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Broadcasting Jan 12

The newswEEKly of broadcasting and allied arts

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For complete information contact your local Petry Office, or call KSTP-TV's Jim Blake or Dave Garvin at (612) 645-2724. *Source: Arbitron, Minneapolis-St. Paul, Nov. 1975; Nielsen, Minneapolis-St. Paul, Nov. 1975. 7-day program audience averages. TSA. Estimates subject to limitations of said reports.

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Canada: 678 Belmont Avenue West, Suite 103, Kitchener, Ontario, Canada N2N-1N6, Telephone 519-745-9445

Broadcasting Jan 12

TV RESISTS INFLATION □ *Bates study analyzes costs of all media; it finds spot and nighttime television held to 1974 rates in 1975 and should rise moderately this year. PAGE 19.*

ARBITRON'S ANSWER □ *Ratings firm suggests solution to controversy over length of TV sweeps by having half of markets surveyed every other week over eight-week term. Another plan would have Nielsen alternating with Arbitron. PAGE 20.*

AT THE TOP □ *Grossman officially elected president of PBS, succeeding Gunn who moves to vice chairman. PAGE 22.*

WILEY'S WORKSHEET □ *FCC has heavy schedule for first quarter. New item on three-month calendar is March 11 evaluation of commission regulation and effectiveness of its methods. PAGE 24.*

ROBINSON EYES EXIT □ *Though his term doesn't expire until June 30, FCC commissioner doesn't care to sweat out reappointment. Possibilities for him include return to University of Minnesota, post at University of Virginia and assignment with Aspen Institute. PAGE 24.*

WILL NBC EAT PEACOCK? □ *Ballyhoo over new network logo strikes embarrassing note when it's discovered that Nebraska Educational Television Network has had identical logo for past six months. PAGE 25.*

NAACP ATTACKS FLORIDIANS □ *Association petitions FCC for inquiry into what it says is "rampant" discrimination against minorities and women. PAGE 25.*

INTV ISSUES AND ANSWERS □ *Association of Independent Television Stations draws record number of delegates to Los Angeles convention. Among topics is new news co-op plan. PAGE 26.*

MINORITIES HIRING □ *United Church of Christ's fourth annual report contends hiring of blacks and other minorities at TV stations dropped in 1975, though workforces increased generally. PAGE 29.*

PEOPLE'S CHOICE □ *TVB-commissioned study finds*

adults favor TV as most influential medium. PAGE 29.

MORE ADFLATION FODDER □ *RAB sends out new spots that push radio as means to bolster economy. PAGE 30.*

CBS WIDENS LEAD □ *Over-all 19.2 rating for season to date puts network full point ahead of NBC. ABC holds third with 17.7. PAGE 30.*

RESIDUALS SLIP □ *Writers Guild of America reports member take in 1975 was \$9.6 million, 7.1% under 1974's record-breaking year. PAGE 31.*

PIERCE PREDICTS □ *ABC-TV's president sees growth for his network, expects year-round premieres for programs. PAGE 31.*

ROCHESTER PUZZLED □ *City's petition to FCC recites contradictions posed by regulations from commission, state and local authorities. PAGE 32.*

TAKE YOUR CHOICE □ *Cable systems are offering customers option of pay, regular service, or both. Gill comes up with mandatory combination. PAGE 33.*

COURTS VS. PRESS □ *Tensions mount as Nebraska judge sticks by gag rule. PAGE 33.*

McMARTIN RAPS NAB □ *Manufacturer says association is off base in favoring delay in date for implementation of Emergency Broadcast System equipment. PAGE 34.*

SATELLITE GRAND DESIGN □ *ABC's petition for over-all plan for development of domsat services draws support from cable operators and broadcasters. PAGE 34.*

EXHIBITOR DISCONTENT □ *Proposal to have separate radio and TV halls at NAB's 1977 convention elicits letters of complaint from some equipment makers. PAGE 35.*

WINNING OF THE WEST □ *After 23 years with John Blair & Co., Don Saraceno has embarked on new career as general manager of KCRA-TV Sacramento, Calif. He happily calls it fulfillment of his dream to run prestige TV station. PAGE 57.*

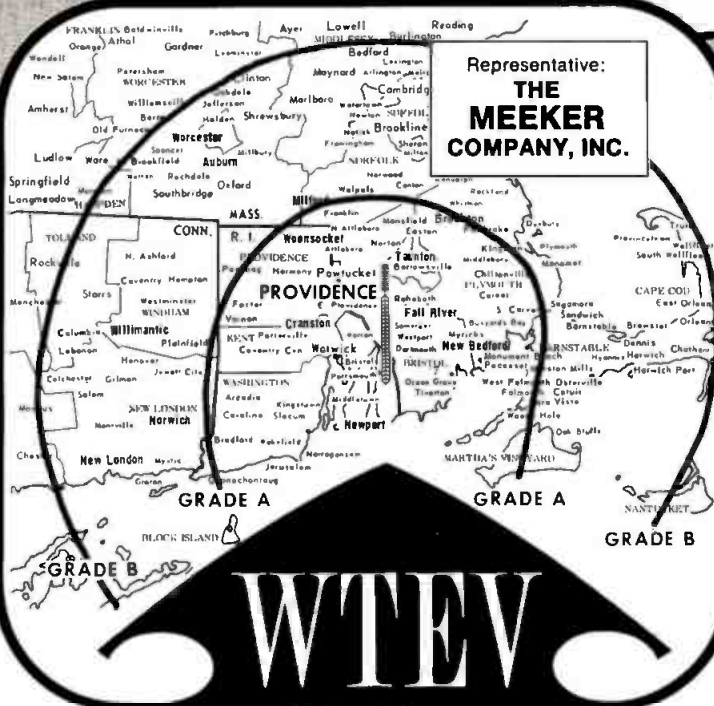
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PROVIDENCE
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**Automotive
Sales Total
\$680,254,000**

Representative:
**THE
MEEKER
COMPANY, INC.**

Source: Sales Management Survey
of Buying Power, July 1975.



