Regency, San Francisco.

Feb. 5—*Television Bureau of Advertising* regional co-op sales workshop. Wilshire Hyatt House, Los Angeles.

Feb. 5-6—*Society of Cable Television Engineers* and Philadelphia chapter of *Institute of Electrical and Electronics Engineers* conference on CATV reliability. Luncheon speakers will include Elmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wiltmer Road, Horsham, Pa. 19044.

Feb. 8-12—*Public Broadcasting Service* annual

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membership meeting. Century Plaza hotel. Los Angeles.

Feb. 9—Radio Advertising Bureau co-op sales clinic. Sheraton Jetport, Orlando, Fla.

Feb. 10—Television Bureau of Advertising regional co-op sales workshop. Royal Sheraton Kansas City, Mo.

Feb. 10—Radio Advertising Bureau co-op sales clinic. Sheraton Airport, Atlanta.

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—Southern Baptists Radio and Television Commission seventh annual Abe Lincoln Awards. Arthur R. Taylor, president of CBS, will be featured speaker. Tarrant County Convention Center, Fort Worth.

Feb. 12—Radio Advertising Bureau co-op sales clinic. Holiday Inn, Airport, New Orleans.

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. 13—Radio Advertising Bureau co-op sales clinic. Inn of the Six Flags, Dallas.

Feb. 16-17—North Central Cable Television Association annual spring meeting. Madison Hilton, Madison, Wis.

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.

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. 23—Radio Advertising Bureau co-op sales clinic. Sheraton LaGuardia, New York.

Feb. 24—Radio Advertising Bureau co-op sales clinic. Colonnade, Boston.

Feb. 26—Radio Advertising Bureau co-op sales clinic. Hilton Inn, Greensboro, N.C.

Feb. 27—Radio Advertising Bureau co-op sales clinic. Marriott, Key Bridge, Washington.

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—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the *American Bar Association* for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—Radio Advertising Bureau co-op sales clinic. Quality Inns Tower, Cincinnati.

March 3—Radio Advertising Bureau co-op sales clinic. Hyatt O'Hare-Regency, Chicago.

March 5—Radio Advertising Bureau co-op sales clinic. Hyatt Regency, Dearborn, Mich. (Detroit).

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 15—Public Radio Conference** for noncommercial public radio professionals, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Statler Hilton hotel, Washington.

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 19-20—Armed Forces Radio and Television Service annual worldwide conference. Convention Center, Chicago.

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 28-29—Eighth annual international conference of the *International Industrial Television Association*. Sheraton-Anaheim hotel, Anaheim, Calif.

March 31—Sixth annual Communications Day of *Graham Junior College*. Boston.

■ **March 31—Council of Churches of the City of New York** 12th annual broadcast awards luncheon. Americana hotel, New York.

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 programing, 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.

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 13-14—Ohio Association of Broadcasters spring convention. Sawmill Creek, Huron.

May 20-22—Iowa Broadcasters Association management conference. Des Moines.

■ **May 27-30—Missouri Broadcasters Association** spring meeting. Rock Lane Lodge, Table Rock Lake, Branson.

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 3-5—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis.

June 4-5—North Dakota Broadcasters Association spring meeting. Artclaire 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—Video Systems Exposition and Conference**, third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. 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 20-23—NBC's** 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

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

June 26-29—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.

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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.

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

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STATION _____

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For the record

EDITOR: In justice to the investigators of the complaints and compliance division, and myself, I think the record should be set straight about the letter from the president of the Federal Communications Bar Association about our investigative practices which was mentioned in the "Profile" of me in your issue of Dec. 8.

In January 1975, the president of the FCBA sent a letter to our chairman transmitting a number of anonymous, unsubstantiated and utterly vague allegations, which the writer acknowledged were not based on any survey of the FCBA membership but rather on a "limited number of letters and conversations with attorneys." The letter added that "The FCBA has not undertaken to investigate any of these complaints. Hence, I have no way of knowing whether they were accurate or inaccurate."

The individual complaints themselves named no names of persons or stations, no places, no dates—nothing. They would have been thrown out of any court or administrative agency in about 60 seconds for lack of specificity.

After making inquiry into these matters, FCC Chairman Richard E. Wiley in March 1975 sent a response to the president of the FCBA. (Somehow, the substance of the FCBA letter was leaked to the trade press, but not the chairman's response to it.) In his response, Chairman Wiley stated that "We have now completed a review of the procedures followed by commission investigators, and we consider that those procedures are proper."

The chairman called attention of the FCBA to a practice engaged in by a few of its members which in my opinion raises serious questions of conflict of interest; namely, an attorney for a licensee also representing employees of the licensee during an investigation of the station's operations. The chairman also stated: "Aside

from questions of possible conflicts of interest, there is concern that the presence of the licensee's attorney during the interview of an employee may inhibit the employee in responding to an investigator's question . . ."

(In fact, we have been told by a number of employees who were ordered or "persuaded" by licensees to ask for a licensee's counsel to sit in on interviews with the employees as their own counsel—though paid by the licensee—that the employees had no intention of saying anything to our investigators under these circumstances that might offend their employer, the licensee.) It is my understanding that a subcommittee of the American Bar Association has begun consideration of the two questions raised by Mr. Wiley; i.e., conflict of interest and possible intimidation of witnesses through presence of the licensee's counsel.—*William B. Ray, chief, complaints and compliance division, Broadcast Bureau, FCC, Washington.*

Family stewing

EDITOR: Our firm erects communications towers, so we aren't too familiar with television's family viewing hours. We think, however, that our knowledge far surpasses that of NBC-TV.

At 8:30 p.m. NYT on Dec. 4, NBC began a "great" program for family viewing, *The Cop and the Kid*. It was a great immoral lesson for youth. In less than 30 minutes, there were ideas for gambling, stealing, lying, being disrespectful to adults, drinking intoxicating beverages and, I'm sure, other inspiring ideas that I missed.

Is this type of program going to increase crime or help combat it?—*Leo Hackney, president, Northeast Texas Communications, Greenville, Tex.*

THE ATHLETIC ASSOCIATION OF THE UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN, ANNOUNCES

that quotations for exclusive broadcasting rights for football and/or basketball games for the next three years (1976, 1977, 1978) are now being accepted. Requests for additional information and bid specifications may be obtained by contacting R. William Sticklen (217) 333-1280 or Tab Bennett (217) 333-1390 or by writing to the Athletic Association of the University of Illinois, 113 Assembly Hall, Champaign, Illinois, 61820.

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David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Susan Haq, advertising assistants.
Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

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



* Reg. U.S. Patent Office.
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The Week in Brief

ALLBRITTON GETS HIS DEAL □ FCC approves transfer of Star station group with requirement that he sell major broadcast properties within three years. **PAGE 19.**

PATS ON BACK □ Senators Pastore and Magnuson have kind words for broadcasters' family-viewing efforts. But hearings on controversial subject are in prospect for 1976. **PAGE 20.**

LUMPS FOR TV □ There's no let up in attacks on television violence with latest attacks coming in AMA journal and Gerbner research. **PAGE 20.**

GETTING COMMUNITY PULSE □ FCC lays down ascertainment guidelines, says it must be continuous, approves exemptions in small markets. **PAGE 21.**

CORRECTIVE ADS □ Federal Trade Commission says Listerine advertising henceforth must tell public that previous claims of cold or sore-throat help were false. **PAGE 22.**

ANTIBLACKOUT STALEMATE □ House and Senate conferees fail to agree on legislation covering sports TV. Present law expires Dec. 31. **PAGE 22.**

DROP-IN ADVOCATES □ Justice Department, citizen groups line up against broadcasters and support plan to shoehorn in 88 more VHF channels in top-100 markets. Stand is taken in comments filed last week at FCC. **PAGE 24.**

BURDEN STRIPPED □ Appeals Court in terse nine-line order backs FCC action of last January that lifted licenses of three AM's and two FM's of Don Burden. Burden counsel says it will go to Supreme Court. **PAGE 24.**

IT WAS ALL A MISTAKE □ Presidential adviser MacAvoy reassures NAB's Wearn that White House had no predetermined position favoring cable imports. He admits that his earlier letter mistakenly gave that implication. **PAGE 25.**

RUNNING THE GANTLET □ Thirty-six stations have their renewals on line as FCC whips through another petition-to-deny day. Most emerge unscathed, though several are tripped on EEO practices. **PAGE 27.**

FINGER POINTING □ Action for Children's Television

claims its studies show certain stations are not living up to guidelines for children's advertising on TV. Stations answer that group has misunderstood how rules are to be implemented. **PAGE 28.**

BEAT THE PRESS □ Television Bureau of Advertising plans eight seminars early next year at which member stations will be given tips on selling against newspaper competition. **PAGE 29.**

COMMERCIALS THAT SELL □ Trendex study finds that TV viewers buy products whose advertising they feel does best selling job. **PAGE 30.**

CBS WIDENS LEAD □ For fourth week in row, network adds to its edge. **PAGE 30.**

GARFIELD'S WISHES □ Author of 'Death Wish' would like to see programs with violence so labeled, regrets that movie version of his book will be shown on CBS-TV. **PAGE 30.**

PACKAGE FOR PBS □ Janus is selling 100 classic films to Public Broadcasting Service. There'll be some Exxon money to help defray \$2-million cost. **PAGE 31.**

NESSEN'S CREW □ Several on staff of Ford's news secretary are departing and there are some grumbling about operations of office. **PAGE 32.**

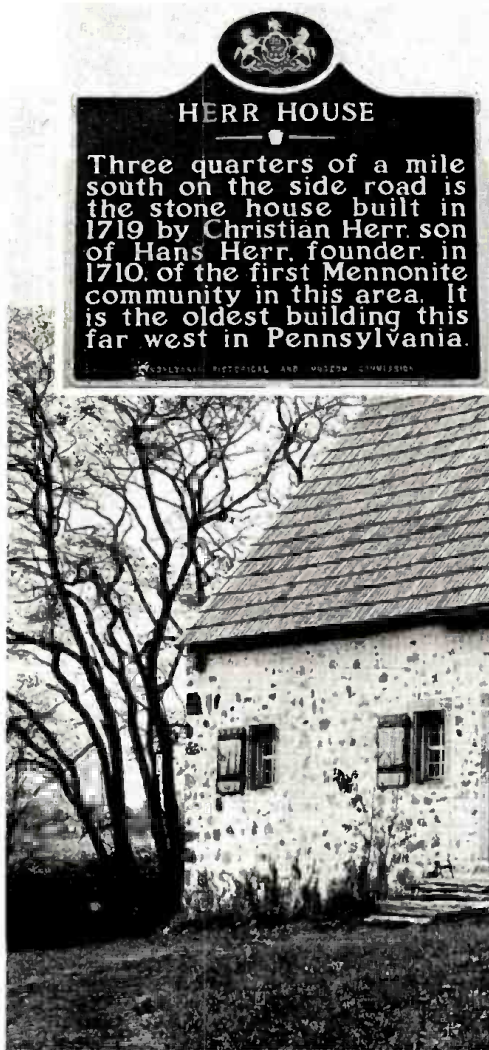
FIXED MILEAGE ZONES □ Broadcasters generally voice opposition to FCC proposal to change factors governing signal-carriage rules for cable. However, NCTA likes zone idea and would expand it. **PAGE 33.**

ONLY THE BEGINNING □ AT&T's agreement with NCTA on pole attachments doesn't set precedent for pacts with other utility companies that seek increases. Hostetter feels FCC might have to step in. **PAGE 33.**

HELP FOR UHF □ Utah's Senator Frank Moss says that if FCC doesn't act on ways to create parity, Hill may get into act. **PAGE 34.**

UP THE LADDER □ Two weeks from today, Jim Greenwald will mark his 20th year with The Katz Agency. It's been two decades of successes for the man who rose from salesman to president and chief executive officer. **PAGE 49.**

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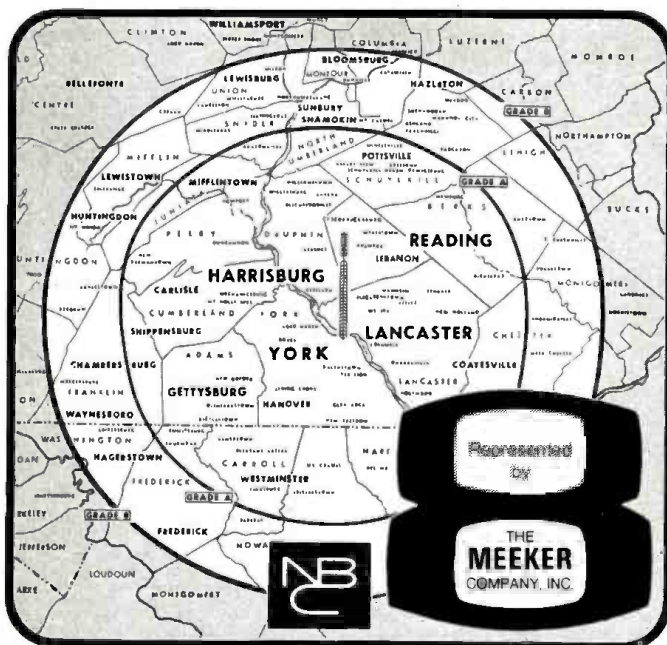


Historic marker directs tourists to famous Herr House, oldest building in Lancaster County, erected 1719.

HERR HOUSE

Three quarters of a mile south on the side road is the stone house built in 1719 by Christian Herr, son of Hans Herr, founder, in 1710, of the first Mennonite community in this area. It is the oldest building this far west in Pennsylvania.

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WGAL-TV

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Nielsen Station Index, May '75, Sun. through Sat., 7:00 am to 1:00 am. Audience estimates subject to limitations published by Nielsen.

WTEV Providence, R. I./New Bedford-Fall River, Mass.
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

STEINMAN TELEVISION STATIONS

Closed Circuit

Insider report behind the scene, before the fact

Seeking way out

FCC is expected to begin fighting back today (Monday) against court decisions it feels are forcing it into unconstitutional review of station formats. Under consideration will be draft notice of inquiry which says those decisions—in transfer cases in which citizen groups have opposed proposals of purchaser to change format—have raised two key questions: whether public interest requires close scrutiny of entertainment formats, and whether First Amendment permits it. Draft notice is designed to determine whether commission should play role in “dictating” selection of entertainment formats. Draft is seen as designed to provide commission with basis for coherent policy for dealing with format-change cases. And such policy, commissioner’s hope, will help commission persuade court to modify its position.

Commissioner Glen O. Robinson is understood to be drafting statement of his own that would accompany notice. It would expand on legal issues raised in notice and express his known uneasiness about thrust of courts’ format-case decisions.

Bad timing

If any network TV advertisers think they can get price break by stalling around, they’d better think again. That was word at all three networks last week after Donald Evanson of J. Walter Thompson Co. suggested publicly that week just ended (Dec. 15-19) might be critical time for NBC-TV rates (BROADCASTING, Dec. 15). Sources at all three said prices were holding everywhere and business was booming.

Sources at NBC, whose rates had been singled out as subject to special pressures, reported sales for January best they’ve ever seen and said orders were not for first quarter alone but for second and third as well. In addition, election night has been completely sold. As for holdouts, NBC official said it’s too late: Some advertisers whose decisions were delayed have already discovered parts of packages they wanted were snapped up while they dallied.

Disillusionment

President Ford’s television adviser, Robert Mead, ex-CBS News producer, is finding his turf crowded with what he regards as instant TV experts, and he’s not liking it very much. He feels top White House advisers have at times pre-empted his role, with adverse consequences for President—as, for example, bit of stage

business in which President in televised speech ripped pages off calendar to underline impatience with slow pace of Democratic Congress on energy problem (“Closed Circuit,” June 9). More recently, it was presidential counsel, Phil Buchen, who gave what Mike Wallace took to be commitment for presidential appearance on *60 Minutes*—and Mr. Mead who was given job of expressing regrets when President’s advisers decided, belatedly, Mr. Ford’s schedule could not accommodate interview.

Mr. Mead, incidentally, had written memo expressing his view on how Mr. Ford’s *60 Minutes* appearance could be more effective than Ronald Reagan’s and he opposed, as unprofessional, decision to cancel. Mr. Mead has indicated to friend that glamour of job has worn thin since Jerry terHorst hired him and promised free rein.

New territory

Ambitious project to collect most promising radio co-op advertising plans of American manufacturers has been undertaken by Radio Advertising Bureau. It initiated survey of 10,000 manufacturers few weeks ago to determine which have radio co-op plans and what plans are. From returns, now beginning to come in, RAB expects to collect at least 700 plans that hold most potential for radio stations and publish them in detail in book form during first half of 1976.

Encouraging mood change has already been noticed. In past, RAB officials say, manufacturers tended to be chary about giving out more than highlights, if that much, of their plans. But this time they seem more willing to send details. Some 150 plans have been received thus far. Project is part of over-all RAB co-op drive. Another feature: 18 co-op sales clinics between Jan. 12 and March 5, conducted by co-op specialist, Ed Crimmins, with leading manufacturers offering case histories.

Other body on view?

With outlook good for admission of broadcasting to House of Representatives (BROADCASTING, Dec. 8), first overtures are being made on Senate side. CBS Broadcast/Group President John A. Schneider and Washington Vice President Bill Leonard met last Wednesday with staff director of Commission to Study Operations of the Senate (so-called Culver Commission, named for Senator John C. Culver [D-Iowa], who authored resolution creating it). CBS President Arthur Taylor went to Washington to

meet with Senator Culver—who’s not member of commission—on subject, but Angola vote intervened.

Problem in Senate is said to be infinitely more complex. In House, all speakers deliver their remarks from dais in front of Speaker’s chair. In Senate, each member speaks from his desk, requiring broadcasters to mix 101 mikes, and posing more difficult camera-lighting considerations. Policy problem is something else again. Resolution identical to that on verge of adoption in House has been before Senator Robert C. Byrd’s (D-W. Va.) subcommittee (Standing Rules of the Senate) of the Rules and Administration Committee all year, without attention.

Canadian confrontations

Discovery of applications filed with Canadian Radio Television Commission for transfer of head-end locations of several Toronto cable systems to Hornby, Ont., seven miles away, is seen as indication that cable systems are seeking means of circumventing plan of three network affiliates in Buffalo, N.Y., to jam their signals northward. Hornby location, according to Buffalo authorities, would bypass expected jamming locations.

In Toronto last week were Ward L. Quaal, Chicago broadcast management counselor, retained by Buffalo stations, and Frank U. Fletcher, counsel for WBEN Inc., to survey situation prior to Jan. 13 meeting of U.S. and Canadian diplomats on sensitive media problem (BROADCASTING, Dec. 15). Canadian plan to block flow of advertising to American print and broadcast media had resulted in earlier decision of *Time* and *Reader’s Digest* to terminate Canadian editions. Cable edict would require systems to delete U.S. advertising from programs purloined from U.S. stations, which proposed jamming retaliation.

More action

Highly placed source at CBS-TV says network will attempt to save MGM-TV’s *Bronk* (Sunday, 10-11 p.m., NYT), starring Jack Palance, which just managed to squeeze onto CBS’s second-season schedule, by making changes in the show. “The Palance character is too brooding and passive and stoical,” source said. “We’re going to take the pipe out of his mouth and make him more energetic and demonstrative, get him right into the action.” Hope at CBS, this source concludes, is that these changes, plus thinning out of ABC’s competitive Sunday-night movie package, will turn *Bronk* into a second-season survivor.

Every Sunday morning on the CBS Television Network, a nationwide following of loyal viewers turns to "Camera Three." They know what to expect: The unexpected.

"Camera Three" is a staged anthology of theater, music, art, and the sciences of man. It's also a carousel of innovation. It holds national distinction as a force in experimental theater and *avant-garde* dance. WCBS-TV, CBS Owned station in New York, has produced the program for the past 22 years. It was twice chosen for further distribution: In 1956, by the Network. In 1958, for classrooms, by the New York State Department of Education.

In one program, Henry Moore creates a sculpture. In another, Pierre Boulez conducts an orchestra. Or Anthony Burgess sheds light on James Joyce. Or Costa-Gavras (of "Z") ignites ideas with Marcel Ophuls (of "The Sorrow and the Pity").

Or you experience the virtuosity of interacting talents in The Royal Shakespeare Company, The New York Philharmonic, a Kabuki acting family, an archaeological team in Java, The Darpana Dance Company in India. All presented with production daring—from electronic "sound pictures" to the video synthesis of abstract design.

"Camera Three" turns experiment into discovery. It broadens critical faculties for more knowing enjoyment of the new. To its mass audience, it brings the famous as well as the novice—along the creative frontiers of their arts.

With ideas, insights, stories...form, color, motion...artists, sounds, and gestures. Combining these, what will they think of next—for "Camera Three"?

A PREDICTABLE PROGRAM: ONE SURPRISE AFTER ANOTHER



**CBS OWNED STATIONS AND
CBS TELEVISION NETWORK**

Top of the Week

Allbritton gets his deal for Washington

FCC approves transfer of Star station group, but requires him to sell major properties within three years; it's estimated they could fetch \$60 million; McGoff opposition may be over

The FCC rushed the season—and, some of its members believe, its own procedures—to deliver to Texas banker Joe L. Allbritton last week a present he has been seeking—the right to spend \$28.5 million to make a conditional purchase of the Washington Star Communications Inc., its failing newspaper and its prosperous broadcast properties.

The commission's action came after a staff briefing on the controversial case but before an order had been drafted. The order fleshing out the decision will be ready in about two weeks.

Essentially, the commission agreed to permit Mr. Allbritton's Perpetual Corp. to acquire 90% of the WSCI stock outstanding (Mr. Allbritton already owns the other 10%), but to require Perpetual to dispose of those broadcast properties whose ownership involves the company in a violation of the commission's crossownership rules.

Thus, WMAL-AM-FM-TV Washington will go on the sales block, along with WLVA(AM) or WLVA-TV Lynchburg, Va. The WSCI also owns WCIV(TV) Charleston, S.C.

All are profitable, particularly the Washington stations, and the sales could produce some \$60 million in revenue for WSCI (see box). *The Washington Star*, which Mr. Allbritton says is the goal he has been seeking in his efforts to acquire WSCI, had been losing about \$1 million a month until a strike at the *Washington Post* improved the *Star's* fortunes.

And it was concern over the continued viability of the *Star* that persuaded a majority of the commission to grant a temporary waiver of its rules that barred the sale of the company. The rules prohibit the sale of a commonly owned newspaper and broadcast property and commonly owned radio and television properties in the same market to the same purchaser. (Mr.

Allbritton had asked for a conditional grant, not a waiver.)

The commission acted as it did, it said, because of concern that its serious financial difficulties would cause the death of the *Star*, create a newspaper monopoly—that of the *Washington Post*—in the area and thus increase its concentration of media control. The *Post* owns WTOP-AM-TV Washington.

Granting the applications and requiring the divestiture of the broadcast properties within the next few years, the commission said in a news release, "would lead to greater diversification of mass media in the District of Columbia and Lynchburg."

Mr. Allbritton had asked that he be given two years to sell the properties if he were given a tax certificate permitting deferral of a tax payment, three years if one were not.

The news release does not make it clear which option the commission is taking. But it appears that the commission will deny the certificate and allow Mr. Allbritton three years to dispose of the properties.

The commission's action may not be the only present Mr. Allbritton receives in connection with the transfer. John McGoff, the Michigan publisher who has tried to block the transfer in hopes he could acquire the newspaper alone, may not contest the sale any further. His Washington attorney, Jay Baraff, said three options were being considered—seek reconsideration by the commission, appeal to the courts or a statement "wishing Mr. Allbritton good luck" and signaling the end of Mr. McGoff's opposition. The last,

Morning line. The FCC requirement that Joe L. Allbritton spin-off Washington Star Communications Inc. broadcast properties within three years of his acquiring the company could produce up to \$60 million in revenue. Several brokers checked were in general agreement that the sale of WMAL-TV Washington would bring in about \$35 million, and WMAL(AM), between \$7 million and \$9 million. As for the company's FM in Washington, estimates ranged from \$5 million to \$8 million. If Mr. Allbritton chose to sell WLVA-TV Lynchburg instead of the AM, the company's treasury might be enriched by up to \$10 million. However, another estimate was that the station would not sell for more than \$3.5 million or \$4 million. The AM would bring in \$500,000, according to one broker; perhaps \$1 million, according to another.

Mr. Baraff said, is "a viable option." He said concern for the *Star* was a factor in the decision to be made. "Mr. McGoff is not out to destroy it," he said.

Mr. McGoff has been allied in his fight to block the sale with a local group, Concerned Citizens for Balance in Media. Mr. Baraff said he had no idea what decision that group would reach as to continuing the fight. Three other local groups that had opposed the transfer withdrew their petition to deny and urged approval of the sale after reaching an agreement with Mr. Allbritton that resolved their differences (BROADCASTING, Oct. 27).

Six of the commissioners approved the transfer, but two of them, Chairman Richard E. Wiley and Commissioner Charlotte Reid, disapproved of the haste with which the commission acted. And Commissioner Glen O. Robinson dissented on the ground that further proceedings were necessary for the commission to reach an informed judgment.

The commission acted a day after receiving a letter from Mr. Allbritton's lawyers asserting speedy action was essential to the *Star's* future ownership. They said that financial institutions were withholding loans because of that doubt as to the *Star's* future and that the newspaper was running short of newsprint and lacked the resources to replenish its stock.

Chairman Wiley and Commissioner Reid, who concurred in part and dissented in part, said they agreed that the result reached by the majority "fundamentally serves the public interest." But they also said that Mr. Allbritton's proposal for a "temporary grant"—which the commission treated as a request for a waiver—should have been the subject of 3n oral argument. Accordingly, they said, while the commission has followed the right road, "it may have run some procedural red lights."

Commissioner Robinson also felt an oral argument was required, and said that he thought the matter could be completed by mid-February, the deadline Mr. Allbritton and the WSCI families have set for their arrangement. Short of a full resolution of the issues, he said, he felt he had no choice but to dissent.

The four other commissioners—Robert E. Lee, Benjamin L. Hooks, James Quello and Abbott Washburn—felt there was sufficient information already in the record on which to make a decision. Commissioner Washburn, in a separate statement, said he believes the transfer achieves the purpose of the crossownership rule—increased diversification of media control.

If it is not appealed, the commission's

decision closes a story which began in July 1974, when Mr. Allbritton reached his agreement with the three families who own the WSCI to acquire the company. Originally, Mr. Allbritton sought to acquire 37% of WSCI, and a permanent waiver of the crossownership rules.

But the commission last summer decided it lacked sufficient information on which to make a decision, and ordered a hearing on the application. With the possibility that a hearing could last more than a year, and with the *Star's* financial health apparently failing fast, Mr. Allbritton and the families decided to restructure their arrangement and amend their application. The request for a conditional grant of an application to acquire 100% of the company followed, on Sept. 23.

Family viewing: somebody up there likes it

Senator Pastore, who's been one of medium's chief critics, comes out with ringing endorsement of new programing concept; Magnuson's also on its side, if somewhat less enthusiastically; but fire's not entirely out, and new hearings on subjects are in prospect for 1976

Family viewing was given the wholehearted endorsement of one of television's most vocal critics on the subject of sex and violence last week. Senate Communications Subcommittee Chairman John Pastore (D-R.I.) rose on the Senate floor and pronounced family viewing "specific, responsible self-regulation."