**For complete coverage
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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

Hot spot

Next month's (Feb. 21-25) San Francisco conference of National Association of Television Program Executives is shaping up as forum for industry discussion of family viewing time, which has replaced prime-time access as most on minds of delegates. Network executives are declining to discuss subject on official agenda, citing advice of counsel (because of pending litigation). Creative people—plaintiffs in suit against networks, National Association of Broadcasters and FCC—have no such hesitancy, are expected to seize every opportunity to argue their side of issue.

Conference, NATPE's 13th annual, is expected to draw attendance of at least 1,600. Atlanta last year drew 1,300. Important sidebar event will be Feb. 22 (Sunday) closed meeting of officials from 10 television organizations to explore possibilities of speaking with common voice on industry issues, or in response to outside criticism. Represented: host NATPE, National Association of Broadcasters, Association of Independent Television Stations, Radio Television News Directors Association, Broadcasters Promotion Association, International Radio and Television Society, Academy of Television Arts and Sciences, American Women in Radio and Television, Television Programming Conference and Production Managers Association.

Prize list

Among other important actions scheduled during winter meeting of National Association of Broadcasters board at Key Biscayne, Fla., Jan. 19-23 is selection of this year's winner of Distinguished Service Award. Prospect list is believed headed by Julian Goodman, chairman of NBC, which this year is celebrating its 50th anniversary. Mr. Goodman, 53, has been with NBC 30 years, came up through news ranks.

Others under consideration include Walter Cronkite, CBS newsmen; J. Leonard Reinsch, retired chairman of Cox Broadcasting, and former U.S. Senator Sam J. Ervin Jr., North Carolina Democrat and First Amendment champion. DSA winner is chosen by NAB convention committee which is headed by co-chairmen, Robert Gordon (WCPO-TV Cincinnati) and V. Kay Melia (KLOE[AM] Goodland, Kan.), vice chairmen of, respectively, NAB TV and radio boards.

Blue broadcasts

Allegedly indecent or obscene broadcasts continue to trouble FCC. Last week commissioners postponed action on

complaint against language used on WNET(TV) New York program, though Broadcast Bureau had recommended complaint be dismissed on grounds offending words had been uttered in serious program heard after 9:30 p.m. General counsel wanted more time to study case.

Other complaints about indecent song lyrics and conversations broadcast on other stations are under staff investigation. But commission isn't quite sure what action to take. Some commissioners are known to wish that Department of Justice would prosecute under criminal code provision prohibiting profane, indecent or obscene broadcasts. But Justice professes no interest, presumably preferring to concentrate on bigger game (and bigger headlines). One or two stations may be candidates for license-renewal review on character questions. FCC is trying to avoid head-on indecency charge for fear of getting into censorship.

Counteroffensive

Staff of National Association of Broadcasters is chewing on idea for all-out campaign against what it sees as escalating trend in government to attach new clamps on broadcast advertising. Among chief concerns: proposal to ban over-the-counter drug advertising during day and early evening on TV and radio, another to force affirmative disclosure of nutrients in food ads, and another to ban children's premium ads. Association now sees wine and beer commercials in possible peril, having learned of Senate Subcommittee on Alcoholism's intention to devote day of hearings end of this month or early next to subject of alcoholic-beverages advertising.

Empty number two

Search for new congressional-affairs head at National Cable Television Association appears to be widening, not narrowing. NCTA president, Robert Schmidt, says job is wide open. Meantime, Mr. Schmidt is busy carrying congressional copyright battle on his own shoulders with daily trips to Hill.

Pace of government

Red Lion Broadcasting Co., which lent its name to case in which Supreme Court upheld FCC's fairness doctrine, has not been getting much good news from commission in recent years. But in week or two, it may get news less bad than it might have been. Commission staff had been prepared to recommend that Red Lion's renewal applications for WGB-AM-FM Red Lion, Pa., on deferred list since 1972, be consolidated in hearing

commission ordered 11 years ago (but not yet held) on Red Lion's application for UHF permit. Main issue, as in TV proceeding, is character of Red Lion's principal, John Norris; it stems from his role as manager of WXUR-AM-FM Media, Pa., which lost its license on fairness and misrepresentation issues.

But other issues are of kind commission normally handles by mail—employment practices, failure to file reports, etc. Accordingly, Chairman Richard E. Wiley, reportedly concerned about public relations aspect of case, directed staff to rethink matter. Indications are that commission ultimately will resolve those issues it can by mail, and retain renewal applications on deferred list pending outcome of TV proceedings.

Relief stalled

From all appearances, broadcasters' quest for license renewal reform legislation will fail in this Congress. Senate Communications Subcommittee Chairman John Pastore (D-R.I.) is waiting for House to make first move because that is where bill died in 93d Congress. House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has promised hearings on new renewal measures this year, but his agenda for early 1976 will be crowded with other issues he considers more pressing—cable regulation, family viewing, telecommunications policy and common-carrier regulation, for examples.

House sources say there's reluctance to revive controversy that produced two different renewal bills in Senate and House last year. Too, this is election year, meaning shortened legislative schedule. Even if Macdonald subcommittee completes hearing on renewal bill for radio and television, there's slim chance for action beyond that. Less gloomy, however, is prospect for radio-only bill, if submitted as planned by National Association of Radio Broadcasters. Subcommittee source says that might get action, without television tied on.

Variety

First glimpse of access-time properties being considered for 1976-77 by key station group—ABC Owned TV Stations—indicates sharp move away from game and animal shows. ABC group is said to be backing *People*, produced in conjunction with *People* magazine; *Here's Hollywood*, behind-scenes look at movie production; *Gong*, talent scout program; *Courtroom*, re-creation of famous trials, and half-hour version of *Don Kirshner's Rock Concert*.

Business Briefly

Ford Motor □ Auto maker, through J. Walter Thompson, will buy four minutes per episode of new 90-minute monthly syndicated barter show, *SportSpecial of the Month*. Kickoff event will be UCLA-USC basketball game Saturday night, Jan. 31, with San Diego Games (track and field) as second event Saturday night, Feb. 21. Trans World International, Los Angeles, will produce TV series, which will be syndicated by Thompson. In addition to Ford, Bristol-Myers (direct), American Express (Ogilvy & Mather) and Miller beer (McCann-Erickson) have each purchased one minute; two network minutes are still available. Stations get series free and are given nine minutes to sell locally. Some of 107 stations that have signed so far include: KTTV(TV) Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WAGA-TV Atlanta, WCVB-TV Boston, WXYZ-TV Detroit, WMAR-TV Baltimore and WEWS(TV) Cleveland.

3M □ New corporate-image TV campaign begins what 3M's agency, BBDO, Minneapolis, calls "nine-market heavy-up" to run in conjunction with network buys using those same spots. Markets include New York, Los Angeles, Chicago and Philadelphia (with major buy, for instance, on CBS-owned stations in those cities) for spot campaign, which kicks off next month. BBDO's Minneapolis office is aiming this campaign at upper-income corporate-type males.

London Fog □ Londontown Corp., Baltimore, will promote ladies' raincoats and outercoats by London Fog in three-week campaign beginning March 1. Local TV spots in 17 markets carry tags for individual stores and are targeted at women, 25 and over. Mix of prime-time, daytime and evening fringe time is handled by AC&R Advertising, New York.

West Bend □ Aluminum and stainless cookware by West Bend Co., Minneapolis, is subject of three-week TV campaign in some 50 markets. Fringe, daytime and prime-time 30's are set for weeks of March 29, April 12 and April 26. Campbell-Mithun, Minneapolis, is agency.

Metropolitan Life Insurance □ Spot-radio splurge for five weeks will begin late this month in 28 major markets, including Philadelphia, San Francisco, Washington and St. Louis. One-minute spots will be directed at men, 25 to 34. Young & Rubicam International, New York, is agency.



McCall Pattern □ TV campaign on all three networks targeted to women, 25-plus, has just begun and will continue for six months for McCall's "three-size pattern." Spots are being placed in afternoon time in soap operas and quiz shows by Norton Simon Communications (McCall's sister company), New York. TV budget for six months is estimated \$1.6 million.

Honeywell □ Fringe, daytime and prime-time 30's for Minneapolis-based Honeywell's fire and smoke detector will be advertised on TV in limited number of markets from Feb. 16 to April 25. Campbell-Mithun, Minneapolis, is agency.

Owen's Country Sausage □ Two flights of spot television are planned for winter and spring, with first scheduled from Feb. 23 to March 2 and second from April 12 to May 9. About 26 markets in Southwest states will be used, with 30-second spots in daytime, fringe and prime periods aimed at men and women, 18 to 49. Creative and buying functions are by Bloom Advertising, Dallas.

Stevenson Associates □ In planning stage is first use of television for company's Stearn Life Preserver Vest via spot-TV spree in 17 markets, with initial flight blueprinted for March 15 through March 28 followed by another from April 12 through April 25. Vitt Media International, New York, is buying group with target audience consisting of men, 25 to 49.

Rep appointments □ H/R Stone, New York, has been named national representative for WLIB(AM)-WBLS(FM) there. Blair Radio, New York, has been chosen to represent KRLL(AM)-KAFM(FM) Dallas nationally. Kadetsky Broadcast Properties, Brookline, Mass., has been appointed by WVLC-AM-FM Orleans, Mass., as New England representative.

Bristol-Myers □ Radio flights are set for two shampoo products by Bristol-Myers, New York, handled by Foote, Cone & Belding there. Six-week flight in 27 markets begins Jan. 26 for Long & Silky; three-week flight in 40 markets is set for Jan. 19 promoting Sunshine Harvest.

Sunkist Growers Inc. □ One-month spot TV spree is being planned to advertise Sunkist oranges in long string of markets, starting in early February. Foote, Cone & Belding, Los Angeles, is directing messages to women, 18 to 49.

Mazda Motors (East) □ Approximately \$1 million is being earmarked by Mazda for one-month advertising drive starting later this week with emphasis on spot television in 36 markets in Northeast and Southeast but also including newspapers. Copy thrust is toward fuel economy value of Mazda, centering on slogan, "A little goes a long, long way." Campaign was created and is being placed by Al Paul Lefton Co., New York, which is targeting effort toward men, 18 to 49.

Bongrain-Gerard □ Alouette cheese by Bongrain-Gerard, Versailles, France (distributed by Bongrain International, New York), will be advertised in six-week spot radio campaign tentatively set for Feb. 15 start. Markets are Washington, Minneapolis, Baltimore, Los Angeles, New York, Cincinnati, Syracuse, N.Y., and Columbus, Ohio. McCaffrey & McCall, New York, is agency.

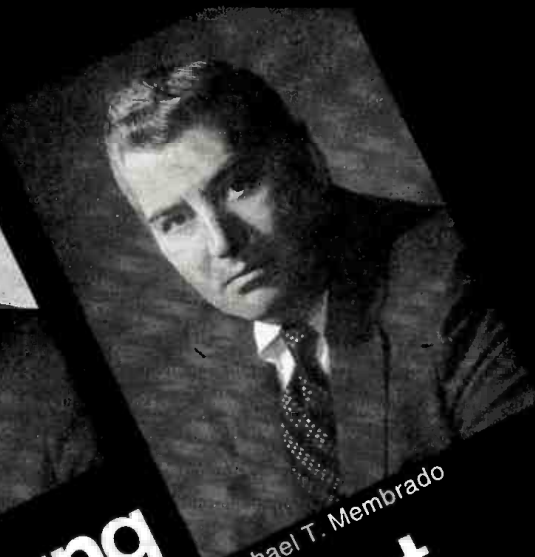
Swift & Co. □ Pro-Ten beef will be advertised on spot TV in more than 50 markets, with flights beginning in early February and continuing for varying periods of time, depending on markets, through early summer. Creative functions being performed by Chicago Creative and media planning and buying by Media Bureau International, Chicago.