"I strongly support these broadcaster and network reforms," Senator Pastore said. "While family viewing may not mark the millenium, it is an encouraging sign that the broadcast industry recognizes its great responsibility to the American public and intends to act accordingly to police its own house to avoid exposing children to excessive televised violence."

In a subsequent interview the senator said he does not think the reform has cured the problem of sex and violence. "I merely wanted the country and the industry to know I approve of family viewing and think it's a step in the right direction."

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, also came forward with a tentative endorsement of family viewing last week. He said in a speech to the Senate that the National Association of Broadcasters' TV code restrictions on televised violence, of which the family viewing standard is a part, are the proper beginnings of the crusade to get gratuitous violence off the air. "People who criticize these self-regulation efforts by the industry must be forthcoming with realistic solutions consistent with the constitutional framework protecting free speech," he said.

But the over-all tone of Senator Mag-

nuson's speech was that violence on television is still a grave problem that is doing serious injury to the nation's children and adolescents.

Senator Pastore's speech encouraged continued research into the effects of televised violence on children. "It's something that needs to be watched constantly," he said later, and added that TV violence and sex will receive further attention from his subcommittee when the FCC comes before it next year in oversight hearings.

In his speech, Senator Pastore disputed the claims of some who have charged that family viewing was forced on the industry by Congress and the FCC. "The broadcasters and the networks themselves originated, adopted and implemented the family viewing concept," he said, "I think it is a great idea, but I did not order the industry to adopt it nor, I am sure, did the chairman of the FCC. If the chairman [Richard E. Wiley] played an effective role in bringing the problem and public concern to the attention of the industry, I applaud him. I cannot believe that anyone would censure him for his efforts."

Senator Pastore indicated he has no sympathy for the TV writers, actors, directors and producers who have filed suit against the networks, NAB and FCC charging that family viewing is prior censorship that violates their First Amendment rights to "do their own thing," as Senator Pastore worded it. "Their own thing," he said, "appears to be peddling violence for profit while poisoning the minds of our children and grandchildren with total disregard for the obvious social and psychic costs to our nation."

He refused, too, to accept the criticism of those who have said family viewing has resulted in bland programing from 7 p.m. to 9 p.m. nightly. "It is not a legitimate criticism of family viewing," he said. "In my view, if the only way our commercial program producers can capture and hold audience interest is with murder, mayhem and other sordid acts of human degradation, then broadcasters should re-examine their programing sources." He added, "The critics of family viewing have offered no specific, positive alternative, only morally bankrupt apologies for a violent status quo which would keep the coins jingling in their pockets at the expense of our youth ... the critics of family viewing should either put up or shut up."

Senator Magnuson indicated in his remarks that he is persuaded by available research into the effects of TV violence on children that there is a causal relationship between violence on television and aggressive behavior in children. "To suggest that television, the most persuasive tool available to advertisers for sophisticated and mature human beings, is not affecting children who do not have the experience to distinguish truth from falsehood or exaggeration from understatement is ludicrous," he said.

"It is not my purpose to engage in a debate with the television industry or other persons about the accuracy of the findings of this research," he said. "Any

Two weeks hence. For the sixth consecutive year, BROADCASTING will publish an annual double issue on Monday, Jan. 5. There will be no issue published on Dec. 29. The holiday double-header will feature a special report on "The First Amendment and the Fifth Estate," incorporating a history of broadcast journalism and a report on Bicentennial programing—along with the normal yearend news budget—in a single special issue.

reasonable person would have to conclude that there is substantial evidence currently available to support these conclusions. The risks of continuing the current course of TV fare are frightening."

Senator Magnuson did not suggest that government should involve itself in getting gratuitous violence off the air. That task, he said, should be left to the industry, the program producers, the advertisers and viewers.

Over on the House side of Capitol Hill, meanwhile, preparations are being made for hearing on TV sex and violence early next year. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has criticized the family viewing concept before as a public relations gimmick designed by the industry to assuage the critics.

No let-up on some fronts in attacks on TV violence

'AMA Journal' carries article saying it's 'national scandal'; Gerbner research finds no slackening in 1974 levels

Television is currently taking its lumps from two sources on the violence front.

■ The Dec. 8 issue of the *Journal of the American Medical Association* carries a three-and-a-half-page article that reviews some of the research done in this area and concludes that the volume of violence on TV is "a national scandal."

The article, by Dr. Michael B. Rothenberg, a Seattle physician and child psychiatrist, says "the time is long past due for a major, organized cry of protest from the medical profession." It also subscribes to the theory that the National Association of Broadcasters' TV code "appears to be just a public relations document never intended to guide actual practices." And it sees nothing to suggest that broadcasters have done anything to meet the Jan. 1 effective date for compliance with the FCC's new guidelines for children's TV.

■ Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications, who compiles an annual index of network TV violence, reported that his preliminary findings show the index rose "in most categories on at least two networks" in 1974. The net-

works, he said in a telephone interview, were ABC-TV with the biggest increase from 1973 levels, and NBC-TV with the second largest. He said CBS-TV showed no change or at worst a statistically insignificant increase. He said he had no findings yet on 1975 trends but that he hoped to publish both the 1975 figures and those for 1974 in March or soon afterward.

Dr. Gerbner's preliminary finding of a 1974 rise in the violence index was construed by some sources to minimize the significance of CBS's study showing a 30% decline in prime-time violence on the three networks this fall (BROADCASTING, Dec. 8; also see page 00). But CBS sources would not agree with that construction. They also reiterated that prime-time violence on CBS-TV not only was down 39% from last year but also was at the lowest level since these tabulations were started in 1972.

Dr. Rothenberg's article in the *AMA Journal* did not get high marks for professionalism from broadcast research authorities who had seen it. One dismissed it as "this guy's personal beliefs and opinions" based on "what seems to be superficial reading of some of the literature."

By the time he graduates from high school, Dr. Rothenberg writes, the average American child "will have witnessed some 18,000 murders and countless highly detailed incidents of robbery, arson, bombing, forgery, smuggling, beating and torture—averaging approximately one per minute in the standard television cartoon for children under the age of 10. There is an average of six times more violence during one hour of children's television than there is in one hour of adult television."

The source of those figures is not given in the article but they appear in a paragraph that opens with Nielsen figures on viewing, and a reader might assume they, too, came from Nielsen. The Nielsen company measures viewing but normally does not tabulate program content.

The article renews the charge that "representatives of the television industry" were allowed to "blackball" seven scientists who were being considered for appointment to the Scientific Advisory Committee for the Surgeon General's study of TV and violence in the early 1970's. "These seven were replaced by five television network executives," the article continues. This and "enormous political pressure" on the committee to produce a unanimous summary, Dr. Rothenberg asserts, resulted in a watered-down summary "worded so as to lead to misunderstanding. And the summary of the summary is flatly misleading."

The article says it is "important to remind ourselves that prosocial behavior can also be produced and encouraged by television." It cites five examples: *Misterogers' Neighborhood*, *Call It Macaroni*, *Big Blue Marble*, *Rainbow Over Seven* and *Fat Albert and the Cosby Kids*.

Dr. Rothenberg suggests that guidelines developed by San Francisco's Committee on Children's Television "should be

available in every doctor's office, hospital clinic and child health station." Those guidelines ask such questions as:

"Does the program appeal to the audience for whom intended? Does it present racial groups positively? Encourage worthwhile ideals, values and beliefs? Stimulate constructive activities and enhance the quality of a child's play? Separate fact from fantasy? Separate advertisements from program content? Have a pace that allows the child to absorb and contemplate the material? Have artistic qualities?" And finally: "Has your child seen an appropriate amount of television for the day? (Or is it time to turn the set off?)"

FCC requires ascertainment be continuous, OK's exemption in small markets

New guidelines call for yearly list of problems, community leader checklist and say managers need conduct only 50% of required interviews

Broadcast renewal applicants will now be expected to ascertain community needs throughout the license period, rather than during the last six months only. And radio licensees as well as television broadcasters will be expected to list annually 10 community problems they have discovered and the programs they have carried to meet them.

These are among the changes the commission made last week in the guidelines it has laid out for broadcasters to follow in ascertaining community problems. Ascertainment guidelines for noncommercial stations are being considered in a separate proceeding.

The commission order also contains the expected exemption from formal procedures of stations in small markets—those with populations of less than 10,000, and located outside of a Standard Metropolitan Statistical Area.

The exemption was described as experimental—it will be reviewed in three years—and the commission said it would expect the stations affected to remain conversant with community problems. Nevertheless, Commissioner Benjamin L. Hooks opposed the exemption, and fought against the extension to larger markets that some commissioners favored. The exemption will benefit some 1,900 radio and 14 television stations.

The new procedures will not require, as present rules do, that interviews with community leaders be done only by station owners or by management personnel. Up to 50 percent of such interviews may now be done by nonmanagement personnel under supervision. But the commission

said management should do those interviews that would bring it into contact with a variety of community leaders, particularly those who speak for minority interests and women.

Under the new guidelines, stations will not be required to compile a compositional survey of the community. But they will be asked to retain in their public files a list of demographic aspects of the city of license.

What's more, broadcasters will be required to choose the community leaders they interview from those representing 19 institutions suggested by the commission in a checklist. They range from agriculture, business and charities to health and welfare and religion.

The commission said it was not setting a minimum on the number of interviews it expects stations to do. But it did specify the number of interviews that would protect a licensee against a challenge to the "gross quantitative sufficiency" of a community leader survey—from 60, for cities of less than 25,000, to 220, for cities of more than 500,000.

Although the ascertainment process will now be conducted throughout the license period, the commission will require the submission of community leader checklists only with renewal applications. Similarly, the annual lists of 10 major problems and programs to meet them need be filed with the commission only at renewal time.

The present requirement that members of the public be surveyed is being retained. The surveys may be done at any time during the license period, with the results placed in the public file along with a narrative statement of the sources consulted.

The commission, in an effort to explain more fully what it has in mind regarding ascertainment, adopted a primer on the subject which sets forth in question-and-answer form the guidelines to be followed in conducting the community-leader and general-public surveys. The revisions become effective within 30 days of their publication in the *Federal Register* for stations whose licenses expire after Dec. 1, 1976.

The new guidelines were adopted by a 6-to-1 vote. Commissioner Hooks, who would have liked to see additional requirements in such areas as community-leader consultation by management and principle only, concurred, and Commissioner Glen O. Robinson, who made it clear he feels prescribed ascertainment procedures involve a waste of time and money, dissented.

The two tracks for NAB's '76 convention

Radio and television will be together infrequently; separate equipment tours featured; early birds return

Although the mold is far from gelled, some details of the National Association of Broadcasters' new-look 1976 conven-

tion were forming last week. The new look for the gathering in Chicago, March 21-24, is a greater separation than ever before of radio and TV sessions (BROADCASTING, Dec. 15).

The radio and TV people at the convention will be brought together on only three occasions: at the opening general assembly Monday at 9 a.m., which features the presentation of the Distinguished Service Award and remarks from NAB President Vincent Wasilewski; at the luncheon Tuesday at which FCC Chairman Richard Wiley will speak, and at joint sessions Wednesday morning at which industry political problems and topics of joint concern such as equal employment opportunity will be discussed. Also scheduled as a joint session for Wednesday morning is a panel discussion with FCC bureau heads.

The remainder of the program separates radio and TV broadcasters and even gives them different times to tour the exhibit hall. While the TV people are in sessions Monday afternoon, the radio people will be given time off. The reverse will happen Tuesday afternoon.

Next year will see the return of "early bird" sessions to the NAB convention. This year in Las Vegas the workshop sessions began at 9 a.m. or 9:30. The tentative plan for next year, however, calls for workshops beginning at 8. These, however, would be repeats of workshop sessions from the body of the convention program on previous days. The idea is to give the conventioners a second chance to catch sessions they might have missed where there were several workshops scheduled simultaneously.

There will be separate luncheons on Monday for radio and TV and no luncheon on Wednesday.

The program will feature, as it has in previous years, a variety of panels, workshops and seminars on radio and TV sales, promotion and research. And this year, said an NAB spokesman last week, there will be more sessions on programming.

Antiblackout bill will die this year

House-Senate conferees fail to settle differences on new law, will tackle legislation next session

House and Senate conferees last week failed to reach an accord on their differing versions of legislation to renew the sports antiblackout law. They will not get together again until after both houses return from Christmas recess in late January. The conferees, then, are permitting the law to expire Dec. 31, but they do so with the understanding from National Football League Commissioner Pete Rozelle that the NFL will continue to abide by the law throughout this season.

The law prohibits professional games in football, baseball, basketball and hockey from being blacked out on home television if they are sold out 72 hours in advance.

There are two problems to solve. The

first is to determine how long the law should be extended: should it be forever, as the House bill provides, or just for another three years, as the Senate bill provides? Communications Subcommittee Chairman John Pastore (D-R.I.), who cosponsors the Senate bill with Senator J. Glenn Beall (R-Md.), said he would not even consider a compromise on that point until the other problem is resolved.

The other problem is an amendment in the House bill, not in the Senate bill, that would prohibit a blacked-out home game from being blacked out on stations more than 75 miles from the border of the city or county where the game is played (BROADCASTING, Dec. 15). Senator Pastore wondered if that amendment, authored by Representative Louis Frey (R-Fla.), would make it possible for the signals of the stations around the 75-mile perimeter to travel deep into the blacked-out zone. The committee decided to have the FCC to do a study detailing the possible effect of the Frey amendment on the home territory of each team in the NFL and report back to the committee in January.

FCC will trim allowable amount of duplication

In two-step action, commission will cut back duplicated programming to 25% by 1979 in cities over 25,000

The FCC is moving ahead on its policy of increasing diversity of programming by reducing the amount of program duplication it will permit commonly owned AM and FM stations in the same local area.

The rule now permits FM stations in cities of more than 100,000 to duplicate the programming of commonly owned AM's up to as much as 50% of the time.

Last week, the commission instructed the staff to draft new rules tightening and extending those restrictions in two steps:

Effective Jan. 1, 1977, duplication will be limited to 25% if either the AM or FM is licensed to a city of more than 100,000 population, and to 50% if either is located in a city of between 25,000 and 100,000 population.

Effective Jan. 1, 1979, the amount of duplication permitted in cities of between 25,000 and 100,000 will drop to 25%.

The commission acted on a 6-to-1 vote, with Commissioner Benjamin L. Hooks concurring and Commissioner Glen O. Robinson concurring in part and dissenting in part. Commissioner Robinson would have preferred a harder line. He urged reducing allowable duplication to 25% for all stations. But he would provide for waivers for stations in need of a greater degree of duplication.

The other commissioners, however, felt the action they favored would result in as much of an impact on small market stations as they thought reasonable.

FTC demands corrective ads for Listerine

Agency says Warner-Lambert must erase any understanding that gargle is effective in treating common cold; manufacturer will fight all the way

If Warner-Lambert Co. plans to continue advertising Listerine, the company must spend more than \$10 million to tell the public that it has been lying about its mouthwash since 1921. That is the unanimous decision of the Federal Trade Commission which ordered the Morris Plains, N.J.-based company to include the following statement in its advertising: "Contrary to prior advertising, Listerine will not prevent colds or sore throats or lessen their severity."

The decision, written by Chairman Lewis A. Engman, marks the first time a company has been "ordered" to correct advertising. Similar cases had been settled through voluntary consent orders but Warner-Lambert has refused to agree to one. The company has denied that it advertises the mouthwash as a cold cure and says it plans to appeal, all the way to the U.S. Supreme Court, if necessary.

The decision calls for Warner-Lambert to spend as much as its average annual advertising budget between the years 1962-1972, which the FTC computes at about \$10.2 million.

A spokesman for J. Walter Thompson Co., New York, agency for Listerine, said Thompson had no comment to make since it is not a party to the proceedings. The JWT official noted that in the past previous challenges to Listerine's cold claims were ultimately resolved in Listerine's favor and said the agency is confident that this latest challenge will be resolved in the same fashion in the federal courts.

Alabama Supreme Court approves local-option radio-TV coverage plan

The ability of radio and television to broadcast church services without interfering with the dignity of worship was one factor behind a decision of the Alabama State Supreme Court to allow television and radio coverage of trials and other judicial proceedings in that state. The permission is contained in a code of judicial ethics that takes effect Feb. 1. It leaves the decision up to individual trial judges.

All parties involved in a trial, and their lawyers, must agree to the broadcasts and can order the cameras out at any time during the trial. In addition to these safeguards, which are similar to ones adopted in 1956 by Colorado (which with Texas is the only other state to permit cameras in court), Alabama requires a plan showing the location of lights,

cameras and other equipment in the courtroom be drawn up and submitted by the presiding judge of each circuit to the supreme court. The plan must also be approved by the district attorney, head of the county governing body and local bar association president.

Most states—and all federal courts—forbid such coverage. The American Bar Association has long been opposed to live broadcasts, claiming that they detract from the dignity of the proceedings and make it difficult for the defendant to receive a fair trial. Florida, Washington and Oklahoma have, or are in the process of instituting trials of similar procedures.

Cable gets boost with deletion of leapfrogging rule

Unanimous FCC decision eliminates 1972 requirement meant to forestall emergence of super TV stations

The FCC has decided to delete its cable-television leapfrogging rule. The commission's decision, expressed in instructions to the staff on Friday (Dec. 19), was reached by a unanimous vote.

The rule, adopted in 1972, requires cable systems picking one of their distant signals from the top-25 markets to choose one of the two closest of those markets.

The rule was designed to bar the emergence of super stations—those that would become nationally dominant through popularity of their signals among distant cable systems, and to spread benefits of cable coverage.

Broadcasters pressed the validity of those arguments in urging the commission to retain the rule. And the commission's Broadcast Bureau expressed opposition to complete abandonment of the rule.

However, the commission's Cable Television Bureau contended it is unlikely that super stations would develop, since there was no evidence that stations benefit economically from carriage. The commission's action was lauded by Robert Schmidt, president of the National Cable Television Association, as "a major positive development for the CATV industry and its subscribers." He saw the action as providing a "strong stimulus for growth" of existing cable systems for the emergence of new systems in "larger television markets."

John Summers, executive vice president and general counsel of the National Association of Broadcasters, took a different view. He saw the action as running counter to what the commission has said it would do if the consensus agreement that led to the 1972 cable rules did not lead to an agreement on copyright legislation. The commission, he said, indicated it would revise the cable rules with a view to imposing tougher restrictions; instead, it lifts the leapfrogging rule. The commission, he said, "is going 180 degrees in the opposite direction."

In Brief

■ **Agreement appeared imminent** Friday (Dec. 19) on new contract covering performers in TV commercials as American Federation of Television and Radio Artists and Screen Actors Guild said they would present package to respective governing boards and to members after first of year. Speculation was that Association of National Advertisers and American Association of Advertising Agencies had not yielded to demands for pay-per-play formula but had agreed to increase rates by more than 20% and to reduce use of non-professionals. Negotiations continued with AFTRA on new contract for radio commercials. There's to be no agreement with either union on TV contract before AFTRA radio negotiations are completed. ■ **Legislation making it federal crime to vandalize property of radio or TV station** or willfully interfere in operation of station was introduced in Senate last week by Senator Robert Byrd (D-W.Va.). Conviction would be punishable by fine of up to \$10,000 or imprisonment of up to 10 years, or both. Representative J.J. Pickle (D-Tex.), who is prepared to introduce similar legislation in House, has asked Justice Department to determine whether existing federal statute already covers such vandalisms. ■ **Canadian government's tax bill to stop flow of advertising dollars to U.S. broadcast and print media** was not passed before Parliament recessed Friday for holidays. However, government leaders said bill would be made retroactive to Jan. 1. That is not when U.S. broadcasters would feel impact, however. Effectiveness of provisions dealing with broadcasting depends largely on proclamation by governor general, and observers say Americans probably would not feel effects until Jan. 1, 1977. ■ **CBS's new Norman Lear situation comedy, One Day at a Time** (Tuesday, 9:30-10 p.m.) made its debut last week with smashing 25.1 rating and 40 share, easily winning time period against NBC's *Police Woman* and ABC's *Rookies*. Another new CBS program, Lorimar's cop series *The Blue Knight* (Wednesday, 10-11 p.m.), premiered to satisfactory 17.5 rating and 31 share, finishing second to ABC's hit cop show, *Starsky and Hutch* (21.9/38) but ahead of NBC's *Petrocelli* (12.2/23). ■ **KDTX(FM)** Dallas has been sold by Starr Broadcasting Group (Peter H. and Michael F. Starr and William F. Buckley Jr.) to Fairchild Industries Inc., owner of KLIF(AM) Dallas and WYOO-AM-FM Minneapolis, for price reported in excess of \$1 million. Broker: Blackburn & Co. ■ **Cox Cable Communications Inc.**, Atlanta, has received commitments for \$20 million in additional financing, with \$15 million coming from long-term loan with Mutual Life Insurance Co. of New York, Equitable Life Assurance Society of the United States and John Hancock Life Insurance Co. Loan is at 10 7/8%, for 15 years. Proceeds are to be used to retire short-term bank indebtedness. Cox Cable has also increased revolving credit agreement with group of banks, headed by Chase Manhattan, from \$15 million to \$20 million. ■ **Legislation to force reform of federal regulatory agencies**, including FCC and Federal Trade Commission, within five years was introduced in Senate last week by Senators Robert Byrd (D-W. Va.) and Charles Percy (R-Ill.). Bill divides agencies into five groups and would require President to submit reform plans for agencies in each to Congress before certain deadline. In FCC's case, that's March 15, 1979; in FTC's, March 15, 1980. If no reform plan were enacted by June of following year, agencies in group would lose most of powers and all rates and licenses would be terminated. "If we expect the economy to get healthy again and remain that way," Senator Percy said, "we must strip the burden of unnecessary government regulation from its back." ■ **House passed and sent to President compromise bill on five-year funding for Corporation for Public Broadcasting.** Vote was 313-72. First multi-year authorization ever, bill authorizes expenditures rising from \$88 million in 1976 to \$160 million in 1980, under matching plan requiring CPB to raise \$2.50 from private sources for every \$1 of federal funds (BROADCASTING, Dec. 8). ■ **As expected (BROADCASTING, Dec. 8), FCC has set license renewal of non-commercial WXPB(FM)** Philadelphia (University of Pennsylvania) for hearing to determine whether licensee has adequately supervised station operations. Issue stems from earlier charge of obscene and indecent broadcasts, for which station was fined \$2,000. ■ **James C. Richdale Jr.**, president of Corinthian Broadcasting's KHOU-TV Houston and veteran of 30 years in broadcasting, becomes professor of communications management at University of Houston, effective Jan. 1. He will remain vice chairman of Gulf TV Corp., KHOU-TV licensee. ■ **Sources at NBC-TV say Lin Bolen** wants to leave post as network's vice president for daytime programs in order to form own West Coast production company. Heiress apparent is reported to be **Madeline David**, director of daytime programs. ■ **FCC Cable Bureau's policy division** will lose two attorneys (from staff of six) as **Steven Effros** leaves to join Richard Brown in Washington private practice and **Fritz Attaway** joins Motion Picture Association of America.

More service or more interference? Justice, citizen line up against broadcasters in drop-in filings

A petition to the FCC by the United Church of Christ to add 88 VHF TV channels to the top-100 markets has the Justice Department of citizen groups at odds with broadcasters over possible interference that would result from the short-spaced stations.

UCC's petition was based on studies by the Office of Telecommunications Policy that suggested changes in requirements for adjacent and co-channel separation. In its comments last week, OTP urged the commission to adopt new technical standards to lessen the mileage-separation requirements. Among its proposals, which OTP said "would enable more efficient use of the VHF portion of the spectrum," were the elimination of principal city contours for level of signals since "it no longer has relevance to population distribution"; requiring either precise frequency offset or synchronous frequency control; increasing maximum to minimum transmitting antenna ratios, and revising the present method of determining station-interference protection ratios.

The Justice Department's comments, filed by Assistant Attorney General Thomas E. Kauper, strongly supported the proposal. "The addition of new television channels," Justice said, "has substantial appeal in terms of increasing broadcast service to the public and enhancing the potential for diversity." This "potential for diversity" or greater competition is the main thrust of the Justice Department's remarks. With the addition of new VHF outlets, it said, markets will become more competitive and increase the potential for local advertising media which, it said, has been limited under present commission rules allowing common ownership of newspapers and VHF stations. The drop-ins, Justice claimed, "could have a potentially deconcentrating effect within local advertising markets" and may also help, indirectly, to lower consumer prices through lower advertising rates resulting from the increased competition. In support of this point, Justice cited a study that said it would be possible to add 27 VHF stations in the top-50 markets, an increase of 15% in the areas that deliver 90% of the industry's profits. In an accompanying appendix Justice lists comparative data for these top-50 market drop-in sites including the number of commercial VHF and UHF stations, highest 30-second commercial rates for all stations and network affiliates and the percentage of total

revenues resulting in income. Also included, but not mentioned in the comments, was a column showing the percentage of programming devoted to local news and public affairs.

Interference with existing stations was the main objection raised by the National Association of Broadcasters, the three commercial television networks and a number of individual and group owners. The action was also seen as a threat to UHF broadcasting. The Association of Independent Television Stations said UHF's would be hurt by the superior signal of the new V's and if the drop-ins were noncommercial stations "all UHF stations would be hurt by further distraction of audiences from the UHF band." INTV went on to suggest that the proposal would "trigger an exodus from UHF broadcasting" with many UHF licensees seeking reassignment to a VHF channel.

The basic controversy, however, is the matter of interference. The OTP report and supporting comments filed by Justice, the United Church of Christ and the National Black Media Coalition said that the drop-ins would result in minimal interference to present stations either by the use of a number of technical improvements or because the existing separation requirements are larger than needed.

NAB disagreed with the suggested use of directional antennas, terrain shielding, off-set frequency control and vertical polarization saying that all of these techniques have been studied many times in the past 20 years with the same conclusion: short-spacing will not provide "additional VHF-TV facilities without materially affecting existing service." WGAL Television Inc., licensee of channel 8 WGAL-TV Lancaster, Pa., submitted an engineering study showing areas of interference from the proposed channel 8 drop-in in Pittsburgh. WGAL said that its grade-B signal, which currently is interference-free for 2,059 square miles, would experience interference throughout some 2,422 square miles.

Even allowing for acceptable levels of interference, the broadcasters went on, many of the drop-ins would be unable to provide city-grade signals to the city in which they are licensed. General Electric Broadcasting contended that the transmitter sites must either be situated too far outside the market or too far in the opposite direction from present stations to minimize interference. And this, GE said, would severely impair the station's ability to survive in a competitive advertising market.

UCC didn't feel that these were legitimate objections since there are large numbers of people living outside the boundaries of cities who would benefit from the new stations. "If there is in fact a large population with distinct needs within the range of the new station," it said, "it may bring great public benefit despite its distance from the city of license." The alleged economic disadvantage suffered by the stations was dismissed by the National Black Media Coalition as not a proper concern of the commission: "If a party wants

to try to succeed financially on a dropped-in frequency, the commission should allow that applicant the opportunity to do so..."

Justice also felt these objections were unfounded, especially the claims of being too far away from the cities. The coverage of suburban and rural areas is the very thing broadcasters have sought from the FCC and claimed cable systems would jeopardize, said Justice. The uncertainty of a station's financial survival should not stop the FCC from granting a drop-in, commented UCC. "Surely if entrepreneurs wish to provide additional service," said UCC, they should not be stopped. "This is even more true for noncommercial assignments since the economic support for educational stations is not so easily estimated," it continued. The criteria for granting a license should not be whether the station will be a success, but whether the public will benefit if it succeeds, said UCC.