Johnson & Johnson □ Johnson's Baby Shampoo by J&J's Baby Products Co., New Brunswick, N.J., begins two-week campaign today (Jan. 12). Limited spot-radio effort is being handled by SSC&B, New York.

American Dairy Association □ First network buy in eight years for dairy association, Rosemont, Ill., will continue "milk is a natural" theme for 10 weeks beginning Jan. 19. Budget of \$1 million plus will cover prime-time 30's in 32 TV programs on NBC and ABC (total of 175 ADI's). Four new spots will air with

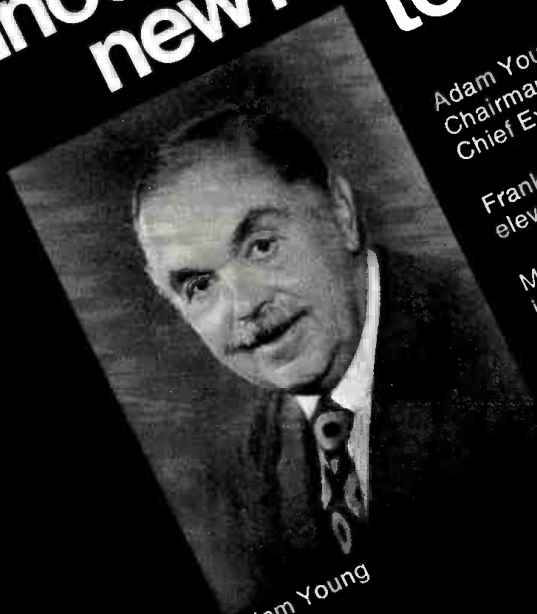


Frank Martin



Michael T. Membrado

adam young announces the new management team



Adam Young

Adam Young becomes
Chairman of the Board and
Chief Executive Officer.

Frank Martin is
elevated to President.

Michael T. Membrado
is appointed
Executive Vice President.

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Dallas, Detroit,
Los Angeles, Memphis,
San Francisco
and St. Louis

BAR reports television-network sales as of Dec. 21

ABC \$698,439,500 (29.5%) □ CBS \$847,130,100 (35.8%) □ NBC \$820,143,900 (34.7%)

Day parts	Total minutes week ended Dec. 21	Total dollars week ended Dec. 21	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.	144	\$ 696,100	6,144	\$ 33,976,300	\$ 24,925,900	+36.3
Monday-Friday 10 a.m.-6 p.m.	965	10,028,300	49,672	518,190,700	459,226,700	+12.8
Saturday-Sunday Sign-on-6 p.m.	279	6,729,900	14,605	253,921,300	232,824,300	+ 9.1
Monday-Saturday 6 p.m.-7:30 p.m.	102	2,885,100	5,073	125,702,000	113,946,500	+10.3
Sunday 6 p.m.-7:30 p.m.	16	826,000	843	24,781,700	17,131,700	+44.7
Monday-Sunday 7:30 p.m.-11 p.m.	411	26,501,500	20,334	1,236,485,800	1,195,481,300	+ 3.4
Monday-Sunday 11 p.m.-Sign-off	202	4,603,700	9,680	172,655,700	156,757,000	+10.1
Total	2,119	\$52,306,600	106,351	\$ 2,365,713,500	\$2,200,293,400	+ 7.5

Source: Broadcast Advertisers Reports

supporting radio. D'Arcy-MacManus & Masius, Chicago, is agency.

Sears Optical □ Eyeglasses division of retailer is readying major winter-spring spot-TV campaign to begin later this month in top 78 markets that will run for varying lengths of time through June. Fox & Associates, Cleveland, says 12 different

10- and 30-second spots are involved, to be selected according to needs of given markets. Demographic target will depend on particular spots, but general theme of all spots is personal approach, man-in-the-street extolling virtues of Sears glasses.

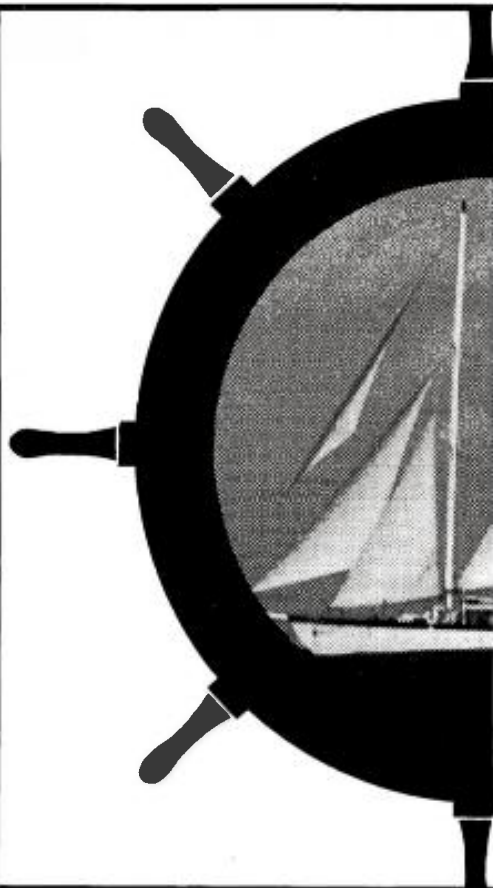
Deltown Foods □ Dellwood milk and

cottage cheese by Deltown Foods, Yonkers, N.Y., will be advertised in six 10-second TV spots and seven 30-second radio spots in New York, New Jersey and Connecticut markets. TV campaign runs Jan. 12 through February; radio is set for Jan. 26 through end of April. Venet Advertising, New York, is agency for Deltown.

American Can Co. □ Company's towel and tissue products will be focal point of heavy spot-TV campaign that will begin late this month and run for nine weeks in about 45 markets. Wm. Esty Co., New York, is seeking time-periods to reach women, 18 to 49.

Volkswagen □ Distributor based in Valley Forge, Pa., for Volkswagen Atlantic Inc., will sponsor 11-week campaign in six Pennsylvania markets beginning Jan. 19. Fringe and sports 30's are geared to men, 18 to 49. New spots are handled by Doyle Dane Bernbach, New York.

Gorton's Foods □ Spot-TV campaign is being launched in early February for fish-stick products of this division of General Mills. Ads will run for eight weeks in about 40 markets. Daniel & Charles, New York, is seeking time periods that will reach women, 18 to 49.



SHIPMATES WANTED FOR A FREE WINDJAMMER CRUISE!

Win a 10-day cruise to the exotic West Indies and a FREE Final Tube for your station.

Here's how to win: Write a letter stating the longest operating time a final tube has been in operation in your CCA AM-FM TRANSMITTER. The tube with the longest life wins! It's that easy.

The winning station gets a new Power Amplifier Tube in exchange for the old one—and a Windjammer Cruise for two, compliments of CCA ELECTRONICS, the most reliable name in AM-FM-TV BROADCAST TRANSMITTERS.

Offer ends March 1, 1976. Winner to be announced at the NAB CCA exhibit (Booth 602). Mail your entry now!

CCA

CCA Electronics Corporation
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☐ JUNE 1, 1976
Deadline for camera ready copy is 30 days before mailing date.
☐ SEPTEMBER 1, 1976
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NAME _____ COMPANY _____ ADDRESS _____ CITY _____ STATE, ZIP _____

☐ Please send me more details.

SRDS is making available an unique new direct response card service. For the first time, cards will be mailed every three months to buyers of all classes of media, including direct mail. Cards can be bought by sellers of all media to reach their total prospect universe. Many of you will be receiving this new service ... many will be purchasing cards. Here's how both of you will benefit.

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MEDIA-SCOPE INFORMATION CARDS is a cooperative direct mail vehicle offering sellers a useful marketing tool that can be closely coordinated with sales efforts. In generating direct response via post card returns, the advertiser gets many thousands of additional advertising impressions at very low cost.

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MEDIA-SCOPE INFORMATION CARDS can be used in a broad range of ways: to develop low-cost sales leads, establish new sources of business, improve mailing lists, distribute literature, perform surveys and tests, announce special offers and make direct sales, to name just a few applications. Buyers of advertising want to know what is new and available from sellers of media, mailing lists and advertising services. MEDIA-SCOPE INFORMATION CARDS provides sellers with the opportunity to spotlight for all prospects and customers—known and unknown, primary and marginal—important new information available for distribution.

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Through in-depth research, SRDS has compiled from all available sources the names of 41,000 buyers of advertising—19,000 in agencies and 22,000 in advertiser companies. All have been qualified as buyers of advertising and mailing lists.

FREQUENCY

First issue, March 1976. Quarterly thereafter, June, September and December.

CLOSING DATES

30 days prior to publication date.

RATES

One time—\$700.00; Two time—\$675.00; Four time—\$650.00.
Rates are based on number of cards run in a 12-month period.

FORMAT

Published in booklet form with three post cards on each right-hand page. Each post card will measure 5 5/8" x 3 1/4", leaving a stub (as in a check book) of 1 1/8" x 3 3/8". Stub can be used for additional selling copy.

**FIRST
MAILING
MARCH 1, 1976**

INTERESTED? Fill out the attached coupon, or contact Howard Krause at (312) 966-8500, or your nearest SRDS sales representative.

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Los Angeles 90048 (213) 651-2311

Monday Memo[®]

A broadcast advertising commentary from Ed Crimmins, co-op advertising consultant, New York.

There's gold in those co-op hills

There are two kinds of opportunities in radio co-op—opportunities for radio stations to increase their revenues, and opportunities for manufacturers to get more effective use of their co-op budgets. Let me deal with the radio stations' side of the story first.

As everyone knows, several billion dollars are offered annually to retailers by manufacturers who have co-op programs, and somewhere between one-third and one-half of that money is not spent. There are two basic reasons for this situation: A substantial part of most companies' sales is made to small retailers who simply do not use advertising; many retailers who do advertise do not always use the entire allowance available to them.

Now let's see how these two factors operate in a typical case. A company with total sales of \$100,000,000 offers a co-op allowance of 3%, or \$3,000,000. It sells 20% of its product to small retailers that never get involved in promotion. Some of the stores that do use the program spend all or most of their allowances, and some spend a lot less. Even if we assume that on the average the retailers that do advertise use 80% to 85% of their allowances, we will end up with a total of something like two-thirds of the budget spent—\$2 million out of the \$3 million that are available.

This kind of arithmetic is based on the assumption that every company makes a sincere and intelligent effort to get its co-op budget spent. This isn't my experience. I am often asked to design co-op programs that will insure maximum use of the co-op budget, and in one instance actually succeeded in getting better than 95% of the budget spent. But on occasion I am also asked to design the program in such a manner that only minimum participation will result. Under the circumstances, it is remarkable that from one-half to two-thirds of the available co-op funds are actually spent.

What all this leads to is that radio stations have two separate opportunities in co-op advertising:

- The station can go after those retailers who do advertise, and persuade them to spend the money on radio instead of other media—mainly the newspapers.

- The station can go after small retailers who have never advertised—very often because no one has ever asked them to do so. And the radio station is especially well equipped to do this job, because the cost of a radio schedule is much lower than the cost of a TV schedule, or the cost in general of any newspaper schedule that is



Ed Crimmins literally wrote the book on co-op advertising. He is the author of the only textbook on the subject, "A Management Guide to Cooperative Advertising," published by the Association of National Advertisers, and has written the co-op advertising programs of more than 200 leading companies. A former vice president of the Advertising Checking Bureau, he has, since 1971, operated his own co-op consulting firm which specializes in helping advertisers develop programs that will make more effective use of their co-op budgets. He also numbers among his clients media groups, agencies and other organizations that are working in the fast growing co-op advertising area.

large enough to make an impression.