Deadline for reply comments is Jan. 30.

Court backs FCC action stripping Burden of his five stations

Brief order says three-judge panel found no reason to disagree with commission; there will be appeals

The U.S. Court of Appeals in Washington, in a nine-line judgment, has upheld an FCC order believed unprecedented in its severity—denial of renewal of all five of Don Burden's broadcast licenses.

The commission last January stripped Mr. Burden of his licenses for three AM's and two FM's because of the licensee's "pervasive and continuing conduct" in the operation of the stations and a lack of "requisite qualifications" to be a licensee.

The stations, licensed to various subsidiaries, are WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN(AM) Vancouver, Wash. And in a related action—which the court's judgment also affirmed—the commission granted the application of a competing applicant, Indianapolis Broadcasting Inc., for the frequency of which WIFE(AM) is operating.

The court said in its order: "While the issues presented occasion no need for an opinion, they have been accorded full consideration by the court..."

"Ordered and adjudged by this court that the order of the Federal Communications Commission on appeal herein is hereby affirmed. We find no basis for disturbing the decision of the Federal Communications Commission..."

The three-judge panel of the court consisted of Carl McGowan, Edward A. Tamm and Roger Robb.

The judgment does not close the case. Mr. Burden's lawyer, Marcus Cohn, said that Mr. Burden would either seek rehear-

ing before the full nine-judge bench of the appeals court or would ask the Supreme Court to review the case.

The commission's decision was based on a pattern of alleged misconduct dating back to 1964, and dealt largely with allegations that the Burden stations were used improperly to favor political candidates of his choice in 1964 and 1966.

Senator Vance Hartke (D-Ind.) was said to have been Mr. Burden's favored candidate in 1964, and Oregon's Republican governor, Mark Hatfield, in his successful Senate race, two years later. The commission said that in both campaigns "newscasts were used as a vehicle to publicize Burden's preferred candidate—not as an exercise of news judgment, but as a deception of the public and to further his private interests."

Besides using newscasts to favor Governor Hatfield, the commission said Mr. Burden made an illegal corporate gift of \$1,000 to the Hatfield campaign. Senator Hatfield and members of his staff denied receiving such a contribution.

Mr. Burden had based much of his defense on the contention that a manager of WIFE from 1963 to 1965—Ron Mercer—had been responsible for the preferential treatment given Senator Hartke and had given him free advertising without Mr. Burden's knowledge. The commission rejected that contention, and said Mr. Burden was guilty of misrepresentation in denying knowledge of the improper actions.

The commission had overruled a decision by Administrative Law Judge Chester Naumowicz, who would have renewed all of the licenses, except that for WIFE. Judge Naumowicz rejected Mr. Mercer's testimony on the ground it lacked credibility, the commission, however, said it considered the testimony in light of Mr. Mercer's known hostility to Mr. Burden and of the fact he recanted an affidavit he had given in an earlier hearing involving WIFE.

Hooks: friendly pat on the back for cable, a swift kick for NAB

FCC commissioner praises cable's local efforts, criticizes association's filing in EEO case

FCC Commissioner Benjamin L. Hooks, about one third of the way into a speech at a Federal Communications Bar Association luncheon last week, pronounced himself "bored" with it, skipped to the last page, which contained a sharp attack on the National Association of Broadcasters for its position on the equal employment opportunity rulemaking, then lectured the lawyers on their responsibility "to help make this a better world" and achieve a more "equitable distribution of the wealth."

The off-the-cuff remarks, similar to those he has made before other establishment audiences, drew an enthusiastic

response. But some parts of the speech that were dropped were interesting, too, particularly one section in which he pronounced himself a supporter of cable television. Because he is encouraged by initiatives he has seen cable television systems undertake, he said, "I intend to do everything in my power to see that cable is given every reasonable opportunity to grow and develop into a socially useful communications tool."

He said he had seen cable television systems around the country performing "a genuine public service" and added that a report of a survey on cable television he read had reinforced his impressions. The report said that about four million subscribers receive some local origination programming and that 75% of the systems surveyed provide time on their local origination channel for educational institutions and that 69% indicated they make time available to individuals and community groups. The report, his office said later, was the "1975 Local Origination Directory," published by the National Cable Television Association (BROADCASTING, Nov. 24).

However, he also had criticism for the manner in which cable is developing. One growth pattern he finds is disturbing is what he calls the "donut effect"—that is, growth of cable service around rather than in a city. He said such patterns are not only "inappropriate," in that they fail to take account of the needs of all the people, they are "short-sighted" in that most of the population lives in large cities and that the exodus from the central city is being reversed.

The NAB comment in the EEO rulemaking that troubled Commissioner Hooks suggested that the commission "suspend" all enforcement of its current EEO rules. "Nowhere," he said, did the NAB note that women hold 89% of all clerical positions in broadcasting and only 14% of the managerial positions, that black men constitute 2.2% of management and black women, less than 1%, or that 55% of the service workers and 49% of the laborers in the broadcasting industry are minority-group members.

"If I may be presumptuous," he said, "I recommended . . . that if the NAB has nothing more constructive to offer in this area, the NAB ought to suspend filing pleadings in future rulemakings until it can give us fact, not opinion."

The NAB later sought to explain to Commissioner Hooks that the language in its comments was "unfortunate" and did not accurately reflect NAB's position. John Summers, NAB's executive vice president and general counsel, in a letter to Commissioner Hooks, said NAB favors "full interim enforcement of the rules . . ."

But, he said, pending the Supreme Court decision in a case involving the Federal Power Commission which deals with the agency's jurisdiction to enforce EEO rules, NAB "believes it would be inappropriate to institute punitive action against stations based solely on employment statistics."

MacAvoy says it was all a mistake

Presidential adviser reassures that White House has no fixed position on cable-signal imports, admits that his letter to Wearn was structured in manner that gave wrong implication

It was all a misunderstanding for which he was to blame, Paul MacAvoy, of the President's Council of Economic Advisers, said last week of the controversy that blew up over his letter to Wilson Wearn, chairman of the National Association of Broadcasters, on the Ford administration's work in developing cable television legislation.

Mr. Wearn had read Mr. MacAvoy's letter, dated Nov. 20, as reflecting a White House willingness to permit unlimited importation of distant signals by cable television to put more than 50% of the nation's television stations out of business (BROADCASTING, Dec. 15).

Not at all, Mr. MacAvoy said in a statement issued last week. "No over-all policy evaluation" has yet been made in connection with the review of all regulated industries being undertaken at the President's request, he said. So it would be "inappropriate" to take any position on the industry's structure, he added.

The questions that he addressed to Mr. Wearn and that disturbed him, Mr. MacAvoy said, "were misleading, probably because they followed so closely on the econometric materials he had sent me." He noted that Mr. Wearn's materials led to a forecast that 50% of the television stations would fail in competition with cable television and said his questions were aimed at determining "in the technical econometrics whether that forecast would likely be too high."

"In no way did I mean to indicate that any failure of a broadcaster was acceptable or in keeping with public policy," he added. "My questions were an extremely preliminary step in technical economic research."

Mr. MacAvoy said his objective in requesting information from Mr. Wearn and others was to obtain data necessary to begin a policy review that would enable the White House staff to decide what recommendations, if any, to make to the President on regulatory reform.

Mr. Wearn was not entirely mollified;

Looking CBS in the eye. Latest to succumb to journalistic lure of CBS is *Atlantic* magazine, which in January issue features first of two-part article by Pulitzer-winner David Halberstam titled "CBS: the Power and the Profits." Mr. Halberstam, author of "The Best and the Brightest," prepared piece as part of book on American power centers. It covers ground most recently plowed by Robert Metz in "CBS: Reflections in a Bloodshot Eye."

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he issued a statement reflecting the view that Mr. MacAvoy was still approaching the issue from the wrong direction. The public-interest considerations involved in broadcast policy, he said, "are totally unrelated to the economic considerations which are applicable to other regulated industries." He said that broadcasting is "neither a public utility nor a common carrier," but "is the principal news and information source for the American people."

Changing Hands

Announced

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

■ KETV(TV) Omaha: Sold by Channel 7 Corp. to KETV Television Inc. for \$8.9 million plus \$553,000 in film contract liabilities. Price was previously reported as \$9 million plus liabilities (BROADCASTING, Nov. 10). Seller is subsidiary of Peter Kiewit Sons Inc., publisher of *Omaha World-Herald*. Principal stockholder is Peter Kiewit, head of international construction company. Buyer is wholly owned subsidiary of Pulitzer Publishing Co., St. Louis. Pulitzer owns *St. Louis Post-Dispatch* and KSD-AM-TV there; KOAT-TV Albuquerque, N.M., and Tucson (Ariz.) *Star*. Joseph Pulitzer family is principal owner; Joseph Pulitzer Jr. votes all the stock. KETV is ABC affiliate on channel 7 with 316 kw visual, 60.3 kw aural and antenna 1,356 feet above average terrain. Broker: Howard E. Stark, New York.

■ KELP-TV El Paso, Tex., and satellite, KAVE-TV Carlsbad, N.M.: Sold by John B. Walton Jr. to Marsh Media Ltd. for \$3,075,000. Seller also owns KELP(AM) El Paso; KDJW-AM-FM Amarillo, Tex.; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California; is selling, subject to FCC approval, KBUY-FM Fort Worth (see below), and recently sold KBUY(AM) Fort Worth (BROADCASTING, Nov. 24). Buyer is owned by brothers, Stanley, Michael and Tom Marsh, and sister, Estelle Marsh, and has interests in KVII-TV Amarillo, Tex., and cable system there. Marsh recently sold KFWD(FM) Fort Worth to Southern Broadcasting Co. (see below) and is buying KFDO-TV Sayre, Okla., which it plans to use as satellite of KVII-TV (BROADCASTING, Oct. 13). KELP-TV is ABC affiliate on channel 13 with 209 kw visual, 20.9 kw aural and antenna 820 feet above average terrain. KAVE-TV is on channel 6 with 26.3 kw visual, 5.3 kw aural and antenna 1,200 feet above average terrain.

■ KBUY-FM Fort Worth: Sold by John B. Walton Jr. to Latin American Broadcasting Co. for \$450,000. Buyer has option to buy tower and transmitter real estate for additional \$35,000. Seller is group owner who is also selling KELP-TV El Paso and satellite, KAVE-TV Carlsbad, N.M. (see above). Principals in buyer are Marcos A. Rodriguez, KBUY-FM general manager, Nicolas Soto and Aida M. Morossini. None has other broadcast interests. KBUY-

FM is on 93.9 mhz with 100 kw and antenna 430 feet above average terrain.

■ KROD(AM) and construction permit for KUOE(FM), both El Paso: Sold by Desert Horizons Inc. to WCK Media Inc. for \$450,000. Seller, seeking waiver of three-year rule, is owned by publicly held Media Horizons Inc., owner of KDEF-FM Albuquerque, N.M.; WGNV(AM) Newburgh, N.Y.; KMEO-AM-FM Phoenix; WRAN(AM) Dover, N.J.; and is selling, subject to FCC approval, KDEF(AM) Albuquerque (see below). Buyer is owned equally by A. Boyd Kelley, W. Erle White, Ray Clymer and Melvin L. Wheeler. Mr. Kelley also has interests in KDWT(AM) Stamford, KKDA(AM) Grand Prairie and KBID(FM) Wichita Falls, all Texas. Mr. White is principal in KORC(AM) Mineral Wells, Tex., and, along with Mr. Clymer, in KAUZ-TV Wichita Falls. KROD is on 600 khz full time with 5 kw, and KUOE has permit for 100 kw on 95.5 mhz with antenna 1,197 feet above average terrain.

■ KDEF(AM) Albuquerque, N.M.: Sold by Desert Horizons Inc. to Radio New Mexico Inc. for \$250,000 plus \$100,000 non-competition covenant. Desert Horizons is also selling, subject to FCC approval, KROD(AM) and construction permit for KUOE(FM) both El Paso (see above). Principal in buyer is Charles W. Weaver who has no other broadcast interests. KDEF is on 1150 khz with 5 kw day, 500 w night. Broker: Norman Fischer & Associates.

■ WUOK(AM) Cumberland, Md.: Sold by Multi-Media Associates to Cumberland Broadcasting Co. for \$255,000 which includes noncompetition covenant. Principals in seller are James R. Reese, Robert W. Pitts and George E. Cranwell, who also have interests in WRGT-FM Clarksburg and WSGB(AM) Sutton, both West Virginia. Buyer's principals are Manning M. Kimmel IV and David N. Aydelotte. Mr. Kimmel is news director at WDEL(AM) Wilmington, Del., and Mr. Aydelotte was formerly announcer there. WUOK is on 1270 khz with 5 kw day, 1 kw night.

■ WDHK(FM) Wilmington, Ohio: Sold by Clinton County Broadcasting Corp. to Richard Jones and William Jefferay for \$80,000 in liabilities, not \$80,000 and assumption of liabilities as reported in "Changing Hands" last week.

■ Other sales reported at the FCC last week include: WWBC(AM) Cocoa, Fla.; WGRI(AM) Griffin, Ga.; KUJ(AM) Walla Walla, Wash. (see page 40).

Approved

The following transfers of station ownership were approved last week by the FCC:

■ KFWD(FM) Fort Worth: Sold by KFWD Texas General Partnership to Southern Broadcasting Co. for \$1.8 million. Principals in seller are John S. Tyler, Estelle Marsh Watlington and her sons, Tom, Stanley and Michael Marsh. Mr. Tyler is general manager of KFWD. Marsh brothers and their sister, Estelle Marsh, own KVII-TV Amarillo, Tex., and recently purchased, subject to FCC approval, KELP-TV El Paso and satellite, KAVE-TV Carlsbad, N.M. (page 26). Winston-Salem, N.C.-

based Southern owns WSGN(AM) Birmingham, Ala.; KOY(AM)-KRFM(FM) Phoenix; WRBQ(FM) Tampa, Fla.; WGHP-TV High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina; WEZI(FM) Memphis; KULF(AM) Houston; KYND(FM) Pasadena, Tex., and WRVA(AM)-WRVQ(FM) Richmond, Va. Principals in buyer are John G. Johnson (7.29%), James W. Coan (9.11%), Earl F. Slick (18.58%) and Albert L. Butler Jr. (9.98%). KFWD is on 102.1 mhz with 100 kw and antenna 1420 feet above average terrain.

Several tripped by EEO practices

Thirty-six stations on carpet during FCC's petition-to-deny day

The FCC whipped through another petition-to-deny day last week, rejecting petitions and informal objections aimed the renewal applications of 36 stations. But a number of the grants that were made were conditioned, some on equal-employment opportunity reporting requirements or on the outcome of EEO complaints. And in one case, a short-term, conditioned renewal was issued along with a notice of apparent liability. Action on the renewals of four licenses remained deferred because of other matters.

The sanctions were imposed on KKHI-AM-

FM San Francisco, whose renewals had been opposed by the Community Coalition for Media Change. The short-term renewal was conditioned on the stations reporting on steps they take to improve their EEO performance, and the apparent liability—of \$250—was issued because of an alleged violation of the rules regarding public files—the licensee claimed to have lost its composite week logs.

A sanction was also imposed on WNJU-TV Linden, N.J., and a condition unusual in the case of a television station was attached to the grant—the station must report on its commercial practices; the station had not complied with the proposed limits on commercial time.

One of the items disposed of by the commission involved informal objections filed against 10 stations in Tulsa, Okla., by the United Church of Christ. The commission renewed outright the licenses of KAKC-AM-FM, KFMJ(AM) and KRAV-FM, KELI(AM), subject to a local EEO complaint, and KRMG(AM), KWEN(AM), KXXO(AM), KMOD(AM), subject to EEO reporting conditions. The commission required EEO reports from KVOO(AM) and withheld action on its renewal application because of other pending matters.

Other stations whose renewals were granted without conditions were WFLN-AM-FM Philadelphia, KQED-TV and KQEC-TV, both noncommercial San Francisco outlets (KQEC-TV was ordered to resume operations within 90 days; WTOP-AM-TV Washington; WHBT(AM) Harriman, Tenn.;

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and WOKR-TV Rochester. The renewals of WHAT(AM) and WWDB(FM) were granted following a previous deferral.

The renewals of seven stations were conditioned on the outcome of antitrust proceedings: KPIX(TV) and KGO-TV, both San Francisco; KNXT(TV) Los Angeles; WZZM-TV Grand Rapids, Mich., and General Electric's WGY(AM), WGFM(FM) and WRGB(TV), all Schenectady, N.Y. And the renewal of WTAF-TV Philadelphia was granted subject to the station's filing EEO reports. And the renewals of commonly owned KELO-TV Sioux Falls and KPLO-TV Reliance, both South Dakota, were conditioned on the outcome of a cable proceeding before the FCC; the owner, Midcontinent Broadcasting is accused of improper actions in connection with the operation of its cable properties.

The commission deferred action on the renewals of KCOP-TV and KTTV(TV), both Los Angeles, and KSJO(FM) San Jose, Calif., because of other pending matters. But the commission said KCOP-TV's renewal would be conditioned on the station filing EEO reports and KTTV's on the outcome of EEO matters pending before other agencies.

Broadcasters tell FCC its logging proposals would kill automatic logs

A proposed requirement that stations using automatic logging devices be made to supply English printouts of the logs 24 hours later drew some fire at the FCC.

The changes suggested by the commission also included eliminating initialing of changes in the logs and changing sponsor notations on logs from just a check mark to an entry as it was given over the air.

While the majority of broadcasters applauded the proposed elimination of initialing log changes, they were equally opposed to the automatic logging change.

Metromedia called it "a gigantic step backwards" that would result in the abandonment of automatic logging.

The National Association of Broadcasters noted that the commission had not supplied any evidence of a station's inability to provide logs and said the proposal would be a "needless and burdensome procedure." WLBC-FM Muncie, Ind., a station with automatic equipment, estimated it would cost \$3,250 in part-time help to comply. The radio networks agreed that adoption of the proposal would end automatic logging.

WDAS renewal challenged

Concerned Communicators Inc., a Philadelphia citizens group, has petitioned the FCC to reconsider the license renewal it granted WDAS-AM-FM Philadelphia in November.

The group claims the commission must investigate any connections between the station, a rhythm-and-blues outlet, and Gamble-Huff Records, whose officials

have been indicted on charges of payola. The group said that since federal investigations are in progress, the commission should reopen the matter or change the renewal to a conditional one pending the outcome of the investigation. CCI added that several employees of WDAS have been subpoenaed to testify before a federal grand jury investigating the payola claims.

"The commission is obligated," the group said, "to conduct its own investigation into this serious matter to assure that the public interest has not been, and is not being contravened. At the least, it must contact the Justice Department, to seek information as to how the investigation may affect WDAS's operation in the public interest."

Media Briefs

New In Alice. Norman Broadcasting Corp., Houston, licensee of several radio stations in Texas, including KOPY(AM) Alice, has completed construction of KDSE(FM) there. Directed 100% to Spanish-speaking audience of South Texas. 3 kw station is to go on air in January.

Opposition. Renewal of CBS's KCBS(AM) San Francisco is being challenged in U.S. Court of Appeals. Chinese for Affirmative Action claim station doesn't program to needs of Asians and discriminates against them in hiring.

Baptist commission to honor Murrow, Taylor, Taishoff

The Southern Baptist Radio and Television Commission will honor the late Edward R. Murrow with its highest and rare award, the Distinguished Communications Medal, during the organization's seventh national Abe Lincoln awards program Feb. 12 in Fort Worth. Mr. Murrow will be cited as a perceptive witness, courageous reporter, and wise interpreter of the vast events of his time. The award carries a \$1,000 scholarship in Mr. Murrow's name to Baptist college broadcasting students.

Also to be honored, with Distinguished Communications Recognition Awards, are Sol Taishoff, BROADCASTING editor, and Arthur R. Taylor, CBS president, who will keynote the awards program and accept Mr. Murrow's award. Mr. Taishoff will be lauded for his leadership in the broadcasting industry. Mr. Taylor's award results from his ability "to deal creatively with the need for broadcasting self-regulation" and "for undergirding the family-viewing concept of television." According to Dr. Paul M. Stevens, president of the commission, the awards are given "only when a recipient worthy of them is found." Other awards to be presented include the Christian Service Award to television producer Stan Freberg for TV spots promoting Christianity, and to WKY(AM) Oklahoma City Station Manager Lee Allen Smith and Oklahoma City Association of Broadcasters for the city's annual July Fourth Stars and Stripes Show.

ACT says stations aren't living up to rules on ads in children's TV; stations say group is way off base

In two monitoring studies done for citizen's organization, stations were shown to be in violation of NAB and INTV codes; but stations say guidelines were misunderstood, or they were in fact in compliance

Action for Children's Television last Monday released two studies it had financed that purported to show that television stations are not adhering to industry guidelines relating to the number of commercial minutes allowable in children's programming. By Wednesday, many of the television stations monitored in the ACT studies were claiming that the organization had misinterpreted the guidelines or was just plain wrong.

In a news conference held in New York, ACT released one report on five commercial stations in Boston claiming to show that all five of them "regularly" exceeded the National Association of Broadcasters ceiling of 10 commercial minutes in the Saturday and Sunday morning time periods given over to children's programming.

The second report, covering 10 independent stations around the country, said that six of the 10 also regularly squeezed more minutes of commercials into the Monday-through-Friday 3-to-6-p.m. time periods than the 14 minutes permissible under the National Association of Broadcasters code and under the guidelines of the Association of Independent Television Stations for fringe-time children's programming.

The five Boston stations studied, all of them NAB members, were three VHF's, WBZ-TV, WCVB-TV and WNAC-TV, and two UHF's, WSBK-TV and WLVI-TV. The six independent stations that, according to the ACT report, exceeded the 14-minute late-afternoon guidelines were three NAB members, WKBD-TV Detroit, wvTV-TV Milwaukee and KSTW-TV Tacoma, Wash., and three non-NAB members, WDCA-TV Washington, WTCG-TV Atlanta and KTXL-TV Sacramento, Calif.

The man who supervised both studies, Dr. F. Earle Barcus, a professor of communication research at Boston University, said at the news conference, "Although there's been a 16% decrease in the time devoted to advertising on television since 1971, the average number of commercial announcements has stayed about the same," i.e., from one commercial every 2.8 minutes before 1971 to one commercial every 2.9 minutes in the current two

studies. He accounted for this paradox by pointing to the shorter length of the spots and "the selling of more than one product within the same commercial."

Other points arising out of the studies that were emphasized at the news conference by Dr. Barbus and by Peggy Charren, the president of ACT, included the following:

- "Almost half" of the commercials directed at children were for "cereals, candies and sweets."

- In the report covering programing on the 10 independent stations in late afternoon, "less than one hour out of the 30 hours studied was locally originated programing." The rest was made up mostly of syndicated cartoons, sitcoms and action-adventure shows.

- While network children's programs have reduced "obvious portrayals of violence," the study of independent stations found that "nearly two-thirds of independent programs contained some form of violence and three in 10 were judged to be 'saturated' in violence."

Summing up, Mrs. Charren said that "the studies negate the argument of the FCC's policy statement on children's television that self-regulation is an adequate solution to the problems of children's TV. These analyses of advertising and programing practices prove that broadcasters have not yet made a commitment to the health and well-being of children."

Mrs. Charren said ACT would use the two reports when it files a complaint sometime before next summer with the FTC that will deal with the sugar content of foods advertised on television. The reports could also end up, she adds, in a reply ACT will make in the lawsuit it has embarked on (its formal brief was filed in the U.S. Court of Appeals Washington on Nov. 14, 1975) against what it regards as the FCC's "inadequate" policy statement on children's television.

But later in the week, a number of independent TV stations and network affiliates rebutted the charges leveled by ACT that they were flouting industry guidelines in fringe time.

In its study of the 10 independent stations, for example, ACT's researchers apparently confused the concept of programs originally designed for children, such as cartoons, with off-network reruns of shows such as *I Love Lucy*, *Mod Squad* and *The Dick Van Dyke Show*, according to sources at stations criticized in the two specially commissioned ACT studies. Programs originally designed for children are allowed a maximum of 14 commercial minutes per hour in late-afternoon fringe under guidelines of both the NAB and INTV, whereas adult programs, even if they attract huge audiences of 2-to-11-year-olds, are permitted 16 commercial minutes per late-afternoon fringe hour.

So when ACT accused WTV-TV Milwaukee of exceeding 14 commercial minutes between 5 and 6 p.m., CST, on Wednesday, June 18, 1975, it didn't take into account that the station was telecast-

ing reruns of *I Love Lucy* (5-5:30 p.m.) and *The Dick Van Dyke Show* (5:30-6 p.m.). Bill Franks, WTV-TV's program director, said that although the station did run 15 minutes and 10 seconds' worth of commercials in that hour that total was well within the 16 minutes allowable under the NAB guidelines.

The same is true of KSTW-TV Seattle, which, according to the ACT study, ran 15 minutes and 50 seconds' worth of commercials between 5 and 6 p.m. on June 19, 1975. Crawford Rice, the station's vice president and general manager, said that he programed *Bewitched* and *Leave It to Beaver* in that time period on that date, both of which were originally designed for adults in prime time.

At KTXL-TV Sacramento, Calif., Bill Klein, the station's program director, said that his log for the 5 to 6 p.m. time period on July 1, 1975, shows that KTXL-TV ran only 13 minutes and 10 seconds' worth of commercials, despite the fact that he could have gone to 16 because the program was the off-network cop series, *Mod Squad*.

The case of WTCG-TV Atlanta is a bit more complicated, according to the station's manager and program director, Sidney Pike. WTCG-TV did run 14 minutes and 20 seconds' worth of commercials between 3 and 4 p.m. on June 18, 1975, as ACT reports, but from 3:00 to 3:08, Mr. Pike said, the station carried the tail end of an Atlanta Braves baseball game, which included a couple of adult-oriented commercials and a one-minute closing billboard. If that chunk of baseball had not pushed its way past the 3 p.m. time slot, Mr. Pike adds, the station would have ended up well within compliance of the INTV's 14-minute guideline. (WTCG-TV does not belong to the NAB.)

ACT's criticism of WKBD-TV Detroit differed from station records. ACT's researchers claim that WKBD-TV exceeded the 14-minute guideline between 4 and 5 p.m. on June 17, 1975, but George Williams, the station's vice president and general manager, said that his logs show the station ran only 13 minutes and 30 seconds' worth of commercials, including both public-service spots and station promos. ACT also charges that WKBD-TV went over 14 minutes from 3 to 4 p.m. on that date, but Mr. Williams said that from 3 to 3:30 p.m. the station ran the last part of a movie that was not originally directed toward children.

Jim Reid, the program director of WDCA-TV Washington, acknowledged that he ran 14 minutes and 30 seconds' worth of commercials between 3 and 4 p.m. on June 16, 1975, but he says he had to fill out that hour with nonprogram material because *Banana Splits* and *Marine Boy*, the shows he puts in that period, came from the distributor with a running time that cuts off 14 minutes and 30 seconds short of the full hour. He added, however, that one minute and 30 seconds of that time was given over to public-service promos that are produced locally in cooperation with the Washington school system.

Sources at ACT said the studies it com-

missioned counted station promotional material as commercials despite the fact that the FCC does not require these promos to be logged by the stations (BROADCASTING, Dec. 8). That extra logging by ACT, the ACT sources say, is a key reason for the discrepancy between its figures on number of commercials per hour and the figures that show up on the stations' logs.