How can the stations take advantage of these opportunities? The answer to that question would require a lot more space than is available here, but here's one suggestion. From the middle of January to the first week in March, the Radio Advertising Bureau will be holding one-day workshops on co-op in 18 cities throughout the country, and the staff of every station in each area is invited to attend.

Now let's deal with the other side of the coin—the opportunity that radio presents to the manufacturer who wants his co-op dollars spent effectively. Radio has specific advantages that apply both to companies that offer allowances to the retailer to buy his own advertising, and to the growing list of manufacturers that are buying advertising directly over the retailer's name. Here are some examples:

- Because there are 7,000 radio stations, with a tremendous variety of pro-

gramming, radio makes it easy to reach selected groups of consumers.

- If the manufacturer places radio spots directly over the retailer's name, he'll find that, unlike newspapers, there usually is no discrimination in rates between local and national advertisers.

- If he gives the retailer a co-op allowance to spend on radio, he can be sure he won't be subjected to double billing, which is a practice that is still all too common in newspapers. The actions of the FCC have effectively ended this practice in broadcast.

- Because both the rate per spot and the production cost per commercial are low, radio provides maximum flexibility to the co-op advertiser. This flexibility is the source of any number of advantages.

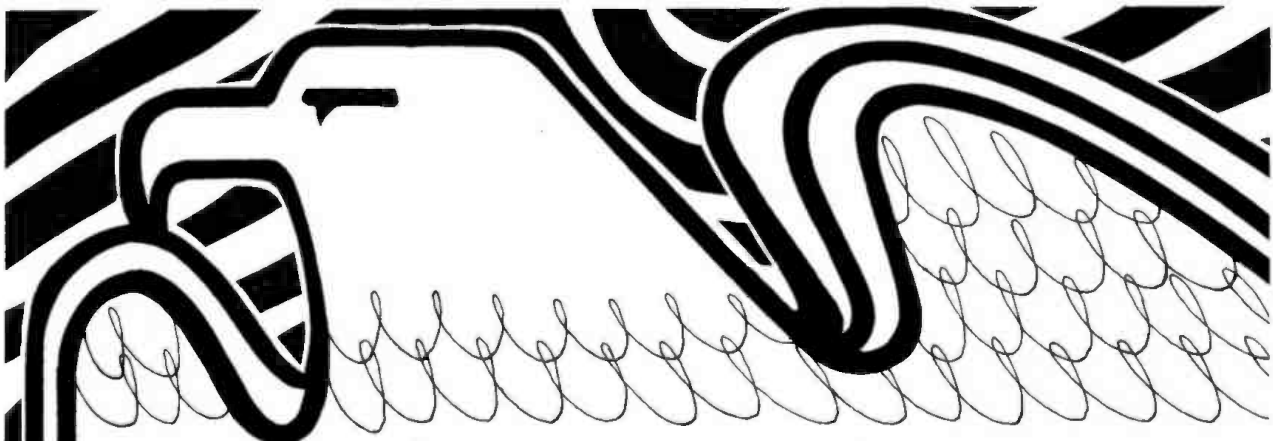
Testing is relatively inexpensive. And with the segmented audiences that are available in radio, it can be more varied as well.

Special marketing situations can be capitalized on quickly. The summer before last, a grocery retailer in Omaha heard the local weatherman predict seven straight days of 100 degree temperatures. He simply rewrote one of the co-op scripts he had on hand from the Florida Citrus Commission to stress the cooling advantages of natural orange juice, and spent his entire co-op budget from the commission in a seven-day period. In those seven days, he sold more frozen orange juice than he had in the previous three months.

Because even the smallest dealer usually has sufficient allowance to buy at least several exclusive spots over his own name, he is more likely to participate in the program than he would be if he had to share a TV spot or a newspaper ad with other dealers. The exclusive spots also have the advantage that the dealer can feature his own price. This can be a source of comfort to those manufacturers that are concerned (as many are) about the price-fixing aspect of a dealer-listing ad with one price in it covering all the dealers.

At the opposite end of the spectrum, large retailers who insist on creating and placing their own advertising can be persuaded to participate in a manufacturer-placed program on radio, because the low cost of production makes it possible for the manufacturer to offer spots that are tailored to the image of the individual store.

In short, cooperative advertising on radio offers substantial opportunities to both radio stations and manufacturers with co-op programs. Finding the will, and acquiring the knowledge to take advantage of those opportunities are the only additional ingredients required.



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* Number One
Independent!**

**KVVU TV5
Las Vegas**

*** 18 Share ~ Sign-on to Sign-off
Metro & ADI**

Represented Nationally By
SPOTMASTERS Inc.

Source: ARB - - Nov., 1975



■ indicates new or revised listing

This week

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. 15—Southern California Broadcasters Association** luncheon meeting on "Radio, Why Aren't You More Like Magazines?" Featured speaker will be Dick Fried, Gumpert/Bentley/Fried/Scott. Michael's Restaurant, Hollywood.

■ **Jan. 16—Tenth anniversary** luncheon of Pacific Pioneer Broadcasters. Program will include presentation of PPB's Carbon Mike Award to composer-conductor Meredith Willson. Sportsmen's Lodge, Coldwater Canyon at Ventura Boulevard, Studio City, Calif.

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

Jan. 16—Membership meeting of Missouri Public Radio Association. KCUR(FM) Kansas City, Mo.

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

Also in January

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

■ **Jan. 20.—** Deadline for entries in 10th annual *Alpha Epsilon Rho* national production awards competition for students in U.S. broadcast schools. Radio entries: Susan West, Department of Speech-Drama, Memphis State University, Memphis 38152. TV entries: Abe Adler, TV Center, Brooklyn College, Brooklyn, N.Y. 11210. Film entries: Blair Irwin, Department of Telecommunications, San Diego State University, San Diego 92182. Entry forms must accompany productions.

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).

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—Revised deadline (from Feb. 1) for entries in *Sigma Delta Chi Distinguished Service in Journalism Awards*. Nomination forms: The Society of Professional Journalists, SDX, 35 East Wacker Drive, Chicago 60601.