A second ACT report, issued simultaneously with the one on independent stations, took five commercial stations in Boston to task for "regularly" exceeding the NAB ceiling of 10 commercial minutes in the Saturday and Sunday morning time periods given over to children's programing. Sources at all five stations checked their logs of the times in questions (various time periods on Saturday morning, April 12, 1975, and Sunday morning, April 27, 1975). Logs of the three VHF network affiliates showed, according to these sources, that in every single 60-minute time period covered the three were in compliance with the NAB 10-minute ceiling. The two UHF independents are allowed 12 commercial minutes, according to special guidelines worked out between the NAB and INTV—another fact that ACT was apparently not aware of—and logs of the time periods in question at the two stations showed, according to sources there, that they were within the boundaries of the 12-minute limitation.

Beat-the-press selling seminars offered by TVB

Follow-ups to 1975 series get under way Jan. 14

The Television Bureau of Advertising, which gave its member stations tips on selling against newspapers in a series of meetings earlier this year, will offer more pointers in a series that starts Jan. 14.

Diverting dollars from newspapers to TV will be one of the how-to features at eight regional seminars on co-op.

Other features will present specific co-op accounts and suggest ways to make them more TV-reliant, examine new co-op trends, offer video-taped success stories from stations, examine 22 Starch newspaper ad readership studies and four new TVB research studies designed to increase retail spending in TV and review a report on newspaper supplements and how to sell against them.

"In 1975 newspaper circulation declined as lineage rates skyrocketed," TVB President Roger D. Rice said. "Meanwhile a growing list of retailers saw tangible cash-register results from their stepped-up use of television and more vendors and dealers channeled more co-op dollars into television. In 1976 TVB will provide a series of new, sophisticated selling aids to further accelerate this trend."

The seminar schedule: Jan. 14, Boston; Jan. 20, Dallas; Jan. 22, Atlanta; Jan. 27, Detroit; Jan. 29, Cincinnati; Feb. 3, San Francisco; Feb. 5, Los Angeles, and Feb. 10, Kansas City.

Consumers will buy when they think they've been sold

Trendex study shows TV viewers buy products whose ads they feel did the best 'selling job'

If viewers think a commercial has done a good selling job, there's a good chance it has—on them.

Trendex Inc., New York, reports in its current newsletter that viewers who think a commercial has done "the best selling job" are four times more likely to have bought its product than the product in a commercial they think is guilty of "the worst selling job."

The market research firm said these findings emerged from a pilot test it ran on TV commercials among adult viewers.

Another finding: The commercials that viewers enjoy most are not necessarily the ones that cause them to buy, and vice versa. Trendex said that in 92% of the cases the commercials rated "enjoy least" were not cited as doing "the worst selling job," and that a similar low correlation was found between commercials designed "enjoy most" and those felt to have done a top sales job.

In radio research, Trendex said it had recently completed a study for a major-market radio station using a Trendex-designed "self-administered questionnaire": The station promoted the survey on the air for two weeks, then mailed out 5,000 copies of an 82-question form—and got a 73% return without offering an incentive.

RAR's better mousetrap

Radio Advertising Representatives has designed a "slide rule" that facilitates the planning of radio campaigns. By manipulating the device, which measures 12 inches by four inches, an RAR salesperson can design for an agency or advertiser a campaign, given such criteria as budget, reach, frequency, gross rating points and markets.

Michael J. Faherty, president of RAR,

says that planning can be done for any combination of the following factors: number of weeks, demographic characteristics, daypart, rating service and length of announcement. He said the planner has been demonstrated in a number of cities since last spring.

Although the slide rule was designed primarily for use by RAR sales personnel to help planning and buying people frame appropriate radio campaigns, said Mr. Faherty, agencies began asking for it. Over the past few months, he said, about 100 media executives from 72 agencies have paid RAR, a division of Group W, \$50 each for the calculator and a three-hour course in its use.

Mr. Faherty said the slide rule provides all the information needed to implement a radio plan without the need of a computer, but it can also be used with a computer program.

Advertising Briefs

NAD's box score. Fourteen challenges to national advertising, including eight on radio and television, were resolved during November by the National Advertising Division of the Council of Better Business Bureaus. Reviewed and found acceptable were television commercials for Bristol-Myers (Ban Roll-on antiperspirant), Ford Motor Co. (Mercury Monarch), General Mills (Cheerios), Hasbro Industries (Sno-Cone machine toy), Procter & Gamble (Scope mouthwash), Quasar Electronics Corp. (television set) and Uncle Ben's Inc. (rice). The latter advertising also was on radio.

Bad sign. The Dec. 8 chart ranking the top-50 broadcast-billing agencies did not correctly reflect the information contained in the capsule listing for J. Walter Thompson's increase in broadcast billings from 1974—+23.1, not -23.1.

Leo Burnett Co., Chicago, said its worldwide billings in 1975 will reach record levels of \$623 million, up 6.1% from 1974, while domestic billings will be \$400 million, up 9.3% and also at an all-time high.

Programing

CBS stretches out its ratings lead

In season-to-date, it's now four-tenths of a point over NBC

"We're out of the woods," said Robert Wood, the president of CBS-TV, last week as the network scored a resounding win for the fourth week in a row and widened its season-to-date ratings lead over second-place NBC.

For the 14th week alone (Dec. 8-14), CBS harvested a 21.0 rating compared to NBC's 17.4 and ABC's 17.1. In the season-to-dates (Sept. 8-Dec. 14), CBS has a 19.0 rating, NBC an 18.6 and ABC a 17.9.

Except for the move of *60 Minutes* to the Sunday-at-7 time period (where it managed only a 15.3 rating and 25 share on Dec. 14), CBS's second-season shifts are all getting solid numbers in their new time periods. *M*A*S*H*, the most prosperous of CBS's changes so far, chalked up another impressive 27.5 rating and 42 share on Dec. 9 (9-9:30 p.m., NYT), good for sixth place for the week. And CBS's *Switch* won its new time period (Tuesday, 10-11 p.m.) on Dec. 9 with a 19.9 rating and 34 share. Also, on Thursday, Dec. 11, CBS's *Hawaii Five-O* (9-10 p.m.) did well, with a 19.5 rating and 32 share, giving needed aid and comfort to the show it leads into, *Barnaby Jones* (10-11 p.m.; a 16.6 rating and 30 share).

NBC saw the two Thursday sitcoms it introduced earlier this month, *Grady* (8-8:30 p.m.) and *The Cop and the Kid* (8:30-9 p.m.), plunge to a dismal 14.0 rating and 22 share (*Grady*) and an even worse 12.2 rating and 19 share (*Cop and the Kid*).

None of ABC's second-season maneuvers has taken effect yet.

'Death Wish' author is concerned about version slated for TV

Garfield suggests to FCC chairman that all programing with violence carry warning labels, regrets sale of Bronson movie to CBS

Author Brian Garfield says he's proposed to FCC Chairman Richard E. Wiley that the commission require that TV logs, ads and prebroadcast promos for programs containing violence carry labels warning potential viewers of that fact.

The proposal stemmed from Mr. Garfield's protests that the Paramount movie based on his novel, "Death Wish," glorifies violence and has been acquired by CBS-TV for broadcast. He claims the movie, "Death Wish," distorted his book and makes Charles Bronson, the star, "look like a knight in shining armor when

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he should have been shown as evil as he was in the book."

Mr. Garfield said he told Mr. Wiley that he would willingly forfeit the \$50,000 he said he stands to make from the sale to CBS if the network decides not to run the film. "I also told Mr. Wiley," he said, "that I was not suggesting the film be censored. I am opposed to censorship. But if this picture must be brought into the nation's living rooms it should be on in a late-night time slot where children will be less likely to see it."

Labeling as to violence content, in his view, "would not censor programs but would effectively indicate what they contain—leaving the judgment to the individual viewer whether or not to turn them on." He said he believed that "Death Wish" and other films of that kind had contributed to the record violent-crime rate in the U.S. last year.

CBS-TV officials said that before acquiring "Death Wish" they had determined that the film was editable—that violence could be eliminated in some cases and minimized in the others—but that they had not yet begun editing it. They thought it would probably be presented during the 1976-77 season.

Mr. Garfield said he made his protest and proposal to Mr. Wiley personally during a meeting in Denver. Presumably this was during a visit there by Mr. Wiley, Commissioner Benjamin L. Hooks and 10 FCC staff members for one of the commission's regional meetings with the public (BROADCASTING, Nov. 24).

Chairman Wiley recalls meeting with Mr. Garfield but not a conversation of the kind he describes. What the chairman does recall vividly was a long-distance call he received in Denver from Mr. Garfield's lawyer in Los Angeles who asked him to request CBS not to run the movie. Mr. Wiley said he explained he was barred by law from honoring such a request.

Program Briefs

Joins American Contemporary. WZUU(AM) Milwaukee will become affiliate of American Contemporary Radio Network of ABC Radio on Jan. 1. It is adult-contemporary format station.

Religious specials on NBC. Eight hour-long TV specials related to Bicentennial will be presented by four religious organizations next year on NBC-TV network. Titled *Under God*, programs were produced by NBC in cooperation with National Council of Churches, Southern Baptist Convention, Jewish Theological Seminary of America and United States Catholic Conference. First special, "Where We Came From," will be televised Sunday, Jan. 18, 5-6 p.m. Two others are scheduled for January and February, two in spring, two in early summer, one in fall.

New look. The *Merv Griffin Show* moves from Hollywood Palace to Trans-American Video facilities (Los Angeles) after Jan. 1. Other Griffin Productions projects are to follow in agreement.

Janus looks forward to deal with PBS

Purchase of classic-film package made subject to member support

The Public Broadcasting Service has purchased 100 classic films from Janus Films Inc., New York, in an arrangement that could cost \$2 million. Depending on the number of PBS member stations that approve the film package, Janus is expected to receive between \$1 million and \$1.4 million. The remaining cost to PBS will come from the film processing and duplication needed to make the package available through the public broadcasting film library.

Exxon Corp. will underwrite \$700,000 of the total expense, with member stations kicking in the rest according to the formula used in PBS's program cooperative project. The program acquisition is contingent on enough station's approving the purchase and indicating willingness to help defray the costs.

The film package is to be distributed beginning April 1, 1976, at the rate of one film per week until Jan. 30, 1977. Programs will be available beginning Feb. 26, 1976, for stations not wishing to participate in the deal but wishing to acquire each film from PBS's public library.

The 100 film classics include: Federico Fellini's "La Strada" (1954), Marcel Camus's "Black Orpheus" (1950), Ingmar Bergman's "Wild Strawberries" (1957), Fritz Lang's "Metropolis" (1926), Josef von Sternberg's "Blue Angel" (1930), Sergei Eisenstein's "Potemkin" (1925) and Peter Brook's "Lord of the Flies" (1965). Foreign films will either be subtitled or dubbed.

In addition to the \$700,000 support from Exxon, the company will also provide a supplemental grant to cover nationwide promotion and to help develop study material to coincide with the programs.

PBS homing in on new president; Grossman is best bet

There is hope at the Public Broadcasting Service that a new president can be found—or at least a single candidate's name put forward to the board—before the Christmas holidays. Lawrence K. Grossman, who has handled most of PBS's advertising from his New York firm, is frontrunner, but there are others in the field. Among them: Philip Heckman, president of Doane College, Crete, Neb., who is active in the Nebraska Educational Television Commission, and Lawrence T. Frymire, executive director of the New Jersey Public Broadcasting Authority.

The PBS presidential search committee last week was to meet with a select group of PBS managers to review the field of candidates. Final decision will be in the

hands of the search committee, which will then nominate a candidate for the approval of the board of governors. A separate 25-member board of managers will also review the candidate put forward by the search committee.

Mr. Grossman is also the leader of Forum Communications Inc., a group of New York residents competing for TV channel 11 there. Mr. Grossman would not speculate on whether he would withdraw from the six-year long battle for the license of the Tribune Co.'s WPIX(TV), if he is picked for PBS president.

Hyphenates lose

The California State court of appeals has ordered dismissal of a suit against the Writers Guild by 11 of its writer-producer members. The hyphenate members sought more than \$2 million in damages from the suit filed six months after settlement of the 1973 guild strike. They alleged that the guild violated its own constitution and members' contracts and business by threatening discipline if members crossed picket lines or violated strike rules.

The appeals court ruled that a state court could not hear the matter, which was said to be under the exclusive jurisdiction of the National Labor Relations Board. According to Michael Franklin, guild executive director, the decision "means that a labor union may seek to hold its members to its strike rules without fear that it will be subjected to multiple suits in the state courts."

Our brains washed out with soap operas?

Watching television soap operas to excess may pose "clear dangers," according to Dr. Theodore Isaac Rubin, but he believes they are often "better for us" than evening news programs and game shows.

The New York psychiatrist writes in the current (January) issue of the *Ladies Home Journal*, where he has a monthly column, that "soap operas watched to excess can remove us from the center of our real lives" and "dull our sensibilities and imagination." But he contends soap operas are better for viewers most of the time than the evening TV news programs.

"I will never forget watching a TV newscaster push a microphone into a woman's face, bombarding her with questions about the fire that had just killed her children, oblivious to her grief and shock," Dr. Rubin writes. "I have never seen a soap opera so utterly lacking in human compassion."

Dr. Rubin also prefers daytime dramatic series to most of the game shows, saying the latter are "exploitative, sadistic, and often make fools of nice people under the guise of 'good, clean fun.'" He adds: "Still, it is not enough to say that the soap operas are better for us than much of what's on TV. That's like debating whether it's better to lose an arm or a leg—you'd rather not have to choose."

Nessen's ship is out of shape

Several of his staff are departing; reporters gripe about his operation

Life as President Ford's news secretary has never been smooth for Ronald Nessen, the former NBC newsman. But in the past couple of weeks it's gotten particularly rough.

One deputy news secretary has decided to leave the White House, while other Nessen aides are expected to depart—one possibly to the National Cable Television Association. And reporters and press office personnel both are reported to be unhappy at the manner in which office is being operated.

Reporters and press office personnel returned from the presidential trip to China two weeks ago sharply critical of Mr. Nessen's performance. Reporters were said to feel that the White House operation during the trip was inefficient. And one White House aide agreed it had been "sloppy." He said Mr. Nessen "seemed to feel he was part of the official presidential party, and hung around with the President." Yet, some of the complaints dealt with Mr. Nessen's alleged lack of information when questioned by reporters.

But President Ford apparently is not disturbed. Last week, in the midst of stories about trouble in the press office, he expressed his "full confidence" in Mr. Nessen. Mr. Ford was said to feel that Mr. Nessen is "fully professionally qualified to do the job."

With Mr. Nessen on vacation in Florida, that statement was given reporters by Deputy News Secretary William Greener, a former Pentagon spokesman who is leaving the White House to return to the Pentagon as assistant secretary for public affairs.

Others said to be departing soon are Eric Rosenberger, who heads the White House press advance office, and John W. Hushen, another deputy news secretary. There is no word on where Mr. Rosenberger might land, but Mr. Hushen and Robert



Back to bars. Clarence N. (Chuck) Medlin, escaped convict who bilked CBS News out of \$9,000 by promising to lead CBS newsmen to the body of James Hoffa (BROADCASTING, Dec. 15), was headed back toward jail last week. A U.S. magistrate's court in New Orleans, where he was captured the week before, verified that he was an escapee from a federal prison halfway house in North Carolina, and his lawyer said he would be returned to federal prison, probably in a few days. CBS News officials apparently have given up hope of finding either Mr. Hoffa's body or the \$9,000 that they had given to a freelance writer, Patrick O'Keefe, who took Mr. Medlin to them. Mr. O'Keefe had agreed to return the money if Mr. Hoffa's body was not found, according to CBS News, but said Mr. Medlin demanded it and he was afraid not to comply.

Schmidt, president of NCTA, have discussed the possibility of Mr. Hushen joining the association in a top administrative post. Mr. Schmidt is seeking someone to fill in for him when he is out of town as well as to assume the congressional liaison duties of Charles Lipsen, who has been dropped, and has talked to six prospects, in all.

Journalism Briefs

Victor. KCBD-TV Lubbock, Tex., defended itself successfully against \$500,000 libel suit filed by two men who were subjects of 1973 investigative series broadcast by station. Two were accused in that series of

mishandling public funds.

Lifesavers. Pete Rayner, reporter, WWOK(AM)-WIGL(FM) Miami, interrupted his morning fishing report from his airplane Dec. 6 to help save eight crew members of sunken freighter who were in sinking lifeboat. Mr. Rayner called Coast Guard and alerted nearby boat for pick-up by dropping flares from his plane. Steve Gill, reporter, wowk-TV Huntington, W. Va., thwarted armed robbery attempt of Charleston gas station Dec. 9. Pulling in to station after spotting fire, Mr. Gill found manager of station locked inside pay cubicle surrounded by fire started by two men trying to get manager to come out with money. They were frightened away by Mr. Gill, who took part in chase after one.

Webster tells of weeks of terror in Angola

Don Webster, CBS News correspondent, said that at one time while he and freelance cameraman Bill Mutschmann were imprisoned in Luanda, Angola, he was told he would probably die there.

Mr. Webster, who with Mr. Mutschmann was released Dec. 11 after they had been held on unspecified charges for 19 days by the Popular Movement for the Liberation of Angola (BROADCASTING, Dec. 8, 15), described their treatment in a report from Lisbon on the Dec. 11 *CBS Evening News With Walter Cronkite* (above).

"The living conditions," he said, "were terrible. The sanitary facilities were undescrivable. The food was inedible. And worst of all was the indecision as to what would happen to you. We were interrogated time and again, accused of being CIA agents, not correspondents for CBS. And on one occasion, the interrogator ended the conversation by saying: 'Mr. Webster, I think you will die in Angola.' And it is that that hung over us the whole time."

He said no charges were brought against them because "they had nothing to charge us with. They don't like Americans. At



one time we were the only Americans at all in Angola and that was our only offense."

Mr. Webster said he and Mr. Mutschmann were not harmed physically, but that "every night without exception some prisoner was taken out and beaten, sometimes savagely ... We saw people after the beatings, with scars and marks that I don't want to describe, but whatever you can imagine, it happened."

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Fixed-zone plan for cable pickup comes under fire of broadcasters

But NCTA goes the other way, proposing 70-mile area

Broadcasters are generally opposed to the FCC's proposal that fixed mileage zones be substituted for the cable-television rules now based on signal-strength contours. Cable-TV operators filed comments in support of the commission's proposed rulemaking, but were concerned that mandatory signal-carriage rules apply only when there is a "useable" signal available at the cable's headend.

The current rulemaking grew out of rules the FCC adopted earlier in the year to revise the procedures for predicting television signal contours (BROADCASTING, June 2). The new procedures were said to be more accurate because they took greater account of terrain roughness factors, but they also had the effect of generally shrinking the area within a station's contour. Concern over that effect and its impact on UHF stations in particular, prompted the FCC to propose that fixed mileage contours be substituted for the grade-B contour, which now serves as a basis for determining whether a cable system must carry a station's programming. Nonduplication rules, as well as those pertaining to cable-broadcast crossownership and the carriage of distant-signal sports are currently predicated on fixed mileage zones. At issue in the present rulemaking is whether mandatory signal carriage for cable systems should also be put under the fixed mileage approach.

The National Cable Television Association proposed that the FCC adopt a 70-mile fixed mileage zone for carriage of VHF signals as a "good approximation" of the radius of most grade-B contours. Cable systems within the 70-mile zone of a station would not have to carry that signal if it was not "useable" at the headend, added NCTA. The burden of proving signal useability should fall with the broadcaster, said NCTA.

For UHF stations, NCTA suggested signal carriage be required of any cable system within a 35-mile zone of the station. Additionally, CATV systems could carry any UHF signal between 35 and 70 miles on a "permissive" basis. Carriage of a station between 35 and 70 miles from a cable system must remain for the CATV operator to choose, said NCTA, since many systems are unable to receive UHF signals at that distance without expensive microwave equipment. If a UHF station is carried by CATV systems in its 35-70 mile zone, added NCTA, then the cable operator should not be faced with the burden of blacking out a duplicated station.

The National Association of Broad-

casters urged the FCC to retain the grade-B contour scheme for determining mandatory signal carriage requirements. NAB said it was "ironic" that the FCC is concerned with UHF development after three years of "eroding" CATV rules. The problem of shrunken UHF contours would be obviated, said NAB, if the FCC would return to its former methods for determining grade-B contours.

The substitution of fixed mileage zones would produce "arbitrary results," said NAB. NAB's analysis of the contour maps of 581 commercial stations showed predicted grade-B contours range from under 40 miles (KWEX-TV San Antonio, Tex.) to 100 miles (KSL-TV Salt Lake City). If the FCC adopted a 70-mile zone, said NAB, that zone would correspond to the predicted grade-B contour of only 59 or 10% of the stations it analyzed.

The Association of Maximum Service Telecasters agreed. Fixed mileage zones would be unacceptable, said AMST, since in some cases it would accord stations the right to carriage in communities where the signal is completely unavailable over-the-air, and other times would not give a station cable-carriage rights when its signal does reach the community. The benefit from adopting larger fixed mileage zones would be enjoyed only by a few lower-powered stations, said AMST, and that benefit would be wiped away if the commission adopts its proposed signal strength exemption. The exemption would allow cable systems not to carry any signal that fell below certain technical levels at the headend site.

ABC also opted for retaining existing signal strength contours. Should the commission adopt fixed mileage zones anyway, ABC suggested the use of 70-miles for the middle Atlantic, New England and central state areas and 100 miles for the rest of the country—where broadcasters use higher antenna configurations without required power cutbacks.

Thirteen VHF licensees, seven UHF licensees and the Spanish Language TV Station licensees concurred with ABC's view.

The Association of Independent Television Stations and Kaiser Broadcasting Co. along with several cable operators including Sammons Communications and Colony Communications, urged the FCC to adopt a "same market station rule." The rule would provide cable carriage of all stations in a particular market, if any one station in that market is entitled to carriage. In that way UHF development would be fostered, contended the rule's supporters.

The Public Broadcasting Service urged adoption of a 55-mile zone for stations in the East and central portions of the country and a 75-mile zone for others. The State Education Department of the University of New York recommended a 55-mile zone for determining mandatory cable carriage for noncommercial educational stations. The Ohio Educational TV Network Commission concurred, but suggested a 65-mile zone instead.

Other broadcasters were either against any adoption of fixed mileage zones or at

least those that pertained to VHF stations. Included in that group were Key Television Inc., licensee of KEY(TV) Santa Barbara, Calif.; Storer Broadcasting Co.; Garyowen Corp., Montana group licensee; Michiana Telecasting Corp., licensee of WNDU-TV South Bend, Ind., and various licensee groups filing joint comments.

AT&T was just the beginning of cable's battle on pole rates

Other utilities continue to press for increases; Hostetter tells Wiley FCC might have to step in

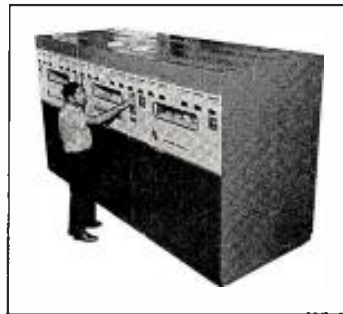
AT&T and the National Cable Television Association came to agreement three months ago on pole-attachment rates, but other utility companies are dashing hopes that that accord would set precedent for more settlements.

NCTA now is talking with the American Electric and Power Co., one of the largest non-Bell pole owners, serving cable operators in Indiana, Michigan, Ohio and West Virginia, but other pole owners are advising CATV systems that pole rates are on the way up.

Toledo (Ohio) Edison is proposing a \$5 per-pole, per-year rate plus 2% of the cable company's gross receipts; Rochester

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(N.Y.) Electric has requested a \$9.40 rate; Dayton (Ohio) Power and Light is seeking an \$8 rate; Long Island Power and Light proposes an \$8-plus rate and American Electric & Power is seeking an increase from \$4 to \$5.40.

California cable operators who attach to Pacific Gas & Electric Co. poles are facing the prospect of being dropped from PG&E poles after Dec. 31. PG&E has informed its cable customers that current pole-attachment contracts will be canceled and cable systems should vacate the poles by Dec. 31 or renegotiate their contracts. Subsequent to the notice of cancellation, PG&E clarified its intentions, explaining it will take no physical action to remove cable equipment from the poles. It only wanted to serve proper notice (30 days) of cancellation of present contracts in hopes that rate negotiations would speed up.

PG&E has proposed raising the current \$2.50 rate to \$5 in 1973. A class antitrust suit was filed against PG&E by the Western Pole Committee, a group of California CATV operators, and while it has been pending, no action has been taken on rate changes. In giving cable operators notice of contract cancellation, PG&E said the \$2.50 pole rate was not sufficient for continued service.

Characterizing the rate-increase situation as a "building trend," Amos (Bud) Hostetter, NCTA pole committee chairman, has sent a letter to FCC Chairman Richard Wiley expressing concern. "Absent a dramatic reverse of present trends," wrote Mr. Hostetter, "I see no alternative but to bring the jurisdiction issue back before the FCC." But the commission's basic philosophy of private settlement so far has apparently remained unchanged.

Supreme Court rejects Rochester TV's cable plea

An FCC decision that a cable television system enjoyed "grandfather rights" under pre-1972 rules even though a state court held that the system's franchise was invalid has been upheld by the U.S. Court of Appeals in Washington in a brief, unsigned judgment. At issue was the carriage by Cable Television of Rochester, N.Y., of signals of network affiliates in Buffalo and Syracuse which, since they were not significantly viewed off the air in Rochester, would have been barred under the rules adopted in 1972. However, the commission ruled that the signals were grandfathered, despite the subsequent invalidation of CTR's franchise by the state supreme court, on May 5, 1972. And the court, in a two-page memorandum supporting the judgment, said it "gives deference to the FCC's interpretation of its rules." The appeal was taken by WHEC-TV, WOKR-TV and WROC-TV, all Rochester. The court also said the commission was within its discretion in denying the stations' request for special relief; they had not—as required by the rules—sought a stay of the operation within 30 days of being notified by CTR of its plans.

Equipment & Engineering

Moss says Congress might pick up ball on UHF improvement

Member of Senate's subcommittee on communications indicates that if FCC doesn't act, it might; he also says Hill may do its own cable bill

Senator Frank Moss (D-Utah) said last week that Congress may consider legislation to bring UHF up to parity with VHF. In a speech to a gathering of representatives of public safety, industrial and land transportation radio services in Washington, sponsored by Motorola Inc., Senator Moss said he thinks the report to the FCC by the Council for UHF Broadcasting on improving UHF is "excellent," and that in the absence of commission action on the report, Congress may well incorporate the council's recommendations into new legislation.

The council recommended an increase in UHF transmitter capacity, the elimination of noise interference on UHF and the combining of UHF and VHF channel selectors into one.

Senator Moss, who stands behind Senator Vance Hartke (D-Ind.) to succeed Senator John Pastore (D-R.I.) in 1977 as chairman of the Communications Subcommittee, outlined other issues that he thinks the subcommittee will be taking up in 1976. He said the subcommittee anticipates cable TV legislation from both the FCC and the Office of Telecommunications Policy, but the subcommittee may "on its own, initiate the great debate on cable," if it does not hear from the other two next year. "The principal issues involved would be the extent of governmental regulation of cable and the question of competition between over-the-air broadcasting and cablecasting," he said.