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

Major meetings

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

Feb. 21-25—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—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—National Cable Television Association annual convention. Convention Center, Dallas. 1977 convention will be April 17-20, McCormick Place, Chicago.

May 5-9—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—Associated Press Broadcasters annual meeting. Marquette Inn, Minneapolis.

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

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

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

Nov. 9-11—Television Bureau of Advertising annual meeting. Shoreham Americana hotel, Washington.

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

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

Jan. 27—Broadcast Pioneers presentation of Golden Mike Award to WNBC(AM) New York, honoring NBC-owned station on network's 50th anniversary. Hotel Pierre, New York.

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—FCC's** new deadline for comments on proposed rule changes governing design and measurement of radiation patterns for directional antennas (Docket 20645). Previous deadline was Dec. 29, 1975. Replies are now due Feb. 9. FCC, Washington.

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. 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 and Hartson. The Cascades, Williamsburg.

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. 30—FCC's** deadline for comments on proposed changes of mandatory regulation of cable system rates by local or state franchising authorities (Docket 20681). Replies are due Feb. 10. FCC, Washington.

■ **Jan. 30—FCC's** deadline for reply comments on inquiry into dropping new VHF channels into top-100 markets (Docket 20418). FCC, Washington.

Jan. 30-Feb. 1—Twenty-fourth annual Retail Advertising Conference. Drake hotel, Chicago.

Jan. 31—Northern California chapter of 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

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

■ **Feb. 3—Pennsylvania Association of Broadcasters** annual congressional-Gold Medal presentation reception-dinner. Washington Hilton, Washington.

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, Jerold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

Feb. 6-8—Oklahoma Broadcasters Association winter meeting. University of Tulsa and Camelot Inn, Tulsa.

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

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

■ **Feb. 10—Connecticut Broadcasters Association** engineering conference. Meeting will feature Vincent Kajunski, chief field inspector of FCC's Boston office and Donald Aines, emergency communications division, FCC, Washington. Hawthorne Inn on Wilber Cross Highway, Berlin.

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** winter meeting. Featured speakers will be astronaut Donald K. Slayton and Frank Reynolds, ABC News. There also will be a panel discussion on license renewal. The Concourse, Madison. Terry Schockley, WKOW-TV, Madison, is chairman.

■ **Feb. 10-11—South Carolina Cable Television Association** annual convention. Wade-Hampton hotel, Columbia. Contact: Bud Tibshirany, 2130 Carlisle Street, Columbia 29205; (803) 252-6595.

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. Distinguished Communications Medal will be conferred on late Edward R. Murrow. Distinguished Communications Recognition Awards will be given Mr. Taylor and Sol Taishoff, editor of BROADCASTING. 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. 15—FCC's** deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Reply comments are due March 1. FCC, Washington.

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

Feb. 20—North Carolina Farm Press, Radio and TV Institute of N.C. Farm Writers and Broadcasters Association. Sheraton-Crabtree, Raleigh.

■ **Feb. 20-21—Georgia Cable Television Association** annual convention. Senator Sam Nunn (D-Ga.) will be featured speaker. Stouffer's Atlanta hotel, Atlanta. Contact: Mary Barnette, P.O. Box 785, Cartersville; (404) 382-4444.

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*. Among speakers: FCC Chairman Richard E. Wiley; Dr. Billy Graham,

Representative John B. Conlan (R-Ariz.) and Dr. David McKenna, Seattle Pacific College. 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. 24-25—Association of National Advertisers TV workshop. Program chairmen: Harry Way, Colgate-Palmolive, and Peter Spengler, Bristol-Myers. Plaza hotel, New York.

■ **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

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 The National Honorary Broadcasting Society, 34th annual convention. Pick-Congress hotel, Chicago. 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 26-29—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.

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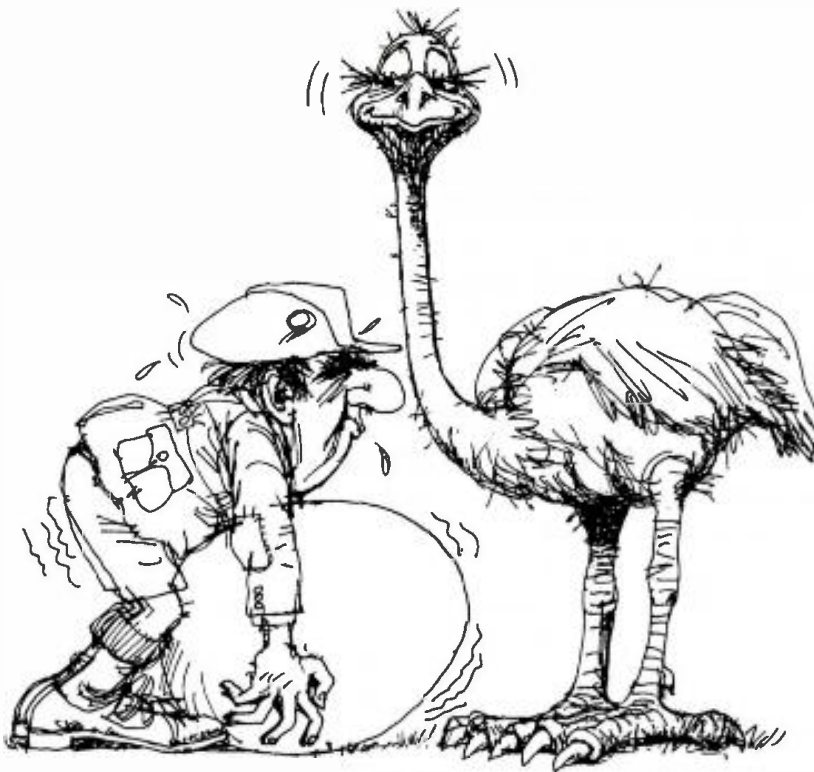
Doubleday Media communications properties are yardstick to sell and measure up to the needs of both Buyers and Sellers of radio, television, newspapers and CATV properties.