He said he thinks the subcommittee will examine the results of family viewing "and determine whether or not additional research and perhaps legislation are required to protect the minds of our children and grandchildren from the poison of excessive sex and violence in television programming."

License renewal legislation was low on his list. "It is possible," he said, that the subcommittee will take up sometime next session the numerous renewal proposals already introduced."

Senator Moss said further that he supports "an intense technological effort" to make more efficient use of the portion of the radio spectrum set aside for land mobile radio. "I believe additional consideration should be given to the proposal to make more spectrum available to satisfy critical land mobile requirements," he said. He added that he intends to put pressure on FCC Chairman Richard Wiley to reduce the amount of time it takes the FCC to process citizens band license applications.

Technical Briefs

Image line converter. Image Transform Inc., North Hollywood, Calif., claims to have first operational PAL/NTSC standards converter in North America. Machine will convert PAL 625 line two inch high band quadraplex videotapes—as those used in Britain and much of Western Europe, the Orient and South America—to NTSC 525-line videotapes used in U.S. broadcasting. Until now, conversion of European film product for U.S. broadcast use was handled in Europe. Image Transform plans to offer service at competitive prices with four-day turnaround for East Coast clients and two-day turnaround for those in West.

Cartridge machine. Systems Marketing Corp., Bloomington, Ill., has made available its Carostat instant-play multiple-cartridge machine for broadcast use. Carostat has only three moving parts and plays carts instantly from individual head nest. Carts are played in vertical plane with path of tape travel from bottom edge up past head. Cartridge player is available in 12-tray and 24-tray rack mount models.

Pay-TV descrambler. Jerrold Electronics Corp., has made available single-channel mid-band converter and descrambler, model DST-1C, for pay-TV use when all standard VHF channels are filled. Unit will add one additional channel. Converter is crystal-controlled and terminal is field retrofitable to permit descrambler operation in conjunction with CATV set converters. Jerrold's multi-level descrambler, DST-4, will also be available for delivery this March. Second unit allows cable system operator to offer any combination of four different pay-programming services on single channel.

NLRB into CBS-IBEW tiff

The National Labor Relations Board will hold a hearing Feb. 24 in Los Angeles over charges that CBS refused last fall to negotiate with the International Brotherhood of Electrical Workers while representatives of the National Association of Broadcast Employees and Technicians were present.

The hearing grew out of complaints filed by both CBS and IBEW, each charging the other with not bargaining in good faith. The NLRB ruled that there was probable cause to hold a hearing on the IBEW's charges.

The two unions, usually rivals, joined together in this instance over their mutual concern about developing broadcast technology and its impact on their members.

CBS's position is that NABET, which has contracts with ABC and NBC, should not be allowed to sit in on negotiations where private, competitive information would be discussed.

CBS's contract with IBEW covers more than 1,300 employees and expired Sept. 30, but was extended for five months. There have been no negotiations, however, since September.

The Broadcasting Playlist **Dec 22**

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) indicates an upward movement of 10 or more chart positions over the previous *Playlist* week.

Contemporary

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1	1	1	1	1
2	2	2	3	2	3
6	3	3	2	4	2
4	4	4	5	3	4
5	5	5	6	5	8
8	6	6	7	6	7
3	7	7	4	8	6
9	8	9	8	7	5
14	9	8	9	9	9
7	10	10	10	12	10
12	11	11	13	11	13
15	12	12	17	10	11
13	13	14	11	13	12
24	14	13	12	16	18
18	15	16	14	14	14
17	16	15	19	15	17
16	17	17	15	17	16
10	18	18	16	18	19
11	19	19	18	19	15
19	20	20	20	21	22
21	21	26	22	22	20
20	22	21	23	27	21
25	23	22	21	24	26
23	24	23	25	20	23
30	25	24	26	26	28
28	26	27	24	29	29
41	27	32	36	23	25
35	28	30	33	25	30
31	29	37	27	32	24
47	30	28	28	30	32
45	31	31	29	31	31
29	32	29	31	33	37
32	33	25	32	34	36
36	34	44	45	28	27
39	35	33	34	35	39
27	36	35	35	36	40
26	37	36	38	37	38

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
42	38	34	39	38	43
22	39	51	30	43	34
38	40	40	37	39	35
—	41	48	40	42	33
34	42	38	46	41	47
33	43	42	43	40	48
43	44	39	49	47	46
44	45	*	41	*	42
46	46	45	*	45	41
—	47	47	48	49	45
37	48	*	*	50	*
—	49	49	*	*	*
40	50	*	50	*	*

Country

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1	1	2	1	1
2	2	2	1	2	2
6	3	3	4	4	4
3	4	4	8	3	5
4	5	7	6	5	3
—	6	6	5	7	8
5	7	12	3	8	6
7	8	8	12	6	14
8	9	5	11	15	12
9	10	11	10	10	7
12	11	10	7	14	11
10	12	9	9	16	10
11	13	15	13	9	15
13	14	14	14	12	9
14	15	13	15	11	13
—	16	16	16	18	16
—	17	17	18	13	18
—	18	18	19	17	19
19	19	20	21	19	23
17	20	19	20	21	22
15	21	21	17	*	24
16	22	22	22	23	17
—	23	23	25	21	20
18	24	24	23	25	25
—	25	*	24	24	*

Broadcasting's index of 135 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net change in week	% change in week	1975 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	19 1/4	19	+	1/4	27 3/8	13 1/8	7	17,187	330,849
CAPITAL CITIES	CCB	N 40 3/8	40 3/4	-	3/8	43 1/2	22	14	7,208	291,023
CBS	N	45	44 5/8	+	3/8	45	20 1/2	12	28,313	1,274,085
COX	N	27 3/4	26 1/2	+	1 1/4	27 3/4	10 1/4	14	5,812	161,283
GROSS TELECASTING	GGG	A 9 1/2	9 1/8	+	3/8	11 1/4	6 7/8	7	800	7,600
LIN	LINB	O 7 7/8	7 7/8			9 3/4	2 5/8	8	2,382	18,758
MOONEY	O	2 3/8	2 3/8			2 3/4	1 1/4	6	385	914
RAHALL	RAHL	O 4 7/8	5 1/8	-	1/4	6 1/4	2 1/4	10	1,297	6,322
SCRIPPS-HOWARD	SCRIP	O 20	20			22 1/2	14 1/4	7	2,589	51,780
STARR	SBG	M 2 7/8	3	-	1/8	7	2 3/4	3	1,091	3,136
STORER	SBK	N 15 3/8	14 3/4	+	5/8	21 1/4	12 1/8	8	4,571	70,279
TAFT	TFB	N 23 1/4	22 3/8	+	7/8	28 1/2	11 5/8	8	4,042	93,976
TOTAL									75,677	2,310,005

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 1 5/8	1 5/8			2 1/2	3/4	10	1,248	2,028
AVCO	AV	N 4 1/4	4 1/8	+	1/8	7 5/8	2 3/8	1	11,481	48,794
BARTLETT MEDIA	BMC	A 5/8	5/8			1 5/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N 4 7/8	4 3/4	+	1/8	6 1/8	3 7/8	23	2,403	11,714
CHRIS-CRAFT	CCN	N 4 5/8	4 1/2	+	1/8	6 3/4	2 1/8	17	4,164	19,258
COMBINED COMM.	CCA	N 12 7/8	11 1/4	+	1 5/8	16 7/8	5	8	4,673	60,164
COWLES	CWL	N 5 3/4	6	-	1/4	9	4 1/8	5	3,969	22,821
DUN & BRADSTREET	DNB	N 28 3/8	27 1/2	+	7/8	30 7/8	18 3/4	19	26,520	752,505
FAIRCHILD IND.	FEN	N 3 3/4	5 7/8	-	2 1/8	9 1/2	3 3/4	3	4,550	17,062
FUQUA	FOA	N 4 1/4	4 1/8	+	1/8	7 1/4	3 1/4	7	8,689	36,928
GANNETT CO.	GCI	N 32 3/4	33 1/2	-	3/4	38 5/8	23	20	21,108	691,287
GENERAL TIRE	GY	N 17 1/2	16 7/8	+	5/8	17 7/8	10 5/8	6	21,523	376,652
GLOBETROTTER	GLBTA	O 1 1/4	1 1/2	-	1/4	3 5/8	7/8	6	2,783	3,478
GRAY COMMUN.	O	6 1/2	6 1/2			7	6	5	475	3,087
HARTE-HANKS	HHN	N 17 3/4	17 7/8	-	1/8	19 7/8	6 1/4	11	4,369	77,549
JEFFERSON-PILOT	JP	N 29	29 3/4	-	3/4	38 3/4	26 1/4	12	24,066	697,914
KAISER INDUSTRIES	KI	A 7 3/8	7 3/8			11 5/8	4 5/8	4	27,575	203,365
KANSAS STATE NET.	KSN	O 3 1/4	3 1/4			4 1/8	2 7/8	6	1,815	5,898
KINGSTIP	KTP	A 5 1/8	5 1/4	-	1/8	7 3/8	1 7/8	10	1,154	5,914
KNIGHT-RIDDER	KRN	N 29 1/8	27 5/8	+	1 1/2	33 1/4	14 1/4	19	8,305	241,883
LEE ENTERPRISES	LNT	A 18 7/8	19 3/4	-	7/8	20 1/4	12	10	3,352	63,269
LIBERTY	LC	N 9 3/8	9 1/2	-	1/8	13	7 1/8	4	6,762	63,393
MCGRAW-HILL	MHP	N 12 1/8	11 3/4	+	3/8	13 3/4	6	10	24,569	297,899
MEDIA GENERAL	MEG	A 14	14			16	13 1/4	5	3,604	50,456
MEREDITH	MDP	N 10 3/8	10 3/8			13 1/2	8 3/8	4	3,041	31,550
METROMEDIA	MET	N 14 1/8	14 3/8	-	1/4	16 7/8	5 1/4	11	6,553	92,561
MULTIMEDIA	MMED	O 13 1/2	13	+	1/2	14 1/4	8 3/4	9	4,389	59,251
NEW YORK TIMES CO. *	NYKA	A 11 1/2	11 1/2			15 1/2	7 1/2	7	10,938	125,787
OUTLET CO.	OTU	N 13 1/8	13 1/2	-	3/8	16 1/4	8	5	1,387	18,204
POST CORP.	POST	O 8 1/2	8 1/2			8 1/2	3 1/4	34	870	7,395
PSA	PSA	N 5 1/4	5 1/4			6 7/8	3 3/4	11	3,181	16,700
REEVES TELECOM	RBT	A 1 1/4	1 1/4			2 1/4	3/4	5	2,376	2,970
ROLLINS	ROL	N 20	21	-	1	24	11 1/4	14	13,404	268,080
RUST CRAFT	RUS	A 5 1/4	5 1/4			9 3/4	4 3/4	4	2,328	12,222
SAN JUAN RACING	SJR	N 7 1/8	7 3/8	-	1/4	14 1/4	5 3/4	5	2,509	17,876
SCHERING-PLOUGH	SGP	N 54 3/4	55 1/8	-	3/8	67 1/4	44 1/2	23	53,938	2,953,105
SONDERLING	SOB	A 6 1/2	6 1/2			8 1/8	4	5	727	4,725
TECHNICAL OPERATIONS	TO	A 2 5/8	2 7/8	-	1/4	6 1/4	2 3/8	3	1,344	3,528
TIMES MIRROR CO.	TMC	N 17 3/4	17 1/2	+	1/4	19 7/8	10 1/4	11	33,814	600,198
WASHINGTON POST CO.	WPO	A 22	22			30	16 7/8	7	4,751	104,522
WOMETCO	WOM	N 13	13			17 1/4	6 5/8	8	5,775	75,075
TOTAL									372,739	8,148,477

Cablecasting

AMECO**	ACD	O 1/2	5/8	-	1/8	1 7/8	1/8		1,200	600
AMER. ELECT. LABS	AELBA	O 3/4	7/8	-	1/8	2 3/8	1/2	6	1,672	1,254
AMERICAN TV & COMM.	AMTV	O 13 3/4	12 1/2	+	1 1/4	17 3/4	6	25	3,304	45,430
ATHENA COMM.** *	O	1/4	1/4			2 1/4	1/4		2,125	531
BURNUP & SIMS	BSIM	O 4 1/4	3 1/4	+	1	30 7/6	7 3/4	3	8,361	35,534
CABLECOM-GENERAL	CCG	A 4 1/2	4 1/2			7 3/4	1 5/8	8	2,560	11,520
CABLE FUNDING	CFUN	O 7 1/4	7	+	1/4	7 3/4	4 1/4	181	1,121	8,127
CABLE INFO.	O	1/4	1/4			1 1/4	1/4	1	663	165
COMCAST	O	1 7/8	1 7/8			3	3/4	8	1,708	3,202
COMMUNICATIONS PROP.	COMU	O 1 1/2	1 1/2			3 1/2	1 1/4	9	4,761	7,141
COX CABLE	CXC	A 12 3/4	11 3/4	+	1	17 1/4	4 3/8	20	3,560	45,390
ENTRON	ENT	O 1 3/4	1 5/8	+	1/8	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRIL	N 7 3/4	7 1/2	+	1/4	31 1/2	7 1/2	5	7,201	55,807
GENERAL TV	O	3/4	1/2	+	1/4	50.00	3/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A 11 1/8	11 7/8	-	3/4	14 1/2	11 1/8	10	1,017	11,314
TELE-COMMUNICATION	TCOM	O 2 1/4	2 3/8	-	1/8	5.26	4 3/8	1	5,181	11,657
TELEPROMPTER	TP	N 5	4 1/4	+	3/4	17.64	9 1/2	11	16,604	83,020
TIME INC.	TL	N 58 7/8	58	+	7/8	61 3/4	24 3/4	12	9,960	586,395
TOCOM	TOCM	O 2 1/4	2 3/8	-	1/8	5.26	2 3/8	5	617	1,388
UA-COLUMBIA CABLE	UACC	O 8 1/4	8	+	1/4	3.12	4 5/8	12	1,714	14,140
UNITED CABLE TV	UCTV	O 1 5/8	1 3/4	-	1/8	4 1/8	1 1/4	3	1,879	3,053

	Stock symbol	Exch.	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net change in week	% change in week	1975 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
VIACOM	VIA	N	6 7/8	6 5/8	+	1/4	+	3.77	10	2 3/4	9	3,665	25,196
VIKOA**	VIK	A	1	1 1/8	-	1/8	-	11.11	2 3/4	5/8	1	2,534	2,534
TOTAL											83,765	956,524	
Programming													
COLUMBIA PICTURES	CPS	N	4 3/4	4 1/2	+	1/4	+	5.55	9 5/8	2 3/8	18	6,748	32,053
DISNEY	DIS	N	48 3/8	48 3/8				.00	55 3/4	21 1/4	26	29,755	1,439,398
FILMWAYS	FWY	A	5 1/8	5	+	1/8	+	2.50	6 1/4	2 3/4	7	1,792	9,184
FOUR STAR			1/2	3/8	+	1/8	+	33.33	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	20 1/2	20 1/4	+	1/4	+	1.23	22 3/8	18 1/4	3	30,058	616,189
MCA	MCA	N	65 1/2	63 3/8	+	2 1/8	+	3.35	89 1/8	27 3/4	9	8,478	555,309
MGM	MGM	N	13	13				.00	18 3/4	12 1/4	5	12,247	159,211
TELETRONICS INTL.		O	3 3/4	3 3/4				.00	5 3/4	1 3/8	8	943	3,536
TRANSAMERICA	TA	N	8 3/8	8 1/8	+	1/4	+	3.07	10 1/4	6	13	64,945	543,914
20TH CENTURY-FOX	TF	N	10 3/4	10 1/4	+	1/2	+	4.87	15 1/2	5 1/8	11	7,547	81,130
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	17 5/8	17 7/8	-	1/4	-	1.39	22 7/8	8 1/4	7	16,718	294,654
WRATHER	WCO	A	3	3				.00	5 7/8	1 1/2	5	2,229	6,687
TOTAL											186,422	3,743,209	
Service													
BBDO INC.	BBDO	O	16 1/4	16 3/4	-	1/2	-	2.98	17 1/2	11 1/8	7	2,513	40,836
COMSAT	CO	N	25	24 1/2	+	1/2	+	2.04	46 1/2	24 1/2	5	10,000	250,000
DOYLE DANE BERNBACH	DOYL	O	8 1/2	8 5/8	-	1/8	-	1.44	12 3/8	6 1/4	5	1,816	15,436
FOOTE CONE & BELOING	FCB	N	10 7/8	10 5/8	+	1/4	+	2.35	11 1/8	5 1/2	7	2,121	23,065
GREY ADVERTISING	GREY	O	6 3/8	6 5/8	-	1/4	-	3.77	7 3/4	5 1/2	4	1,213	7,732
INTERPUBLIC GROUP	IPG	N	15 1/2	15 1/2				.00	19	8 5/8	5	2,290	35,495
MARVIN JOSEPHSON	MRVN	O	7 1/4	7 1/4				.00	10 1/4	2	5	2,030	14,717
MCI COMMUNICATIONS	MCIC	O	1 3/4	1 3/8	+	3/8	+	27.27	3 7/8	1 3/8		13,339	23,343
MOVIELAB	MOV	A	7/8	7/8				.00	1 7/8	5/8	5	1,407	1,231
MPO VIDEOTRONICS	MPO	A	2 7/8	3	-	1/8	-	4.16	4 1/8	1	16	537	1,543
NEDHAM, HARPER	NOHMA	O	5 1/2	5 3/4	-	1/4	-	4.34	6 3/4	3 7/8	8	853	4,691
A. C. NIELSEN	NIELB	O	19 3/4	18 1/2	+	1 1/4	+	6.75	24 1/4	10 5/8	18	10,598	209,310
OGILVY & MATHER	OGIL	O	16 1/2	16 1/4	+	1/4	+	1.53	23 1/2	11 1/2	5	1,805	29,782
J. WALTER THOMPSON	JWT	N	7 3/4	7 3/4				.00	8 3/4	4 1/8	10	2,649	20,529
TOTAL											53,171	677,710	
Electronics/Manufacturing													
AMPEX	APX	N	4 1/2	4 3/4	-	1/4	-	5.26	7 3/8	2 5/8	5	10,885	48,982
CETEC	CEC	A	1 1/8	1 1/4	-	1/8	-	10.00	2 1/8	1	5	2,319	2,608
COHU, INC.	COH	A	2	2 1/4	-	1/4	-	11.11	3 5/8	1 1/4	22	1,617	3,234
CONRAC	CAX	N	26 7/8	26	+	7/8	+	3.36	30 1/4	10 7/8	12	1,278	34,346
EASTMAN KODAK	EASKO	N	106 3/4	104 5/8	+	2 1/8	+	2.03	110	63	27	161,347	17,223,792
FARINON ELECTRIC	FARN	O	6 1/4	6 1/4				.00	14 3/4	6 1/4	12	3,925	24,531
GENERAL ELECTRIC	GE	N	45 3/4	47	-	1 1/4	-	2.65	52 7/8	32 3/8	15	182,885	8,366,988
HARRIS CORP.	HRS	N	31 7/8	29 1/4	+	2 5/8	+	8.97	33 5/8	14 1/2	21	6,160	196,350
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	1 3/8	1 1/4	+	1/8	+	10.00	3 3/4	1 1/4	3	2,730	3,753
MICROWAVE ASSOC. INC	MAI	N	12 7/8	12 1/2	+	3/8	+	3.00	26 7/8	9 3/4	6	1,320	16,995
3M	MMM	N	58 3/4	57 3/4	+	1	+	1.73	66 7/8	46 1/8	29	114,240	6,711,600
MOTOROLA	MOT	N	39 1/4	40 1/2	-	1 1/4	-	3.08	57 7/8	33 3/4	18	28,198	1,106,771
N. AMERICAN PHILIPS	NPH	N	19 7/8	21	-	1 1/8	-	5.35	24 1/4	12 3/8	10	12,033	239,155
OAK INDUSTRIES	OEN	N	6 5/8	7	-	3/8	-	5.35	11 1/2	5 1/2	2	1,639	10,858
RCA	RCA	N	19 1/4	19	+	1/4	+	1.31	21 3/8	10 3/8	15	74,547	1,435,029
ROCKWELL INTL.	ROK	N	23 1/8	23	+	1/8	+	.54	25 1/2	18 7/8	7	30,913	714,863
RSC INDUSTRIES	RSC	A	1 3/8	1 1/2	-	1/8	-	8.33	2 1/4	1 3/8	5	3,440	4,730
SONY CORP.	SNE	N	9 3/8	10 1/8	-	3/4	-	7.40	13 1/4	5	25	172,500	1,617,187
TEKTRONIX	TEK	N	44 1/4	44	+	1/4	+	.56	45 1/2	18 1/8	16	8,671	383,691
TELEMATION	TMT	O	3/4	1	-	1/4	-	25.00	1 1/2	3/4	4	1,050	787
VARIAN ASSOCIATES	VAR	N	11 7/8	12 3/4	-	7/8	-	6.86	18 1/2	6 1/2	11	6,838	81,201
WESTINGHOUSE	WX	N	13 1/2	13 7/8	-	3/8	-	2.70	20	9 3/4	38	87,024	1,174,824
ZENITH	ZE	N	24 1/8	23 1/4	+	7/8	+	3.76	28 5/8	10	101	18,797	453,477
TOTAL											934,836	39,858,632	
GRAND TOTAL											1,706,610	55,694,557	

Standard & Poor's Industrial Average

99.8 98.2 +1.8

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

*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.

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.

Less active stocks. Trading in the following issues is too infrequent for weekly reporting. This listing reports the amount and date of the last known sale:

Campdown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/21/75
Woods Communications	1/2	1/29/75

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

Company	Period/Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Adams-Russell.....	Year 9/30	14,517,000	+ 4.2%	385,000	+22.6%	.31	13,927,000	314,000	.25
Burnip & Sims.....	6 mo. 10/31	35,278,000	-38.1%	417,700	*	.05	56,995,900	2,282,000	.28
Fuqua.....	9 mo. 9/30	387,085,000	- 5.7%	525,000	*	.03	410,598,000	9,380,000	1.06
Interpublic Group.....	9 mo. 9/30	4,865,000	+17.7%	4,345,000	+ 3.3%	1.90	4,134,000	4,207,000	1.76
MGM.....	Year 8/31	260,120,000	+ 9.5%	31,862,000	+18.7%	2.55	237,548,000	26,837,000	1.83
J. Walter Thompson.....	9 mo. 9/30	27,100,000	- 8.1%	(1,230,000)	*	(.48)	29,500,000	(83,000)	(.03)

*Change too great to be meaningful.

Fates & Fortunes

Media

Blake Byrne, president/general manager, KXAS-TV Fort Worth, named VP of parent, LIN Broadcasting Corp., New York. **Antonio B. Mon**, LIN administration director, named VP, administration.

Sandra D. Gibson, executive administrator, KMEX-TV Los Angeles, named station manager.

Joe Ryan, general sales manager, KHOW(AM) Denver, named general manager.

Carole E. Foster, compensation administration director, ABC Inc., Los Angeles, named personnel director there.

William F. Sherry, general sales manager, WFTL(AM) Fort Lauderdale, Fla., named VP/station manager. **Lewis S. Krone**, general sales manager of co-owned WGLO(FM) Fort Lauderdale, named WGLO VP/station manager.

Maria Velasquez, community affairs director, KCST(TV) San Diego, named public affairs director.

John J. Aberle, supervisor, computer operation, West Coast, NBC-TV, Burbank, Calif., promoted to manager.

Al Feinberg, University of Massachusetts graduate, named promotion director, WROR(FM) Boston.

Robert C. Labonte, sales director, Kaye-Smith Radio, station group, Bellevue, Wash., assumes additional duties as company manager.

Ella Nelson, administrative assistant to secretary-treasurer, National Association of Broadcasters, retires Dec. 31, ending 43 years of NAB

service. She was association's fourth full-time employee, has been at NAB longer than any other staffer.

Broadcast Advertising

Richard C. Christian, president, Marsteller Inc., New York, named board chairman, succeeded by **Ramon G. Gaulke**, executive VP/general manager, New York Office. **William A. Marsteller**, chief executive officer, named to additional duties as executive committee chairman. At public relations arm of company, Burson-Marsteller, **Elias Buchwald**, president, named vice chairman, succeeded by **James H. Dowling**, executive VP/general manager, Chicago office.

Alan J. Leibrecht, VP, media director, Ross Roy Inc., Detroit, named sales manager, Detroit office, NBC Radio.

Lynn G. Kelada, research project director, Ogilvy & Mather, Los Angeles, named research supervisor, Foote, Cone & Belding/Honig there. **Ruth C. Riedl**, free-lance planner/buyer, named broadcast buyer at FC&B/H, Los Angeles, and **Joan E. Blayney**, former estimator, Doyle, Dane & Bernbach there, named media assistant, FC&B/H.

David D. Anderson, **John B. Balson**, VP's/management supervisors, Kenyon & Eckhardt, New York, named senior VP's/general managers of Detroit and New York offices, respectively. **Thomas J. Mahoney**, VP/general manager, Boston, **Lawrence C. Claypool**, VP/general manager, Chicago, named senior VP's.

Donald Robertson, president/chief executive officer, J. Walter Thompson Ltd. of Canada, Toronto, named chairman. **Jack Cronin**, executive VP, appointed president/chief operating officer.

Barbara S. Feigin, VP/manager, marketing and research department, Grey Advertising, New York, **Henry H. Siegel**, VP/manager, media department, appointed VP's.

Bernard Nunnari, advertising director, Atlantic states division, Carling Brewing Co., Baltimore, named to same position, Metro Communications, advertising/public relations, Washington. **Viviana Irlizarri**, assistant art director, Beaumont Bennet advertising, New York, named to same position at Metro. **Gretchen Combs**, currently with Metro, named media buyer.

Barbara Bernard, media director, Hank Goldberg Media Services, Coral Gables, Fla., and **John Osborne**, media department, Reilly, Brown Advertising, Boston, named media buyers, Harold Cabot & Co. Boston.

Albert S. Mazzoni, national sales manager, WTTG(TV) Washington, named VP.

Allyson S. Artist, creative services assistant, WFSB-TV Hartford, Conn., named advertising/promotion director, WGMS-AM-FM Bethesda, Md.

John Kendall, national sales manager, KXAS-TV Fort Worth, named general sales manager. **Frank O'Neill**, Dallas sales manager, KXAS-TV, named sales manager.

Karen Smith, media buyer/supervisor, Brewer Advertising, Kansas City, Mo., named senior media buyer, Bernstein/Rein & Boasberg Advertising there.

Bruce Clark, public relations director, Blue Cross and Blue Shield, Oklahoma City, named executive director, account supervision, McPhail & Associates, agency there.

Les Carroll, VP, Expo Educational Films Portland, Ore., named general sales manager, KUUU(AM)-KZOK(FM) Seattle.

William C. Reitz, radio sales manager, Avco Radio-TV Sales, Los Angeles, named sales manager, KFBK-AM-FM Sacramento, Calif.

John F. Walser, account manager, Morphis & Friends advertising, Winston-Salem, N.C., promoted to VP, account services.

James L. Harmeyer, account executive, WLWD(TV) Dayton, Ohio, given additional responsibility for regional sales.

Bob Dalchau, regional sales manager, Doubleday Media, Dallas, named general sales manager, Doubleday Broadcasting's KHOW(AM) Denver.

Dick Swartz, account executive, KTHO-AM-FM South Lake Tahoe, Calif., named advertising manager.

Bob O'Brien, with Selcom radio representatives, New York, named general sales manager, KDKB-AM-FM Mesa, Ariz., succeeding **Daniel Muth**, who is leaving to form Inside Out, independent record/film/publishing firm.

Allan Jahncke, news director, KWPC(AM)-KFMN(FM) Muscatine, Iowa, named regional sales representative.

Honored. John T. Murphy, president of Avco Broadcasting Corp., was subject of special salute at Cincinnati dinner Dec. 12. Among tributes were those delivered by Julian Goodman, board chairman of NBC; Vincent T. Wasilewski, president of the National Association of Broadcasters, and James R. Kerr, chairman of the parent Avco Corp. The toastmaster was Walter E. Bartlett, Avco's senior vice president for television and general manager of WLWT(TV) Cincinnati. The Avco broadcast properties are in process of transfer to various other owners.

Programing

Brad Schreiber, assistant sports director, and **James C. Ezzes**, assistant program director, Home Box Office, New York, named executive producer and product acquisition director, respectively. Other HBO appointments: **Joseph L. Butt Jr.**, special projects manager, named program operations director; **Barbara Greene**, public relations/programing, named assistant for program acquisition; **Marty Callner**, chief producer/director, WBZ-TV Boston, named staff producer/director; **Lois Luger**, special marketing director, New Line Cinema, New York, named assistant program acquisition director; **Peter Keane**, technical director, Columbia-Screen Gems, Los Angeles, named print manager.

Bob Lloyd, Midwest regional sales manager, Time-Life Television, Chicago, named Eastern regional sales manager, New York.

George Kyler, head stage technician, West Coast, NBC TV, Burbank, Calif., named supervisor, staging operations. **Dalton Lewis**, stage manager, KGW-TV Portland, Ore., named unit manager, West Coast, NBC-TV.

David Fein, director, syndicated production, Columbia Pictures International, New York, named director, nonprime-time programing, live-tape division, 20th Century-Fox TV, Los Angeles.

Tony Lopresti, Dover Productions, Boston, named program/operations director, WEVD-AM-FM New York.

Jeffrey M. McGrath, assistant program director, WLS-TV Chicago, named program director.

Paul Ward, program director, KFRC-FM San Francisco, named to same position, WROR(FM) Boston.

Richard Kurlander, executive producer, programing, KDKA-TV Pittsburgh, named program manager.

Anita J. Anderson, reporter/producer/anchor, KRIS-TV Corpus Christi, Tex., named producer, KENS-TV San Antonio, Tex.

Gene Pope, real estate broker, Jacksonville, Fla., returns to WVOJ(AM) there as program director.

Paul Dicker, producer/director, KTVI(TV) St. Louis, named program director, KCRG-TV Cedar Rapids, Iowa.

Broadcast Journalism

John Parsons, news director, WQIV(FM) New York, named managing news editor, WNEW-TV there.

Howard DeMere, assistant news director, KSD(AM) St. Louis, named news director.



Foster

Robert F. Foster, chief, WGN Continental Broadcasting Co., Washington, named chairman, executive committee, congressional Radio-Television Correspondents' Association for 1976. Other newly elected officers: **Sam A. Donaldson**, ABC, vice chairman; **Paul Duke**, PBS, secretary; **Christie R. Basham**, NBC, treasurer.



Honorary doctorate. A.J. Fletcher, (r) chief executive officer, Capitol Broadcasting Co., Raleigh, N.C., awarded honorary doctor of humane letters degree by Duke University, Durham, N.C. Dec. 14. He was cited for cultural contributions to state and nation. Duke President Terry Sanford (l) presented award.

David Beddow, program manager, KDKA-TV Pittsburgh, named news director.

Linda Ellerbee, reporter, WCBS-TV New York, named NBC News correspondent based in Washington. **Lee McCarthy**, reporter, WRC-TV Washington, named NBC correspondent based in Boston.

Rick Brown, news assignment editor, WITI-TV Milwaukee, named news director, succeeded by **Pat Kleiman**, reporter.

Charlie Caudill, news photographer, WLWD(TV) Dayton, Ohio, named reporter, succeeded by **Catherine B. Zimmerman**, of Blosser Color Lab. there.

Joe Mannion, anchor, WFLA-TV Tampa, Fla., named news director.

Judi Bloom, reporter, noncommercial WPBT(TV) Miami, named to same position, WINZ(AM) there.

Equipment & Engineering

Gary Gross, technical representative, Cinema Products Corp., Los Angeles motion picture camera manufacturer, named national marketing manager.

Colin K. Rice, chief engineer, WILI(AM) Willimantic, Conn., named VP/engineering for licensee, Nutmeg Broadcasting.

Bob Cheesman, technical director, PBS network delay center, noncommercial KCET(TV) Los Angeles, named chief engineer, University Regional Broadcasting Inc., Dayton, Ohio,

licensee noncommercial WOET-TV Kettering, Ohio, and noncommercial WMUB-TV Oxford, Ohio.

Edward King, Eastern regional manager, North American Philips Electronic Component Corp., New York, named marketing manager, Ampere Electronic Corp., Hicksville, N.Y., NAP subsidiary.

Allied Fields

Hal Widsten, audio production director, KING-TV Seattle, named consultant, Frank N. Magid Associates, broadcast research-consulting firm, Marion, Iowa.

Kent Creswell, general manager, noncommercial WOSU-AM-FM-TV Columbus, Ohio, named associate director, instructional TV services, and assistant professor, instructional development, telecommunication services, Michigan State University, East Lansing.

Joe Dixon Edge, trial attorney, Common Carrier Bureau, FCC, joins Hamel, Park, McCabe & Saunders, Washington communications law firm.

Deaths

Willard Klose, 65, retired VP, Campbell-Ewald, Detroit, died of emphysema Dec. 7 at his home in Red Hook, N.Y. During the 1930's and 1940's he produced variety of radio shows for NBC and others. He is survived by his wife, Virginia, and six children.

Leonard Tarcher, 64, former media director, Vick Chemical Co. division, Richardson-Merrell Inc., Wilton, Conn., died Dec. 9 at Good Samaritan hospital, Palm Beach, Fla. He is survived by his wife, Henrietta, one son and one daughter.

Arthur Treacher, 81, actor, and formerly featured on *Merv Griffin Show*, died Dec. 14 at North Shore University Hospital in Manhasset, N.Y., of heart ailment. Mr. Treacher began acting at 25 as chorus boy in London. In many of his 60 movies plus stage and television appearances, he played archetypal butler.

Robert W. Smith, 59, publisher, *Minneapolis Star and Minneapolis Tribune*, died in his sleep Dec. 14 at his home in Wayzata, Minn. Newspapers' subsidiary owns KTVH(TV) Hutchinson, Kan., and is part-owner, WCCO-AM-FM-TV Minneapolis. Mr. Smith is survived by his wife, Rosalie, and three sons.



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For the Record

As compiled by BROADCASTING, Dec. 8 through Dec. 12 and based on filings, authorizations and other FCC actions.

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

New stations

TV action

■ Allentown, Pa.—Marantha Broadcasting Co. FCC granted ch. 69 (800-806 mhz); ERP 18.25 kw vis., 4.79 kw aur., HAAT 898 ft.; ant. height above ground 471 ft. P.O. address: E. Rock Rd., Allentown 18103. Estimated construction cost \$91,790; first-year operating cost \$45,730; revenue \$60,470. Principals: Richard C. Dean (55%), Robert Reichard (30%), et al. Mr. Dean is president of radio communications company. Mr. Reichard is chemical engineer for plastics company. Marantha Broadcasting is also licensee of WFMZ(FM) Allentown. Action Dec. 9.

AM applications

■ *Honolulu—Hawaii Public Broadcasting Authority seeks 1600 khz, 5 kw-U. P.O. address: 2350 Dole St., Honolulu 96822. Estimated construction cost \$84,429; first-year operating cost \$144,000. Principal: Albert L. Hulsen is Radio Project Director. Ann. Dec. 11.

■ Cicero, Ill.—Interim Broadcasters of Illinois seeks interim operating authority of WVON (1450 khz, 250 w, 1 kw-U). P.O. address: c/o Harvey Lunch, 1700 Union Ave., Union, N.J. 07083. Estimated construction cost \$70,855; first-year operating cost \$125,000; revenue not given. Format: Spanish language. Principals: Sylvia Robinson (60%), Harvey Lynch (20%) and Barbara Baker (20%) are also applicants for a new station on 1450 khz in Cicero. Ann. Dec. 8.

■ Bemidji, Minn.—KNOX Radio Inc. seeks amendment to application for 1360 khz to add nighttime operation with 5 kw DA-N, change hours of operation to unlimited. Ann. Dec. 11.

AM start

■ KIKC Miles City, Mont.—Authorized program operation on 1250 khz, 5 kw-D. Action Oct. 10.

AM license

Broadcast Bureau granted following license covering new station:

■ WGSE New Bern, N.C., P & C Broadcasting (BL-13579). Action Dec. 2.

FM applications

■ *Washington, D.C.—Operation Outreach Inc. seeks 87.9 mhz, 10 w, HAAT 55 ft. P.O. address: 225 Fourth St. N.E., Washington 20002. Estimated construction cost \$3,876; first-year operating cost \$950. Format: Black ethnic programming. Principal: J. Morgan Hodges is president. Ann. Dec. 8.

■ *Charlton, Mass.—Bay Path Vocational High School seeks 90.1 mhz, 19.5 w, HAAT 359.79 ft. P.O. address: c/o Kenneth Duguet, Muggett Hill Rd., Charlton 01507. Estimated construction cost \$4,800; first-year operating cost \$1,000. Principal: Public Educational Institute of Massachusetts; Southern Worcester County Regional Vocational School District. Ann. Dec. 9.

FM actions

■ Hope, Ark.—Newport Broadcasting Co.—Broadcast Bureau granted 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 989, Blytheville, Ark. 72315. Estimated construction cost \$63,811; first-year operating cost \$48,000; revenue \$12,000. Principals: Harold L. Sudbury, Gladys S. Sudbury (together 99%) et al. Sudburys also own KBNY-AM-FM Newport, KAWW-AM-FM Heber Springs, KSUD(AM) West Memphis and KIPA(AM) Prescott, all Arkansas (BPH-8745). Action Dec. 3.

■ Monte Rio, Calif.—Communications Associates.—Broadcast Bureau granted 97.7 mhz, 225 w, HAAT 910 ft. P.O. address: Box 507, Monte Rio, Calif. 95462. Estimated construction cost \$6,340; first-year operating cost \$7,000; revenue \$25,000. Format: talk, variety. Principals: Michael K. Erickson (50%) and Robert J. Booth (50%) operate Audio Video Reports, commercial spot producers (BPH-9474). Action Dec. 4.

■ Midland, Tex.—Midland Broadcasting Co. Broadcast Bureau granted 103.3 mhz, 100 kw, HAAT 920 ft. P.O. address: c/o Parker M. Humes, Box 4607, Midland 79701. Estimated construction cost \$103,098; first-year operating cost \$37,500; revenue \$41,100. Principals: Wendell Mayes Jr. (90%, individually and as executor of estate of Wendell W. Mayes). Mr. Mayes is president and owns 50% of Pioneer Broadcasting Co., Austin, Tex., licensee of KNOW(AM) Austin and KVIC(AM) Victoria, both Texas. Midland Broadcasting is licensee of KCRS(AM) Midland (BPH-9513). Action Dec. 1.

Broadcast Bureau granted following CP modifications to extend completion time to date shown:

■ KSDL El Paso, Tex.—May 18, 1976; *KWLD Plainview, Tex.—June 16, 1976.

FM starts

■ WWRN West Palm Beach, Fla.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 280 ft. Action Dec. 1.

■ WBIF Bedford, Ind.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 245 ft. Action Oct. 1.

■ WRUM-FM Rumford, Me.—Authorized program operation on 96.3 mhz, ERP 29.5 kw, HAAT 36 ft. Action Nov. 28.

Ownership changes

Applications

■ WRFS-AM-FM Alexander City, Ala. (AM: 1050 khz, 1 kw-D; FM: 106.1 mhz, 4.6 kw)—Seeks transfer of control from Celia L. Coley, Executrix of Estate of James Lemuel Coley to Celia L. Coley. Ann. Dec. 10.

■ WWBC(AM) Cocoa, Fla. (1510 khz, 250 w-D)—Seeks transfer of control of Astro Enterprises Inc. from William H. Brown, Mercer L. King Sr., Arthur Fox, William J. Diamantas, John Kalimnios, and DeWayne McCauley to Raymond A. Kassis (66.67%) and Robert A. Jones (33.33%). Consideration: \$87,500. Principals: Mr. Kassis owns ad agency. Mr. Jones is consulting engineer, and owns WYYS(AM) Tomahawk, Wis. Ann. Dec. 10.

■ WGRI(AM) Griffin, Ga. (1410 khz, 1 kw-D)—Seeks transfer of control of WGRI Radio from Norrell Broadcasting Group to Clifford L. Hornsby Jr. and Russell W. Spangler. Consideration: \$150,000. Buyers: Mr. Spangler is general manager of WGRI. Mr. Hornsby is executive vice president of bank. Ann. Dec. 10.

■ KGMQ(FM) Honolulu (93.1 mhz, 100 kw)—Seeks assignment of license from Hefel Broadcasting-Radio to Aloha Broadcasting Co. for \$500,000. Buyers: Dick McKee, general manager of KOB-AM-FM Albuquerque, N.M., and Thomas K. Reed, investor, also bought KPAU(AM) Hilo, Hawaii from Cecil Hefel of Hefel Broadcasting. Ann. Dec. 10.

■ WUOK(AM) Cumberland, Md. (1270 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Multi-Media Associates II to Cumberland Broadcasting Co. for \$255,000 including noncompetition covenant. Seller: Principals are James R. Reese, Robert W. Pitts and George E. Cranwill. Buyer: Manning M. Kimmel IV, news director at WDEL(AM) Wilmington, Del., and David N. Aydelotte, formerly announcer at WDEL. Ann. Dec. 11.

■ KETV(TV) Omaha (ch. 7)—Seeks assignment of license from Channel 7 Corp. to KETV Television Inc. for \$9,453,000. Seller: Subsidiary of Peter Kiewit Sons' Inc., publisher of Omaha World-Herald. Buyer: Pulitzer Publishing Co. of St. Louis owns KSD-AM-TV St. Louis, and KOAT-TV Albuquerque, N.M. Joseph Pulitzer family is principal owner. Ann. Dec. 11.

■ KDEF(AM) Albuquerque, N.M. (1150 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Desert Horizons Inc. to Radio New Mexico Inc. for \$250,000 plus \$100,000 noncompetition covenant. Seller: See KROD(AM) El Paso (below). Buyer: Charles W. Weaver has no other broadcast interests. Ann. Dec. 11.

■ WONT(FM) Oneonta, N.Y. (103.1 mhz, 1.9 kw)—Seeks transfer of control of Franklin Mountain Broadcasting Corp. from Helen F. Brackett (69% before, none after) to Audrey J. and Guy E. Mallory Jr. Consideration: \$30,164 plus \$72,836 in liabilities. Buyer has no other broadcast interests. Ann. Dec. 10.

■ WROL(AM) Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WROL Inc. from Frank E. Pellegrin, Samuel P. Thrower and Agnes R. French, trustee for Estate of Carlin Scott French to Radio Knoxville Inc. Consideration: \$290,000. Buyers: Robert G. and Robert B. Blow have interests in WJAK(AM) Jackson, Tenn. Ann. Dec. 10.

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■ **KELP-TV** El Paso, Tex. (ch. 13) and **KAVE-TV** Carlsbad, N.M. (ch. 6)—Seeks assignment of CP and license from KERP Inc. to Marsh Media for \$3,075,000. Seller: John B. Walton Jr. owns KERP(AM) El Paso, KDJW-AM-FM Amarillo, and KBUY-FM Fort Worth, all Texas; KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey and KFOX(AM) Long Beach, both California. Buyer: Stanley III, Tom F. and Michael C. Marsh, and Estelle Marsh Watlington, own KVII-TV Amarillo and cable system in Amarillo. Ann. Dec. 11.

■ **KROD(AM)**-**KUOE(FM)** El Paso (AM: 600 khz, 5 kw; FM: 95.5 mhz, 100 kw)—Seeks assignment of license from Desert Horizons Inc. to WCK Media Inc. for \$450,000. Seller: Media Horizons Inc. owns KDEF-FM Albuquerque, N.M., WGNV(AM) Newburgh, N.Y., KMEQ-AM-FM Phoenix, WRAN(AM) Dover, N.J., and KDEF(AM) Albuquerque (selling). Buyer: A. Boyd Kelley, W. Erle White, Ray Clymer and Melvin L. Wheeler (each 25%). Mr. Kelley has interests in KDWT(AM) Stamford, KKDA(AM) Grand Prairie and KBID(FM) Wichita Falls, all Texas. Mr. White owns KORC(AM) Mineral Wells, Tex., and with Mr. Clymer owns KAUZ-TV Wichita Falls. Ann. Dec. 11.

■ **KUJ(AM)** Walla Walla, Wash. (1420 khz, 5 kw DA-N)—Seeks transfer of control of VBR Broadcasters Inc. from LaVerne D. Russell (51% before, none after) to James Nelly (none before, 51% after). Consideration: \$170,000. Buyer: Mr. Nelly is general manager of KORL(AM) Honolulu. Ann. Dec. 11.

Actions

■ **WOGO(AM)** New Smyrna Beach, Fla. (1550 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Astro Enterprises to Tolun Advertising and Public Relations for \$74,000 including one-year noncompete covenant. Seller: Astro Enterprises (Arthur Fox, William H. Brown et al.) is also selling its other station WWBC(AM) Cocoa, Fla. Buyers: Brian Tolby (51%) is manager of WKXX(AM) Deland, Fla. Regis C. Kohring (49%) is physician (BAL-8519). Action Nov. 28.

■ **WOUC-TV** Cambridge, Ohio (ch. 44)—Broadcast Bureau granted assignment of license from Ohio Educational Television Network Commission to Ohio University (BALET-17). Action Dec. 10.

■ **WEZL(FM)** Charleston, S.C. (105.3 mhz, 25 kw)—FCC granted assignment of license from Fine Arts Broadcasting Inc. to WEZL Inc. for \$275,000. Seller: Charles N. Barton, president. Buyers: William O. Jones (50.32%), William W. Dixon (22.185%), Martin E. Kilpatrick (12.495%) and Charles A. Barton (15%). Mr. Jones, Mr. Dixon and Mr. Kilpatrick have interest in WRMA(AM) Montgomery, Ala., WHSL(AM)-WWIL(FM) Wilmington, N.C. and applicant for acquisition of WMGZ(FM) Montgomery. Mr. Barton is manager of WEZL. Action Dec. 9.

■ **KFYN(AM)** Bonham, Tex. (1420 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Fannin Broadcasting Co. to Bonham Broadcasting Co. for \$120,000. Seller: Tom McDonald, president, has no other broadcast interests. Buyers: Roy V. Floyd (50%) and Mary Ann Brewer (50%) own KTAT(AM) Frederick, Okla., and two-thirds interest in KBGH(AM) Memphis, Tex. (BAL-8517). Action Nov. 28.

Facilities changes

TV applications

■ **WSNS** Chicago—Requests authority to install subscription television equipment. Ann. Dec. 11.

■ **WPCB-TV** Pittsburgh—Seeks mod. of permit to change ERP to vis. 2399 kw (max.), 1726 kw (H), aur. 173 kw (H); change type trans., ant., and HAAT 964 ft. Ann. Dec. 8.

TV actions

■ ***WJSP-TV** Columbus, Ga.—Broadcast Bureau granted CP to change ERP to vis. 921 kw, aur. 92.1 kw; change type trans. (BPET-526). Action Dec. 5.

■ **WSBK-TV** Boston—Broadcast Bureau granted CP to change ERP to 1170 kw vis.; 117 kw aur.; change type trans.; ant. height 1180 ft. (BPCT-4861). Action Dec. 5.

■ **WBTW** Florence, S.C.—FCC reversed two earlier decisions by Review Board that would have allowed WBTW to relocate its transmitter and increase its antenna height to expand its service area. Commission concluded that improvement of the VHF station's facilities would have a substantial adverse impact on WRDU-TV, a fledgling UHF station in Raleigh-Durham, N.C. market. It said favorable action on WBTW's application would impair WRDU-TV's ability to compete effectively in a significant portion of its television market and would jeopardize the continuation of existing UHF television service (Doc. 18650). Action Nov. 26.

AM applications

■ **WEYY** Talladega, Ala.—Seeks CP to increase daytime power to 2.5 kw. Ann. Dec. 11.

■ **KGPD** Clovis, Calif.—Seeks mod. of CP to change from directional ant. to non-directional ant. Ann. Dec. 10.

■ **WRBD** Pompano Beach, Fla.—Seeks mod. of permit to add nighttime operation with 2.5 kw, change hours of operation to unlimited DA-2. Ann. Dec. 11.

■ **WNYR** Rochester, N.Y.—Seeks CP to change station location to Henrietta, N.Y., and nighttime operation with 500 w, change daytime power to 500 w, change hours of operation to unlimited DA-2, change ant. trans. location and studio location. Ann. Dec. 11.

■ **KAKC** Tulsa, Okla.—Seeks CP to increase nighttime power to 1 kw. Ann. Dec. 11.

■ **WBHT** Brownsville, Tenn.—Seeks CP to increase tower and reduce trans. output power. Ann. Dec. 10.

AM actions

■ **KMFB** Mendocino, Calif.—Broadcast Bureau granted CP to increase daytime power to 5 kw, change type trans. (BP-19806). Action Dec. 4.

■ **WGUL** New Port Richey, Fla.—Broadcast Bureau granted CP to make changes in ant. input power (BP-20156). Action Dec. 1.

■ **KWRL** Sparks, Nev.—Broadcast Bureau granted mod. of license covering change in studio location to 1135 Terminal Way, Reno and redesignate trans. location as 906 Glendale Rd., Sparks (BML-2561). Action Dec. 8.

■ **KGRT** Las Cruces, N.M.—Broadcast Bureau granted CP to change ant. trans. location to Highway 70-80 N. approximately 215 miles west of Downtown Las Cruces (BP-20099). Action Dec. 5.

■ **WARV** Warwick-East Greenwich, R.I.—Broadcast Bureau granted CP to change ant./trans. location to Buttonwoods Farm, Warwick, R.I.; BP-20143). Action Nov. 28.

■ **KLVI** Beaumont, Tex.—Broadcast Bureau granted CP to install new aux. trans. at main studio location operating on 560 khz power of 250 w, nondirectional ant. night and day (BP-20144). Action Nov. 28.

■ **KNET** Palestine, Tex.—Broadcast Bureau granted CP to change ant., trans. and studio location to State Highway 256 and Gillispie Rd., Palestine (BP-20056). Action Dec. 8.

■ **WRAR** Tappahannock, Va.—Broadcast Bureau granted mod. of CP to change ant. system (increase height), redesignate studio location as 156 Prince St., Tappahannock, conditions (BMP-14093). Action Nov. 28.

FM applications

■ **WDKD-FM** Kingstree, S.C.—Seeks to change frequency to 98.3 mhz, change trans. and studio location to 314 Academy St., Kingstree. Ann. Dec. 8.

■ **WALD-FM** Walterboro, S.C.—Seeks CP to install new trans.; install new ant.; change TPO; ERP: 2.66 kw; change HAAT: 300 ft. Ann. Dec. 12.

FM actions

■ **KWIN** Lodi, Calif.—Broadcast Bureau granted CP to change trans. location to 10464 N. Highway 99, Stockton; change studio location to 19250 N. Lower Sacramento Rd.; operate by remote control from studio site; install new ant.; change TPO and ant. height 300 ft. (H&V); ERP 3 kw (H&V) (BPH-9363). Action Dec. 1.

■ **KVYN** St. Helena, Calif.—Broadcast Bureau granted change of frequency to 99.3 mhz; change trans. location to 2.5 miles northeast of Yountville, Calif., and 7 miles north of Napa, Calif., St. Helena, Calif.; change trans.; change ant.; ERP 3 kw (V&H); ant. height 250 ft. (Docket No. 20480). Action Dec. 9.

■ **KPIK-FM** Colorado Springs, Colo.—Broadcast Bureau granted CP to change trans. location to 6.4 miles SSW of P.O. in Colorado Springs; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 83 kw (H&V); ant. height 2110 ft. (H&V); remote control from main studio (BPH-9538). Action Dec. 3.

■ **WAYK-FM** Lehigh Acres, Fla.—Broadcast Bureau granted mod. of CP to make changes in transmitting equipment; change TPO; change ant. height 330 ft. (H&V); ERP 2.35 kw (H&V); remote control from main studio (BMPH-14685). Action Dec. 3.

■ **KFXD-FM** Nampa, Idaho—Broadcast Bureau granted mod. of CP to change trans. location and remote control to 455 W. Amity Rd., Meriden, Idaho; make changes in ant. system (BMPH-14686). Action Dec. 9.

■ **WTLC** Indianapolis—Broadcast Bureau granted CP to change trans. location to 2255 N. Hawthorne Lane, Indianapolis; make change in ant. system; ERP 50 kw (H&V); ant. height 450 ft.; remote control permitted (BPH-9493). Action Dec. 5.

■ **WTLC** Indianapolis—Broadcast Bureau granted CP to install new aux. trans.; ERP 28.5 kw (H&V); ant. height 450 ft.; remote control permitted (BPH-9504). Action Dec. 5.

■ **KSMB** Lafayette, La.—Broadcast Bureau granted CP to install new circular polarized ant.; ant. height 350 ft.; ERP 30 kw (H&V); remote control permitted (BPH-9695). Action Dec. 5.

■ **KGRA** Lake Charles, La.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system (increase height); change TPO; change ant. height 470 ft. (H&V); ERP 100 kw (H&V); remote control from main studio (BMPH-14688). Action Dec. 3.

■ ***WNMR** Marquette, Mich.—Broadcast Bureau granted mod. of CP to change trans. location (same site); make changes in trans. equipment; change TPO; change ant. height 930 ft. (H&V); ERP 100 kw (H&V); remote control from main studio (BMPED-1329). Action Dec. 3.

■ ***KSJR-FM** Collegeville, Minn.—Broadcast Bureau granted mod. of CP to change trans. location to one mile west of County Road No. 9, 3 miles north of Richmond, Minn.; change trans.; change ant.; make changes in ant. system; change ERP 100 kw (H&V); ant. height 860 ft. (BMPED-1321). Action Dec. 8.

■ **KPQX** Havre, Mont.—Broadcast Bureau granted CP to make changes in transmission line; ERP 94 kw (H&V); ant. height 1790 ft. (H&V); remote control from main studio (BPH-9706). Action Dec. 3.

■ **KGRD-FM** Las Cruces, N.M.—Broadcast Bureau granted CP to change studio-trans. location to Highway 70-80 W, 2.5 miles west of downtown Las Cruces, N.M.; install new trans.; install new ant.; make change in ant. system; ERP 2.2 kw (H&V); ant. height 150 ft. (BPH-9641). Action Dec. 8.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,426	3	30	4,459	50	4,509
Commercial FM	2,898	0	54	2,752	126	2,878
Educational FM	760	0	39	799	61	860
Total Radio	7,884	3	123	8,010	237	8,247
Commercial TV	700	1	8	709	49	758
VHF	509	1	3	513	7	520
UHF	191	0	5	196	42	238
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	929	10	22	961	64	1,025

*Special temporary authorization

**Includes off-air licenses

■ ***WRSH** Rockingham, N.C.—Broadcast Bureau granted CP to move ant. from beside gym to top of gym (BPED-2145). Action Dec. 8.

■ **KSUB-FM** Cedar City, Utah—Broadcast Bureau granted mod. of CP to change trans. location to Top of Iron Mountain near Highway 56, Cedar City, change ant.; change trans. line; ERP 41 kw (H&V); ant. height 1,690 ft. (H&V); remote control from main studio (BMPH-14222). Action Dec. 3.

■ **WGTH** Richlands, Va.—Broadcast Bureau granted mod. of CP to change trans. location to 4.75 miles north of Richlands on State Rte. 621 near Richlands, Va.; change trans.; change ant.; make changes in ant. system (BMPH-14687). Action Dec. 9.

■ **WIBS** Charlotte Amalie, St. Thomas, Virgin Islands—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make change in ant. system; ERP 50 kw (H&V); ant. height 1440 ft. (BMPH-14248). Action Dec. 5.

■ **KQQQ** Pullman, Wash.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; change ERP 3 kw (H); change ant. height 70 ft. (H) (BPH-9708). Action Dec. 3.

■ ***WGTD** Kenosha, Wis.—Broadcast Bureau granted mod. of CP to change trans.; change ant. (BMPED-1335). Action Dec. 9.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KIMN-FM Denver (BPH-9497), Nov. 28; KIXS-FM Killeen, Tex. (BPH-9344), Nov. 28; WCNW-FM Fairfield, Ohio (BPH-9306), Nov. 28; WFMV-FM Blairtown, N.J. (BPH-9376), Dec. 1; WLYN-FM Lynn, Mass. (BPH-9611), Nov. 26; *WLYX Memphis (BPED-1859), Nov. 26.

In contest

Designated for hearing

■ **Burbank and Pasadena, Calif., renewal and FM proceeding:** George E. Cameron Jr. Communications Inc. (KROQ-AM-FM) and Stanfield Gates Radio Co. competing for 106.7 mhz (Docs. 20629-31)—Chief ALJ Chester F. Naumowicz Jr. designated himself as presiding judge, set hearing for Feb. 24 at Burbank. Action Dec. 4.

■ **WETT(AM)** Ocean City, Md., **license renewal proceeding:** Public Service Enterprises (Doc. 20674)—FCC designated application for hearing. Action Dec. 9.

■ **WWLD-TV** Jackson, Mich., **assignment of CP proceeding:** Jackson Television Corp. to Television Associates Inc. (Doc. 20673)—Application designated for hearing by FCC. Action Dec. 9.

Case assignments

■ **San Francisco, Subscription TV proceeding:** KTSF-TV and KEMO-TV (Docs. 20633-4)—Acting Chief ALJ Lenore G. Ehrig designated herself to preside, set hearing for Feb. 24. Action Dec. 3.

■ **Centerville, Utah, AM-FM proceeding:** Davis Broadcasting Co. (KLAT-AM) and Lois I. Pingree, Executrix of Estate of Howard W. Pingree (KBBC-AM-KSTU-FM) (Docs. 20458-60)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James F. Tierney to serve as presiding judge, and scheduled hearing for March 2 in Salt Lake City. Action Dec. 10.

Procedural rulings

■ **Rochester, N.H., FM proceeding:** J. Sherwood Inc. and Stafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20618-9)—ALJ Byron E. Harrison scheduled hearing for June 8. Action Dec. 5.

■ **KGGM-TV** Albuquerque, N.M., **renewal proceeding:** New Mexico Broadcasting Co. (Doc. 20540)—ALJ Joseph Stirmer scheduled hearing for Feb. 11 in Albuquerque. Action Dec. 10.

■ **Monticello, N.Y., FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ David I. Kraushaar notified FCC of his withdrawal as presiding judge in this case. Action Dec. 8.

Dismissed

■ **Philadelphia, TV proceeding:** CBS Inc. (WCAU-TV Philadelphia) and First Delaware Valley Citizens Television, competing for ch. 10 (Docs. 20010-1)—

ALJ Thomas B. Fitzpatrick granted motion by Messrs. Michael S. Yaroschuk and Timothy J. Parsons for leave to withdraw as counsel of record for First Delaware in this proceeding; dismissed petition by First Delaware for leave to amend its application; granted motion by First Delaware and dismissed its application with prejudice; and retained application of CBS in hearing status. Action Dec. 8.

Joint agreement

■ **Pensacola, Fla., FM proceeding:** Perdido Broadcasting Co. and Barba Broadcasting Co., competing for 107.3 mhz (Docs. 20469-70)—ALJ Chester F. Naumowicz approved joint agreement by applicants; dismissed with prejudice application of Perdido Broadcasting and authorized reimbursement of Perdido in amount of \$15,000. Action Dec. 8.

Initial decision

■ **Kilgore, Tex., FM proceeding:** Radio Kilgore Inc. (Doc. 20342)—ALJ John H. Conlin granted application for new FM. Action Dec. 12.

Fines

■ **WDYX(AM)-WGO(FM)** Buford, Ga.—Broadcast Bureau ordered to forfeit \$1,500 for operating with excessive power. Action Dec. 8.

■ **WDGL(AM)** Douglasville, Ga.—Broadcast Bureau notified apparently liable for \$800 forfeiture for failing to make measurements and operating in excess of 105 percent of authorized power of 500 watts during critical hours. Action Dec. 4.

■ **WJTO** W. Bath, Me.—Broadcast Bureau notified of apparent liability for \$1,000 for failing to maintain actual ant. input PSA power within 90% and 105% limitations. Action Dec. 9.

■ **WDCS** Portland, Me.—Broadcast Bureau ordered to forfeit \$100 for failing to make required entries in log concerning daily tower light observations. Action Dec. 9.

■ **WDOW-FM** Dowagiac, Mich.—Broadcast Bureau ordered to forfeit \$500 for failing to maintain operating power as near as practicable to authorized power. Action Dec. 8.

■ **WKBN-TV** Youngstown, Ohio—Broadcast Bureau ordered to forfeit \$300 for failing to enter certain meter readings in log at commencement of operation on certain dates. Action Dec. 9.

■ **WAYB(AM)** Waynesboro, Va.—Broadcast Bureau ordered to forfeit \$1,100 for operating with power in excess of 105 percent of authorized power for having transmitting equipment operated by an unlicensed operator, and failing to log results of daily tower light observations. Action Dec. 4.

Allocation

Action

FCC took following action on **FM allocations:**

■ **Green Bay, Wis. (Doc. 20467)**—Broadcast Bureau assigned ch. 253 (98.5 mhz) to Green Bay in place of ch. 252A (98.3 mhz). It also modified license of WDUZ-AM-FM to specify operation on ch. 253 instead of 252A. The change resulted from a proposal by Green Bay Broadcasting, licensee of WDUZ-AM-FM Green Bay. Action Dec. 3.

Rulemaking

Petition

■ **Oakland, Calif.**—Committee for Open Media requests amendment of FCC's Rules and Regulations to provide additional time for filing comments on applications for certificates of compliance (RM-2621). Ann. Dec. 8.

Actions

■ FCC adopted rules requiring noncommercial, educational broadcasting stations who receive Federal financial assistance to retain, for a period of 60 days, audio recordings of programs in which issues of public importance are discussed. Copies of such recordings would be made available upon request to members of public (Doc. 19861). Action Dec. 10.

■ FCC has adopted policy on agreements between broadcasters and citizens' groups and has amended its rules to require such agreements be placed in licensees' public inspection files. Commission said that while it encouraged community dialogue, it neither encouraged nor discouraged broadcasters to move from informal discussion to formal agreement. It reminded licensees that they, and they alone, were responsible for determining how to serve public interest and could not delegate that responsibility even if they wished to do so. Commission said "citizens in a station's service area can make valuable contributions to broadcasting by communicating to a station licensee their perceptions of what the public interest requires. Licensees, for their part, have an obligation to seek out citizens' views, weigh them, and proposed programming and operating practices to serve the public interest." (Doc. 20495). Action Dec. 10.

Translators

Applications

■ **Hoopa Valley** Chamber of Commerce, Hoopa, Calif.—Seeks CP to change frequency from ch. 12 to ch. 11 (BPTTV-5452). Ann. Dec. 10.

■ **Hoopa Valley** Chamber of Commerce, Hoopa Valley, Calif.—Seeks to amend application from ch. 2 to ch. 9 (BPTTV-5453). Ann. Dec. 10.

■ **Martinsdale-Lennup TV** Association, Martinsdale and Lennup, Mont.—Seeks ch. 10 rebroadcasting KTVM Butte, Montana (BPTTV-5457). Ann. Dec. 11.

■ **Board of Cooperative Educational Services of Sole Supervisory, District-Delaware, Chenango, Madison and Otsego counties, Unadilla Center, N.Y.**—Seeks ch. 42 rebroadcasting Binghamton, N.Y. (BPTT-2941). Ann. Dec. 11.

■ **The Public Broadcasting Council of Central New York, Utica, New York**—Seeks ch. 33 rebroadcasting WCNY-TV Syracuse, N.Y. (BPTT-2940). Ann. Dec. 10.

■ **Oregon Broadcasting Co., Chiloquin, Ore.**—Seeks ch. 12 rebroadcasting KOTI-TV Klamath Falls, Ore. (BPTTV-5462). Ann. Dec. 12.

■ **Franson Peak Television** Association, Curlew and Malo, Wash.—Seeks to amend application from ch. 5 to ch. 3 (BPTTV-5450). Ann. Dec. 10.

■ **Shoshoni Television** Association, Shoshoni, Wyo.—Seeks ch. 13 rebroadcasting KTWQ-TV Casper, Wyo. (BPTTV-5459). Ann. Dec. 10.

Cable

Certification actions

■ **Lansing, Mich., Continental Cablevision** of Lansing—FCC granted certificate of compliance for new system to carry WILX-TV Onondaga, WJIM-TV Lansing, *WKAR-TV East Lansing, WJRT-TV Flint, WKZO-TV Kalamazoo, WOTV, *WGVC Grand Rapids, *WTVS, WKBD-TV Detroit, all Michigan, and CKLW-TV Windsor, Ont. FCC denied carriage of WNEM-TV Bay City, Mich., and also denied request by WEYI-TV Saginaw, Mich. for carriage. (CAC-0004-5, 1180-1, 4400). Action Dec. 3.

■ **Unincorporated areas of King county, Lake Forest Park and Medina, Wash.**—FCC granted certificates of compliance to Crystal Cablevision and United Community Antenna Systems (CAC-0004-5, 1180-1, 4400). Action Dec. 3.

Other actions

■ **Concord, Unincorporated area of San Mateo county, and South San Francisco, Calif.; Concord TV** Cable, County TV Cable, and Western TV Cable—FCC denied requests for waiver of mandatory signal carriage rules with respect to KDTV (Spanish) San Francisco. Action Dec. 9.

In contest

■ **Micco, Fla., Indian River Cablevision, Cable TV Proceeding**—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Joseph Stirmer to be presiding judge; set hearing for Feb. 23 (Doc. 20671). Action Dec. 4.

■ **Gridley, Kan., Coffey County Community TV Co., cease and desist proceeding**—ALJ Thomas B. Fitzpatrick ordered to cease and desist for not having certificate of compliance. Action Dec. 12.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

Help Wanted Management

Spuds are ripe, professional picker needed. Idaho beckons sales manager. Growth market. Contemporary. Personal ability to generate immediate billing essential. Create entire new sales staff. Good salary, exceptional incentive. Full resume. Box N-232, BROADCASTING.

Southeast Med. Mkt. Fulltime 5kw sales manager needed. Top adult format. Best commission plus override against draw. Lucrative. This is not an employment agency ad. Box N-242, BROADCASTING.

Personally bill \$100K plus first year? Expanding Florida group demands audacious GM/GSM. Must be aggressive, solid pro. Heavy sales. Full resume, performance history and compensation requirements first letter. Equity possible. An Equal Opportunity Employer. Box N-254, BROADCASTING.

Florida full time AM needs an RAB trained sales manager who is capable of becoming general manager in 6 months. Top rated modern country station and still growing. E.O.E. Send resume immediately to John W. Doran, Vice President, 2070 North Palafox, Pensacola, FL 32501.

Help Wanted Sales

We need two good people to fill out our expanding sales staff in the Northeast. Great opportunity to make decent money. \$12,000-\$17,000, and a chance for advancement within group. Self-starter with experience. Send resumes to Box N-110, BROADCASTING.

Opportunity to join sales staff of major station in Northern California. Must be experienced, have proven track record, able to work with agencies and to build with new direct business. Full company benefits. Equal Opportunity Employer. Send resume to: Box N-251, BROADCASTING.

Sales-announcer. Need salesperson who can sign on top medium market station and sell for balance of day. Needs to be able to do own copy and production. Excellent advancement opportunities. Southeast only. Reply to Box N-257, BROADCASTING.

Ski country small market station building fast and needs a salesperson. Unlimited potential, no competition. Commission and advancement opportunity. Drive and dedication more important than years experience. KBRR, 520 W. 6th, Leadville, CO 80461.

WGIG, WSBI-FM, Muzak. On the ocean in Brunswick, Ga., mid way between Jacksonville, Fla. and Savannah, Ga., needs one good salesperson, aggressive man or woman to sell, service, perhaps do some airwork and/or production. Airmail resume and tape, if you have one, to G.M., 801 Mansfield St. 31520. Job available Jan. 2.

Madison, WI. Excellent career opportunity for bright, young problem-solving salesperson on the way up, strong on creativity and campaign building. Six station group seeks person with management potential. Job opening result of promotion. Our people earn far more, city offers superior living. You'll have opportunity for management and equity. WISM, Madison, WI 53701. A Midwest Family Station. EOE.

Experienced radio salesperson, medium Colorado market, number one AM. Top 40 with FM coming in 90 days. Great opportunity, good list, must be organized and aggressive. Call Michael, 303-544-5646.

Help Wanted Announcers

Morning Person plus commercial production. Commercial experience required. Start here at \$7,500 to \$8,000. Send complete resume. Box N-229, BROADCASTING.

Announcer who would like to move into sales. Sign on and sell rest of the day. Must do own copy and production. Southeast only. Reply to Box N-258, BROADCASTING.

Experienced 1st ticket Top-40 for Disco-Soul KDKO Littleton (Denver) Colorado. Airmail tape etc. EOE. Box 418, Littleton 80120.

Country Personality jocks needed immediately by California central coast fulltime station. Requires first phone and two years experience with good production ability. Send tape and resume to Gary Michaels, KFYV, Box 220, Arroyo Grande, CA 93420. E.O.E./M.F.

Beautiful Alaska, We're splitting off our FM. Professional voice needed. Immediate opening. 5 day-40 hour week. \$1200 to start. Send tape and resume to Ken Flynn, KHAR, 3900 Seward Hwy, Anchorage, AK 99503. E.O.E.

Experienced morning announcer for 5000 watt AM in northern Michigan resort area. Permanent position, more pay for first phone. E.O.E. Tape and resume to Don Angelo, WIDG, Box 1, St. Ignace, MI 49781.

Pleasant medium size market needs bright, professional morning MOR personality. Excellent salary scale plus many fringes including profit sharing. Please send tape and resume to WLBR, Box 1270, Lebanon, PA 17042.

Want experienced morning DJ/annr for suburban NY gospel station. Mature voice. Tape/resume: WNYG, Route 109, Babylon, NY 11704.

Need Good MOR announcer, must have 3rd endorsed. Send tape & resume, WQIN, Jim Hepler, 316 Market, Lykens, PA 17048.

Immediate opening for up-tempo adult-oriented MOR personality with football/baseball play-by-play experience. Send tape/resume to Manager, WSER, Box 38, Elkton, MD 21921. EOE.

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.

Radio as a career? Willing to learn all facets of radio? Married persons preferred. First ticket required. If interested contact Doc DeVore, Broadcast Enterprises, Box 968, Powell, WY 82435. An Equal Opportunity Employer.

I am consulting a major radio station with an opening for a truly entertaining personality. If you measure up to this opportunity, rush tape and resume to: P.O. Box 205, Washington Depot, CT 06794. An Equal Opportunity Employer.

New York City Suburban: Requires MOR person with first class ticket. Excellent salary and opportunity. Send tape and resume to: Sound of America, Inc., 2711 Magnolia Road, Vineland, NJ 08360. EOE.

Help Wanted Technical

We are an FM/AM facility that prides itself on technical excellence. We are looking for an aggressive chief engineer with extensive experience in audio and FM/AM transmitter maintenance. Call KRAY Radio, Tulsa, 918-585-5555.

Wanted experienced Chief Engineer for AM, FM and SMC automation. Excellent opportunity. Good salary. Contact Bill Harrell, KVOZ-KOYE FM, Laredo, TX 512-723-4396.

Help Wanted News

Combination newperson/salesperson. Small New England market. Good living. Reasonable salary and benefits. Sales and news important. EOE. Box N-81, BROADCASTING.

Soundalike: Most all newspeople do. What makes you stand out in your market? We want a unique, dynamic, creative, witty, adult news director. We don't need journalistic degrees or beginners. We need a seasoned, one to one motivating communicator that will be heard and talked about. Stand above all others in our market and we'll pay for it. Resume. Box N-88, BROADCASTING.

Colorado AM with new FM coming seeks News Director to angle news block and supervise AM/FM News Department. Tapes and resumes to Jack R. Carter, KDZA, PO Box 93, Pueblo, CO 81002.

Dynamic radio news director for 5 KW station in Phila. market. Solid experience digging, writing and broadcasting local news. Excellent delivery and good voice essential. Good salary, fringe benefits. Send audition tape and resume to Manager, WCOJ, Coatesville, PA 19320. Equal Opportunity Employer.

News Director, WPHM, PO Box 247, Port Huron, MI.

Medium market AM-FM needs newperson with background in all facets of news. Tape, resume to News Director, WTRC, Box 699, Elkhart, IN 46514. EOE.

Creating new position in News Department. News oriented 5kw Contemporary. 3/4 news, 1/4 jock. Excellent move up for small market newperson. Some experience helpful. Tapes and resume to Larry Cohen, Box 800, Springfield, VT 05156.

News Director. Top salary for experienced, qualified, newperson. Must be capable of gathering, writing and delivering local news and directing 3-man team. Work with GM with 20 years news experience. Contact Robert Wheeler, PO Box 914, Joliet, IL 60431. 815-727-5176.

Help Wanted Programing, Production, Others

Radio Research. Creative, growth-minded individual needed to complement the expanding professional staff of the industry's leading supplier of qualitative research and consulting services. Responsibilities of position include questionnaire design, data analysis, and interpretation. Candidates must be willing to relocate; free to travel. Masters degree, research experience, and knowledge of radio mandatory. Salary commensurate with experience. For additional information, submit resume in confidence to Box N-74, BROADCASTING.

Producer-Director-Announcer for public station. Experience in radio production. Work includes instructional and general programing. Radio-Speech degree. Salary \$13,074 plus fringe benefits. Send resume and non-returnable tape to Tony A. DiCristofano, WBEZ, 228 North LaSalle St., Chicago, IL 60601.

Help Wanted. Program Director. Top rated true country station in Huntsville, Alabama looking for experienced Program Director with superior work record or mature person ready to move out of apprenticeship. Must be capable leader, understand human relations, establish confidence, know FCC rules and regulations, and to exercise the authority of a P.D. It is important that this person understand the demands and pressure of the whole job and thus effectively packages our commodity. Salary depends on qualifications. We offer permanency. Send resume and tape to W.H. Pollard Jr., WBHP Radio, PO Box 547, Huntsville, AL 35804.

Help Wanted Programing, Production, Others Continued

Exceptional Program Director opportunity requires exceptional person. Must meet these requirements: at least 5 years in radio; only 2 jobs last 5 years; college degree; general management career goals; desire to work in medium markets. Chance to join management team of one of broadcasting's most successful growth companies. Send tape and resume to John Gorby, Ron Curtis & Company, 5725 East River Road, Chicago, IL 60631. All replies answered.

Situations Wanted Management

Operations Manager, PD, country AM and automated contemporary FM doing over million annually. Programming pro, bottom-line, sales oriented. Thirteen years experience. Seeking substantial position, AM or FM with good potential. Box N-231, BROADCASTING.

Situations Wanted Sales

I don't hunt, fish, watch football or do floors. I do deliver strong sales appeal and selling copy. Let's compare advantages. Box N-208, BROADCASTING.

Your next proven salesman is ready to start his career at your small market station. College graduate with extensive training from strong radio-tv department wants to fill your sales need for an aggressive, young sales "go-getter." Willing to relocate. And eager to prove worth to station. Box N-234, BROADCASTING.

Situations Wanted Announcers

DJ, 3rd phone, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

Production Director in 100,000 market seeks larger market or management position in same or smaller market. B.S. 5 years experience. Box N-58, BROADCASTING.

Top-rated morning man in competitive small market, looking for good small to medium market station. Any format considered. 3 years experience. If willing to accept developing voice for pleasant personality, write Box N-113, BROADCASTING.

Young D.J.-Announcer, seeking break, 3rd phone. Anywhere. Know music. Dedicated worker. Joe Sarica, 201-862-1258. Box N-118, BROADCASTING.

First break. That's right, looking for my first break on the long road to stardom. 1st phone. College, married, and of course, will go anywhere. Box N-201, BROADCASTING.

3 years experience. Includes MD, news, production. MOR, EZ, 29, single with BS. Prefer Penna. and surrounding states. Box N-216, BROADCASTING.

Basketball play-by-play. One of the best Radio or TV. Box N-223, BROADCASTING.

Vermont small market, my loving home since '74. Married pro with family will move to Northeast medium market. MOR needs? Let's talk a lengthy relationship. Box N-236, BROADCASTING.

MOR, old pro, first phone, currently employed, family. Prefer afternoons, evenings. \$200.00. Box N-246, BROADCASTING.

Looking for talent/flexible production? I'm your man! As a highly motivated and hard working announcer, my knowledge and experience can be an asset to your station. Have worked both U.S. and Canada. Box N-249, BROADCASTING.

Communicator with first seeks position at medium market MOR operation. Prefer Virginia or North Carolina. 717-264-9692 or Box N-260, BROADCASTING.

Seek P.D. or announcer position at New England station. Experience, first phone. 617-892-9529.

Situations Wanted Announcers Continued

Morning entertainer, programmer. Top fifty market veteran. Personality MOR, C&W only. 804-233-3462.

5 yrs. ex. announcer, professional sound, creative, top production, responsible. Rock station preferred, good mkt. Keith Dodd, 1-501-767-2994. Rt 1, Box 111, Pearcy, AR 71964.

Broadcast school grad wants work on (FM) Sat & Sun in New Jersey area only. 3rd end. Area code 319-391-0072. 2-5 PM, ask for Joe.

Air Personality seeking contemporary Top 40 format. Young, single, third endorsed. 2½ years experience. 1-904-255-6950.

Sports/Talk, play-by-play. A real pro with plenty of experience. Prefer California, but will relocate anywhere else for right offer. Call Neil Rogers, 305-968-2855.

First, four years experience, Top 40, adult contemporary, married. Midwest desired. No small markets. Mark 516-727-7545.

DJ, 25, 3rd, seeking live shift in Calif. Frank Shine-man, Box 1179, Douglas, AZ 85607. 602-364-3485.

MOR DJ, and PBP desires small station. Have 3rd phone. No experience. Contact Ray DeLuna at 219-884-2981.

Young DeeJay, news, excellent voice, third. Chuck Hunt, 743A Bonair Way, La Jolla, CA 92037. 714-459-5304.

3 yrs experience: morning announcer, sales, news. Willing to relocate. John Tobias, R.R. 1, Sherman, IL 62684.

Not just another pretty face. Announcer willing to do it your way. Experienced. 215-256-6330.

7 years experience with first phone, mature voice, involved as music director. Prefer rocker in West. For tape & resume, call 702-648-6266 or 702-648-1832.

Available January 15th. 10 years experience Top 10 major market. 1st phone, strong news and production, runs tight jock board. Prefer night. New York, Boston, L.A., Frisco area only. Roy Cheverie 703-362-9921.

Florida, college educated, single, 2 yrs. experience, contemporary, uptempo. 3rd endorsed. Norm 305-721-0582.

Situations Wanted Technical

Chief Engineer, experienced in AM-FM, Stereo, SCA, Automation, solid state logic. FCC regulations, problems and applications. Excellent references. Call 1-804-237-5011 after 6:00 P.M.

Chief Engineer available. Interests: Service FM multiplexers; create music distribution taping business. Anywhere warm, worldwide. 305-428-3161.

Situations Wanted News

Director-News-Public Affairs: Peabody Award, Ohio State, SDX, Abe Lincoln, American Medical Association, RTNDA, Freedoms Foundation, Associated Press, Presidential Commendation, ABA Gavel, and fifty others for the best hard news, public service, public affairs programing in the United States. Box N-114, BROADCASTING.

News Director with outstanding credentials! Eleven years in all market sizes. If you want a take-charge individual with a strong air sound, excellent news judgment and extensive administration experience for your medium or metro market, please contact me by writing to Box N-218, BROADCASTING.

Heavy news and programing background. Want major-medium market news director or operations manager challenge. 1st phone. 20 years experience. Box N-227, BROADCASTING.

Situations Wanted News Continued

Young, aggressive pro, currently in Orange County, seeks new challenge in Los Angeles market. Broadcast or print. Box N-238, BROADCASTING.

Multi-talented newsman. Top investigative, write, produce, air, lively interviews and documentaries a specialty. Can double as talk host. Dedicated, dependable, 3rd endorsed, 5 years experience. Will relocate. Ed Isenberg, 4915 Tyrone Ave., Sherman Oaks, CA 91423. 213-788-2094.

Newsman-Editor, 4 years experience. No small markets. Douglas Nagy 313-534-0251.

Situations Wanted Programing, Production, Others

Major market country jock/PD, No. 1 ratings. Experience, all formats. Want jock or PD position. All markets considered. Box N-101, BROADCASTING.

Aggressive young black seeks programing position. Has successfully programmed first medium market station, seeks greater challenge. Only serious inquiries, I want stability! Box N-112, BROADCASTING.

Public Affairs Director/production whiz with 4 yrs at group owned metro New York City seeks to relocate. Money is secondary to an exciting opportunity at the right station. All markets considered. The development of a positive approach toward community affairs will build the station's identity, and boost ratings! I've got excellent production skills and can work closely with your announcers and salesmen to produce creative spots for current and potential accounts. College degree: B.S. Marketing/Management. Tape & resume will be mailed same day. Ed Solomon, PO Box 3, Woodbury, NY 11797. 516-367-4968.

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 experience. All replies confidential. An Equal Opportunity Employer. Send resume to Box M-199, BROADCASTING.

Help Wanted Sales

Time to move ahead? Group owned station in Top 60 markets has immediate opening for successful television salesperson. Must be aggressive and knowledgeable to sell in a competitive situation. An Equal Opportunity Employer. Reply Box N-204, BROADCASTING.

Television Sales. We are looking for a "blue-chip" broadcast person, one to fill a vacancy created by the promotion of a top producer. If you feel you have reached your potential where you are, if you want to join an innovative, aggressive, enthusiastic sales and sales management team, send complete confidential resume with earnings record to Don Meineke, General Sales Manager, WLWD/TV 2, 4590 Avco Drive, Dayton, OH 45401. An Equal Opportunity Employer M/F.

Help Wanted Technical

Videotape Editor: Major market teleproduction facility needs top notch videotape editor. Should be experienced in Editec I. Salary commensurate with experience. Box N-104, BROADCASTING.

Chief Engineer for Group owned, network VHF in Northeast. Strong on administration, heavy technical. Send complete resume with salary req. first reply. EOE. Box N-107, BROADCASTING.

Help Wanted Technical Continued

TV market 75-100 looking for chief engineer. This individual must be a leader who can instill pride in his employees. Technical knowledge of cameras, VTR's, film chains, etc., required. Salary \$14,000 to start. Write Box N-259, BROADCASTING.

Television Technician. For PBS station in Texas. Must have experience in television studio operations and maintenance, and hold a second class FCC license. 40 hour week. Salary \$9,768 starting. EOE-AEE. Contact: John Gray, KAMU-TV, Texas A&M University, College Station, TX 77843.

Attention Chief Engineers: We need to add five people of your caliber to our expanding engineering staff. Are you tired of a 7 day week, 24 hour day? Would you like to get that monkey off your back? If you are under 40 with 7 years experience in studio and transmitter supervision and maintenance, and would like to work 5 days a week, 7 hours a day for a damn good salary, send resume to Robert A. Gay, Director of Engineering, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

Start New year with new job in beautiful Idaho. Top Idaho wages for right videotape technician. Call collect 208-467-3422.

Ready to move up to chief engineer? The person we seek has a strong maintenance background in transmitters, VTRs and microwave. Ability, attitude and leadership qualities are more important than age. Opportunity in Northeast for top engineering position with group owned U. Starting salary 10K to 13K, if you're our person call H. Broome at 315-797-5220.

Help Wanted News

Fifties market station looking for experienced anchor, sports director and weather person. Send resume to Box N-221, BROADCASTING.

Managing Editor. Top news station in midwest market seeks person to run day-to-day news operation. Will function in capacity of Assistant News Director and Executive Producer. Must have solid background in news production, knowledge of ENG, and desire to become News Director. An Equal Opportunity Employer. Send resume and salary requirements to Box N-244, BROADCASTING.

Assignment Editor. Top 60 market has excellent spot for experienced and creative person with ideas on story development. Position holds strong promotion possibilities into upper station management. An Equal Opportunity Employer. Send resume and salary requirements to Box N-245, BROADCASTING.

Sports Anchor. Number one rated CBS affiliate in Jacksonville, Florida looking for experienced on-air personality to anchor Monday through Friday early and late sports. Send resume and tape (cassette preferred) to Ernie Mastrianni, News Director, WJXT-TV, Box 5270, Jacksonville, FL 32207.

TV Weather Reporter/Announcer. Need person to do weather and related features. Interested only in go-getters. Send audition, resume and salary requirements to Jim Abbott, WTVW, Box 3789, Evansville, IN 47736. EOE.

Boise ABC affiliate seeks experienced man and woman to write, produce and anchor news/talk show. Contact News Director, 208-336-0500. No collect calls.

Help Wanted Programing, Production, Others

Creative Art Director. Major SE Mkt. Must be innovative, experienced in television art forms. Send resume and salary requirements to Box N-79, BROADCASTING.

Art Director, for Top 10 market. Responsible for all station and commercial graphics. Professional and inspired. Box N-206, BROADCASTING.

Help Wanted Programing, Production, Others Continued

Producer/Anchor. Must be able to take aggressive news team over the top. Produce and present fast-paced visual newscast. Salary open. Equal Opportunity Employer. Tapes and resumes to Dick Wait, News Director, KTIV-TV, PO Box 87, Sioux City, IA 51103.

Producer-Director: 3 years experience, degree or equivalent experience. Available January 5, 1976. Salary, \$12,000 annually. Reply to: Production/Engineering Manager, Auburn Television, Auburn University, Auburn, AL 36830. Auburn University is an Equal Opportunity Employer.

Position: Assistant Director. Responsibilities: 1. Formulating, evaluating and reviewing policies concerning radio and television program production. 2. Representing the broadcast stations (radio and TV) in conferences and meetings concerned with program production goals. 3. Establishing and administering the organizational and personnel policies of radio and TV program/production areas. 4. Maintaining financial control and administering program/production budget. Qualifications: 1. Experience and knowledge of TV and radio production and programming. 2. Previous administration and supervisory experience. 3. Business experience in cost control and projections. 4. Experience and background in instructional programming and production. Salary Range: \$16,000 to \$20,000. Available: February 1, 1976. Forward resume to Steve Torsell, Assistant to the Director, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210.

Situations Wanted Management

Nationally known television executive. Background in sales, production, marketing. Seeks position as station manager or sales manager. Superb record, impeccable references. Box N-241, BROADCASTING.

Top billing medium market salesman wants move into management or take over good list with opportunity for management. Young, married, four years experience. Prefer Midwest Group but will consider all offers. Box N-243, BROADCASTING.

Situations Wanted Announcers

First phone with xmitter experience looking for station under construction. East or South. Martin. 707 West Fifth Ave., No. 203, Spokane, WA 99204.

Situations Wanted News

Serious Journalist seeks producer-writer-editor-reporter position with information oriented news or documentary unit. Newspaper and wire service experience with extensive television knowledge. College graduate, 28, excellent references. 816-436-1666 or Box N-68, BROADCASTING.

Reporter-lawyer. Strong beat coverage. 3 years television experience in medium market; wants to move up. Box N-99, BROADCASTING.

Weatherman doing number one show in 28th market desires a move up to a progressive station. Exceptional presentation, appearance, and delivery. Box N-100, BROADCASTING.

Four years experience in small newsrooms. Veteran, discharge in January, seeking return to broadcasting. Widely traveled, mature, responsible, tireless. Will relocate anywhere. Box N-105, BROADCASTING.

Reporter. 32, now in top 5 market. Seeks greater opportunity. 13 years in radio-TV. Extraordinary credentials. Box N-108, BROADCASTING.

Experienced female reporter-photographer seeks new opportunity as reporter, producer, anchor or combination. Box N-225, BROADCASTING.

Situations Wanted News Continued

Experienced sources claim that a choice anchor/reporter/producer position can't be located thru this column. But I check sources, and that's just one reason I may be helpful in your shop. Also aggressive, perceptive, active in community and genuinely interested in viewers, collectively and individually. Box N-253, BROADCASTING.

Major market radio newsmen. Top reporter at number one station wants to move into TV reporter or producer spot. Background in politics, economics. Box N-256, BROADCASTING.

Recent college grad wants news job. Dedicated worker. Contact Bert DeVeau, 221 W. High St., Hicksville, OH 43526. Phone: 419-542-7220.

Need a reliable, experienced man now? One who can bridge the gap successfully, with both viewer appeal and good journalism? Three years in television at anchor position, investigative and documentary. Working on M.A. Consider all offers, furnish audition print. Gary at 512-672-3061 after eight central.

News Commentator, sales, producer-director. Ambitious, black degreed broadcaster eagerly seeking career. Thoroughly trained, relocate anywhere. Warren Jones, 1225 El Centro, No. 335, Hollywood, CA 90038.

Mature, young communicator seeking position as small or medium market reporter. College graduate, black male. Currently employed St. Louis NBC affiliate with news and interview experience. 7½ years experience. Former news director. Cassette and resume ready. Michael Powell, 7288 San Diego, St. Louis 63121.

Situations Wanted Programing, Production, Others

Producer-Director. Degree, 3 yrs. experience videotape and all phases double-system film. Strong background commercials and docs. Awards. Box N-255, BROADCASTING.

BUY—SELL—TRADE

Video jukebox programmer, Systamatics VBJ12-1, like new. Channel 2 Cablevision, Box 1, Oxford, MS 38655. Phone 601-234-3300. Ed Meek.

WANTED TO BUY EQUIPMENT

Wanted: Used RCA TTU-30 UHF transmitter tunable to Ch. 50 preferred. R. Moffett. KOCE-TV, 15744 Golden West St., Huntington Beach, CA 92647.

We need used 250, 50, 1 KW, 10KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp. 1314 Iturbide St., Laredo, TX 78040.

Wanted. Used IVC 870 and 825 recorders. Send price, age and condition to Recorders, PO Box 2751, Orlando, FL 32802.

Wanted eight bay Collins horizontal antenna, etc.. 608-244-2847 days, 608-244-2882 nights.

FOR SALE EQUIPMENT

New CBS stereo Audimax 4450A Volumax 4110, used CBS mono 440, 444, Patomac AM-19 two tower antenna monitor. Call Larry Waggoner, KEYN, 316-722-0018.

Complete Gates automation system. 3 Scully decks, 2 carousels with random select, time announce, 3 cartridge machines and digital logger. All sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

For Sale. SMC Stereo automation system, 6 carousels, 6 fixed carts, net joiner, plain language logger and spare, 1 Scully, 1 Revox, DP-1 digital programmer and time announce. Presently using country format, asking \$20,000. WOMA, Tallahassee, FL 32302. Ph. 904-222-1270.

For Sale Equipment Continued

Gates FM-5H3. 5 kw FM transmitter with solid state exciter just replaced by larger transmitter. \$10,500 cash uncrated. WSMI-FM, Litchfield, IL 62056.

Complete Schafer 902 Automation Unit, two carousels, 4 revox recorders. Mint condition. George M. Trout, WZIX-AM, 13 S. Beaver St., York, PA 17401. 717-846-8875.

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 truck 1969 Ford 700 Cab over. 24 ft. van body with Tandem rear. Insulated with paneled interior. 9 ton air conditioner, 35 kilowatt generator, Lift gate. Call EUE Video Production 212-867-4030.

Hellax-styrolflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

Used broadcast and recording equipment, audio and video. Write or phone for free list. Television Enterprises, 2583 Caladium Drive, Atlanta, GA 30345. 404-939-1549.

ENG editing package. 1 new TRI-EAS editor with 1 IVC 870C and 1 IVC 825C (VTR's used, but with new head and new machine warranty). Complete package \$10,000. All items available separately or as a package. J.D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801. 305-843-8982.

Super editing package, featuring 1 IVC 960, 1 IVC 900, 1 TRI-EAS editor, and 1 Microtime Time Base Corrector. Complete package \$26,000. VTR's are used but completely reconditioned with new scanners and heads. Microtime TBC used, TRI editor new. J.D. Ivey Corporation, 617 West Central Blvd., Orlando, FL 32801. 305-843-8982.

Video Patch Panels. Trompeter, 48 patches on each panel. New over \$400.00. Used \$200.00. New condition. 12 available. J.D. Ivey Corporation, 617 W. Central Blvd., Orlando, FL 32801. 305-843-8982.

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Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

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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.

TV Mobile Unit. 40 ft. trailer complete with eight PC-100 Norelco color cameras (tri-ax & digital), one Ampex VR-1200B video tape machine, one Ampex HS-100 slo-mo disc unit, Conrac monitors, Electro Dyne audio console, and more. Twin air-conditioners. Tractor. Will sell in any configuration or equipment individually. Write: Television Enterprises, 2583 Caladium Drive, Atlanta, GA 30345. Telephone 404-939-1549.

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1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA apv'd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Television News, engineering, production, taught by outstanding professionals utilizing superb facilities within a college degree program. Write Columbia College, Department B, 925 North La Brea Avenue, Hollywood, CA 90038.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: Jan. 5, Feb. 16, Mar. 29. REI, 61 N. Pineapple, Sarasota, FL 33577. Phone 813-955-6922. REI, 2402 Tidewater Trail, Fredericksburg, VA 22401. Phone 703-373-1441.

Instruction Continued

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-dj.-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.)

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TWO SALES REPRESENTATIVES SYNDICATED RADIO FEATURES AND PROGRAMS

We need two sales representatives to live and work in our Northeast and Southeast territorial areas, preferably people now living in these areas. We want self-starting individuals, capable of working independently and aggressively. We produce and market the widest selection of top-quality syndicated radio features and programs available. Excellent opportunity for earnings of \$15,000 to \$20,000 plus per year, also a per diem expense allowance. Requires 4-5 days travel per week. Must have car. Broadcast experience preferred. Send complete resume to President, Box N-250, BROADCASTING.

Help Wanted Announcers

CAN YOU THINK & TALK?

Talk show host wanted with program management possibilities. Knowledgeable, well read, glib, opinionated. Third class ticket a must, programming and news background helpful. An Equal Opportunity Employer. Resume and salary to Box N-248, BROADCASTING.

You belong in
Broadcasting
The newsworld of broadcasting and allied arts

Help Wanted Technical

CHIEF ENGINEER for Mid-West AM-FM station. 4 tower directional AM. 20 kw FM. Night time duties with a combo air shift. Good pay, good fringe, good company, good country. State tech. qualifications with resume. Box N-247, BROADCASTING.

Situations Wanted News

I CAN GATHER, EDIT, organize and broadcast interesting newscasts, 3rd phone, B.A. degree, excellent references, medium/large radio market. Box N-228, BROADCASTING.

Situations Wanted Programming, Production, Others

**MAJOR MARKET COUNTRY
OR AC P.D.
30K or let's not
waste each others time.**
Box N-226, BROADCASTING.

BLACK PROGRAMER. Successful background in all phases of radio, major and medium markets. Complete knowledge of FCC regulations. Age 30. Twelve years experience. Excellent administrator. Creative, top production. Have developed three different proven successful formats. Looking for position that could lead to GM. Box N-240, BROADCASTING.

I LEFT RADIO for the summer and it's been murder getting back in. Looking for position as PD, Med-Large Mkt. or AirTalent, Large-Major Mkt, A/C or Uptempo MOR. I have the credentials including PD at two successful Top-50 stations. 30 yrs. old, 8 years full-time in the business. Call or write: John Kramer, 1557 Beechcliff Dr., N.E., Atlanta, Ga., 30328. 404-634-1449.

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Independent in Top 10 market needs best General Sales Manager in country. Responsible for local and national sales, \$50,000 income. Replies confidential. Box N-205, BROADCASTING.

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TV NEWS EXECUTIVE

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WHAT IS A PUBLICITY DIRECTOR?

If you have the right answer, briefly stated, we may have the right job for you. This is an exceptional opportunity for a medium market promotion or publicity director to move up. Two years minimum experience in radio or television a must. Salary commensurate with experience. Contact Ivan Ladizinsky, KTVU - Ch. 2, No. 1 Jack London Square, Oakland, Calif. 94607 (415) 834-2000.

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For Sale Stations

EVERYTHING YOU EVER WANTED IN A RADIO STATION

- ... one of the lowest frequencies in America.
- ... 5,000 watts fulltime
- ... best signal in the market
- ... number one 18-49 in ARB
- ... valuable real estate
- ... good profitability
- ... more than 50 years of service
- ... metro more than 250,000
- ... beautiful midwest location

Write to owner for unique reason we're selling
this beauty ... Box N-214, BROADCASTING.

Producer-Director. Group Broadcaster has an opening for self-motivated producer-director. Must have college education and a minimum of 2-3 years of commercial directing experience. Must know and have a high degree of skill in film, tape, live and post-production. Apply to: Mr. Harry Francis, Vice-President Operations, Meredith Broadcasting, 747 Third Avenue, New York, N.Y. 10017. An Equal Opportunity Employer.

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Looking For A Job?**
Mail Us Your Resume Now!
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& Company, Inc.
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Suite 104
West Palm Beach, Florida 33406
305-967-8838

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AUTOMATION EQUIPMENT SACRIFICE

Complete Sparta system,
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4 Metro-tech reel-to-reel
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Excellent condition, must
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Any reasonable offer considered.
Address replies to Box N-239,
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RADIO AUDIENCE SURVEYS from \$269

- INCREASE SALES REVENUE
- ACHIEVE GREATER RESPECT AT THE AGENCY LEVEL
- INCREASE STATION PRESTIGE AMONG EMPLOYEES

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CENTRAL OR EASTERN STATES
EXPERIENCED BROADCASTERS-
QUALIFIED BUYERS.**

BOX N-230, BROADCASTING.

You belong in

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The newsworthy of broadcasting and allied arts

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W. Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

Rates, classified listings ads:
—Help Wanted. 50c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted. 40c per word—\$5.00 weekly minimum.

—All other classifications. 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale. Wanted to Buy Stations. Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Tenn	small	daytime	\$138K	Terms
Fla	small	fulltime	200K	29%
S.E.	metro	fulltime	450K	terms
N.Y.	sub	AM/FM	2.4KK	SOLD
S.W.	major	FM	2.2KK	terms



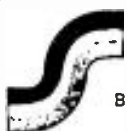
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Washington, D.C. 20036
202-223-1553

Profile

James Greenwald: a hit at Katz, with a bullet

Jim Greenwald confesses today that he was an "out-of-left-field" candidate when he applied late in 1955 for a salesman's job with Katz Radio.

Left field was Tin Pan Alley, where he had spent a couple years trying to make it as a lyricist. Mixed in with that experience, at age 28, were a college degree (he attended four schools before receiving that), brief stints as a salesman for a plastics manufacturer and a promotion-merchandising firm.

Two weeks from today, on Jan. 5, this most-unlikely-to-succeed man will celebrate his 20th anniversary with The Katz Agency and will head toward the completion of his first year as president and chief executive officer of one of the leading television and radio representative firms.

Mr. Greenwald says he almost didn't get the Katz job in the first place—he was turned down on the final round of interviews and had decided to accept a sales post with a plate-glass manufacturer. "But the man who got the job flunked the physical all Katz applicants had to take," he says, "and I was offered the job."

James Lewis Greenwald was born in New York. His father was a successful lingerie sales executive, but the younger Greenwald was not pushed toward sales by his family because, he says, his parents felt the field lacked prestige. But he had no hankering for such prestige professions as medicine or the law. He wanted to write musical lyrics.

He minored in music at Columbia University in New York, the last of the four schools at which he studied. There, he wrote lyrics for some of the college shows and "dreamed of becoming another Richard Rogers, Lorenz Hart or Oscar Hammerstein—who all went to Columbia."

He teamed up with a composer and supplied the lyrics for music used in night club acts. "We had no hits," he says, "but I used to create catchy titles. One I remember was, 'The Ultra Rich Got the Itch To Be You.'"

Two years of songs like that and his mother was prodding him to get a "regular" job. He went with the plastics firm in 1951 as a sales trainee, back into the Army during the Korean War and then to work for the merchandising company before signing on with Katz early in 1956.

He was captivated by radio from the beginning.

"It seemed so glamorous and exciting to someone who had come from a product business," he says. "Here we were selling ideas and services. It was sort of like show business—and I'd say that many of us in



James Lewis Greenwald—president and chief executive officer, The Katz Agency Inc., New York; b. New York City, April 2, 1927; Hamilton College, Clinton, N.Y., 1944-45 (under U.S. Army A-12 program); Villanova College, Villanova, Pa., 1945-46; Olivet College, Olivet, Mich., 1946-47; Columbia College, 1947-49, receiving B.A. in psychology; lyricist for night club acts and off-Broadway musicals, 1949-51; sales trainee and salesman, Plastics Division, United Merchants & Manufacturers Inc., New York, 1951-52; sergeant, Medical Corps, U.S. Army 1952-53, director of sales and advertising of Product Promotions and Merchandising Inc., New York, 1953-55; account executive, Katz Radio, 1956-63; served Katz Radio as assistant sales manager, 1963-65; sales manager, 1965-66; VP and head of division, 1966-70; president of division, 1970-74; executive VP of The Katz Agency, 1974-75; president and chief executive officer since May 1975; m. Patricia Braunstein, 1960; one child—Thomas, 11.

broadcasting are hams at heart."

This ham at heart, during his early days at Katz, used to write out his availabilities as poems. His first sale, a lyrical delight, was for Staze dentures on WTAE(AM) Pittsburgh. The spot ran in tandem with one for "Dr. Bloom, the Credit Dentist."

Mr. Greenwald worked hard at learning his job, though "it didn't seem like work." His devotion and enthusiasm did not escape the attention of his superiors at Katz. Though his rise at the rep was not meteoric, it was steadily upward. By 1963 he was assistant sales manager, in 1965 sales manager, in 1966 vice president and

head of the radio division and a director of the company. In 1970, he was elected president of Katz Radio. In 1974, his responsibilities were broadened beyond radio when he was named executive vice president of The Katz Agency and moved into the television arena for the first time. He was elected president of Katz in May of this year.

As chief executive of Katz, he oversees the activities of about 400 employees located in a dozen cities. In addition to representing stations, Katz is involved in other operations through its subsidiaries—Media Payment Corp., a billing, payment and credit clearing organization for about 240 stations; In Sight Market, a sales representative for advertising at sports stadiums and convention centers, and Selectavision, a cable TV company.

He labels 1975 a "sensational" year for Katz. And "I think 1976 will be an even better year than 1975," he predicts. After a moment's pause, he adds, "I think if you take a positive attitude, things tend to turn out that way."

He is also optimistic about the future of the representative business. He believes that sales personnel today are more knowledgeable and sophisticated than they were 20 years ago. But this ex-lyricist, ex-plastics salesman thinks that the reps should look elsewhere besides the agency media types to fill the sales ranks. "There's no reason we can't find talent in other sales service businesses, such as insurance and securities—any industry, in fact, that deals in intangibles."

Mr. Greenwald is a tall, athletically built man of 48, who exudes enthusiasm, warmth and energy. He is also an engaging conversationalist with a highly developed sense of humor who gives the impression of not taking himself or his position too seriously.

But his lighthearted manner obscures his dedication to hard work. He puts in 11 hours at the office, then often carries on more business with clients at dinner. For relaxation from his strenuous days, he is an avid tennis/squash player at the City Athletic Club and is ranked among the top squash players on the East Coast. He lives at Park Avenue and East 74th Street in Manhattan, not more than three blocks from where he was born and picks up more exercise walking the 37 blocks to his office in the morning.

He is also an avid traveler. Accompanying him on many of his trips are his wife, Patricia, herself a senior vice president and research director of the de Garmo Inc. agency, and his son, Thomas.

And of course, he still pens the occasional song. "If I weren't in the broadcast business," he says, "I'd want to be a songwriter."

Editorials

Wrong target

The Department of Justice last week urged the FCC to get going on proposals to drop 88 short-spaced VHF stations into 51 markets, as a means of increasing competition in television. Never mind such bothersome technical questions as whether the new stations would fit without serious interference. Justice wants the stations dropped in to cut the awful profits of the existing VHF properties.

Once again Justice is looking at FCC affairs through the tunnel vision of antitrust. It airily dismisses the serious technical criticisms that have been made of the Office of Telecommunications Policy's study that led to the drop-in inquiry ("we defer to OTP's generally recognized frequency management expertise," Justice explains). The drop-ins are justified solely on economic grounds.

It doesn't require a Justice Department analysis to point out that in many markets VHF stations have profited handsomely and that their earnings would probably be diminished if more VHF competition came in. Those points, however, are irrelevant to the current proceeding.

At issue here is not the peril to station profits but the peril to public service that the drop-in plan may present. By OTP's own calculations, interference (meaning some loss of television service to the existing audience) is inherent in its scheme. That interference takes on disastrous proportions in the painstaking, computerized analysis that the Association of Maximum Service Telecasters has submitted (BROADCASTING, Dec. 15). It is shown to be probably intolerable in that and other filings presented to the FCC last week.

Granted, those pleadings come from broadcast organizations whose profits are at stake. But they add up to a powerful case against the OTP's engineering. The Justice filing, on the other hand, contributes nothing to the dialogue.

The Justice intercession in the drop-in case is the sort of thing it and the Federal Trade Commission would be required to do if an act introduced by Senators Philip Hart (D-Mich.) and Edward Kennedy (D-Mass.) became law. As reported in this magazine's past two issues, the Hart-Kennedy Competition Improvement Act would assign Justice and the FTC to oversee the actions of all regulatory agencies, with a view toward implementing antitrust policy.

Justice and the FTC would be empowered to litigate before the FCC and take it to court if its actions were contrary to the other agencies' wishes. If the Hart-Kennedy bill were now law, Justice's economic argument in the drop-in case could very well take precedence over the real issue. In such conditions Justice might prevail, but not justice.

NAB-AM-FM-TV

The National Association of Broadcasters is showing signs of weathering its identity crisis. In response to protests from radio members who have been feeling overpowered by television interests, the association has adopted a dual personality, at least for its annual convention.

As reported here a week ago and in more detail in this issue, it will be NAB/Radio and NAB/TV in Chicago next March 21-24, a two-ring circus under the same big tent. If it goes as planned, the radio-only movements that have recently been gaining momentum will die in their tracks.

There is much to be said for the preservation of the NAB's annual convention as a central gathering point for the whole of broadcast management, in radio and television. The convention's

function as a trade show, valuable to sellers and shoppers alike, would be diminished if radio and television meetings were separately held. Its function as an idea exchange will probably benefit from the enlargement of the program to include events of specialized interest.

A redesigned convention will not, however, answer all the questions that have been raised about the year-around representation of radio and television in trade association affairs. Nor is it merely a problem of satisfying the general interests of radio or of television; all the disparate interests within both media must also be served.

Somehow a way must be found to create a broadcaster federation that can act on behalf of the wholes and the parts of television and radio, as the occasion requires, except when the parts are in conflict with one another. Come to think of it, the separation of radio and television programs at the NAB's annual convention could be the first big step in that direction.

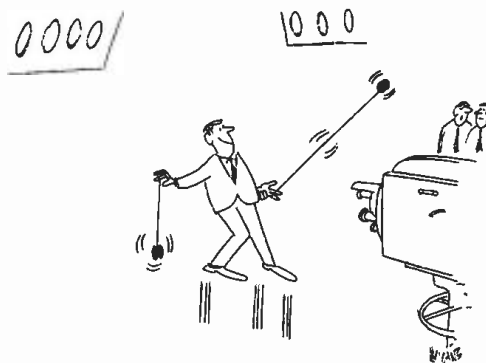
Codes

In light of all the tumult about ethics in journalism, print as well as broadcast, the American Society of Newspaper Editors has taken a second look at what for 52 years it had called its Code of Ethics or Canons of Journalism.

It now has adopted a new "Statement of Principles" to supplant the code, but, except for a few simple differences in language, it is unchanged from the earlier creed. It outlines basic standards of responsibility, independence, sincerity, truthfulness, impartiality, decency and fair play. It has six articles, contained in 14 paragraphs for an aggregate of about 500 words.

This is the ASNE counterpart of the codes of the National Association of Broadcasters. The NAB television code contains 21 articles, plus interpretations, covering about 200 paragraphs which, in six-point type, take up four pages in the BROADCASTING YEARBOOK. The radio code has 20 separate headings, to the extent of about 100 paragraphs, covering two six-point-type pages in the YEARBOOK.

And, as just about every person in the civilized world seems to know, broadcasters have inflicted upon themselves program and advertising standards going beyond those of any other medium of communication—by failure to protect their First Amendment turf. And they have succeeded in accomplishing this in about a half century, while newspapers have held their First Amendment ground for nearly 200 years.



Drawn for BROADCASTING by Al Johns

"Frankly, I wish we'd never heard of family-viewing time."



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Joe Esser

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Jay Rubin

Dan Rudy

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Harry Stevens

Betty Tashoff (ret)

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**WGN Television?
It's my family's station.
There are so many
different kinds of
programs...but they
always seem to have
something that
someone in the family
wants to watch.**

Television 9  is Chicago

A WGN Continental Group Station