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You may never see the world's largest bird egg.*

But . . . it's no scramble to get big food sales in Western Michigan with WKZO.

It's the station that puts a lot of eggs in your basket. All week long, Monday thru Sunday, 6 am to midnight, WKZO Radio has nearly 30,000 more people listening every week than the second station. That's 31% more listeners in the total survey area.

In Metro Kalamazoo, the margin is even greater —

WKZO reaches 1 of every 2 adult listeners every week.

To attract fine birds of a feather, ask your Avery-Knodel representative about Western Michigan's leading personality/MOR station.

Source: Kalamazoo-Portage ARB — April/May 1975, 6 am to midnight, Monday thru Sunday TSA and Metro area.

*The largest bird egg in the world today belongs to the North African ostrich. Its egg runs a hefty 3-plus pounds and measures from 6 to 7 inches in length. The shell is 1/16th of an inch and is strong enough to support the weight of a 252 pound man, if he doesn't slide off first.



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

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

April

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

■ **April 4-7** — Association of National Advertisers sales promotion conference. Hyatt hotel, Winston-Salem, N.C.

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.

■ **April 25-27** — Canadian Association of Broadcasters annual meeting. Chateau Laurier, Ottawa.

April 29-30 — Minnesota Broadcasters Association spring meeting. L'hotel Sofitel, Minneapolis.

May

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

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 11-13** — South Dakota Broadcasters Association annual meeting. Downtown Holiday Inn, Sioux Falls.

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

July

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

September

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

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

November

Nov. 9-11—Television Bureau of Advertising annual convention. Shoreham Americana, Washington.

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

December

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

Open Mike®

High praise

EDITOR: I am really impressed with your special issue on the First Amendment and the fifth estate. It represents an extraordinary effort that will be preserved in libraries as an authoritative reference and information piece. Certainly it will be in ours.

I'm familiar with the leading trade publications of a dozen industries and there is no doubt that we are blessed with the best one. I know of no other publication that can match BROADCASTING in terms of thoroughness, accuracy and just plain quality.—James Hulbert, executive vice president, public relations, National Association of Broadcasters, Washington.

Information please

EDITOR: This letter is not designed to contravene the FCC regulations (which are necessary in the operation of this industry) but, rather, to make provisions for the broadcaster to have a more readily accessible means to acquire information from the FCC in order to comply more effectively

with the regulations.

I solicit your help in asking the FCC to establish an Office of Broadcast Relations. The office could be accessible by telephone, personal contact, or by correspondence in seeking to acquire information on the overwhelming number of rules and regulations to which this industry is subject. The cost of such an office within the commission should not require more appropriation from the Congress inasmuch as broadcasters pay fees to the commission in connection with applications we file as well as annual operating fees.

There has arisen in recent years a chasm between the commission and the broadcaster which has been partially filled by the legal profession, centered largely in Washington—communications lawyers who specialize in FCC practice. We do not propose that an Office of Broadcast Relations would deal with matters in dispute between the FCC and the broadcaster, hence could not interfere with the practice of the attorneys who specialize in FCC matters.

There is a precedent for such an office, for example in the service provided the

BRUCE ROBINSON ASSOCIATES is a Management Consulting firm specializing in aiding its corporate clients with the implementation of their Affirmative Action Programs. Our clients are Equal Opportunity Employers with proven track records, looking for professionals from the communications industry. If you are looking for a career growth opportunity, here is a selection of some of the many opportunities available throughout the United States. Please respond by mailing your resume to Bruce Robinson at the address below.



Bruce Robinson,
President

Current career opportunities in media.

TV Director:

Minimum 2 yrs. directing exp. College grad or equivalent. Writing and supervisory ability.

TV News Producer/Writer:

Previous exp. producing and writing for TV news.

TV News Photographic Supervisor:

Must possess exp. in electronic news-gathering.

Salesperson:

Sell radio air time to new & current advertisers. Some prev. radio sales exp.

Broadcast Journalist:

Cover Mid-west developments in Washington, D.C. for radio station. 3 to 5 yrs commercial broadcast exp. College degree & political reporting background.

Business Manager:

For broadcast station. 2 yrs audit exp. or equivalent; Must be able to implement a complete set of books in a prof. manner.

TV Sports Director:

Gather, write, and present sportscasts on camera. Excellent communications skills. Good educational background. Knowledge of and interest in sports. TV sports exp. not necessary.

Affirmative Action Director:

TV station. Minimum 1 yr. commercial bdcst exp. in news, research, public affairs, sales, accounting or technical.

TV Reporter/Photographer:

Exp. in all phases of TV news operation: reporting; 16mm photography, sound & silent; writing, editing, etc.

Evening News Editor/11PM Anchor:

Must be able to produce and write news. Previous anchor and reporting exp.

Sales Manager (TV):

Outstanding track record in TV sales both local & natl. Working knowledge of all aspects of advertising & marketing.

TV News Reporter:

Previous TV news reporting exp.

Talent/Writer/Producer (Radio):

On-air personality who will also write and do product. work. 3 yrs exp. in all phases.

Senior Auditor/Systems:

B.A. degree in Accounting or Bus. Adm. CPA with 2-3 yrs. exp. in Public Acct./private industry/Exp. in accounting systems devel., incl. installation & implementation. Good writing skills.

College Relations Representative:

Min. 3-5 yrs. exp. in college relations. Heavy travel/nationwide. Must be self-starter, personable & able to relate within corp. & univ. environment.

Bruce Robinson Associates

MANAGEMENT CONSULTANTS, 200 West 57th Street, New York, N. Y. 10019

taxpayer by the IRS.—*Cy N. Bahakel, president, WCCB(TV) Charlotte, N.C.*

ENG and the schools

EDITOR: Having been news-oriented since my initiation into the broadcast field in 1924, and having organized what was practically the first news service for radio, I am deeply concerned about the personnel who will operate electronic news gathering equipment.

For far too long, we in the television news operations at stations have been subjected to pressures to hire graduates of journalism schools to staff our news

departments. And in too many cases, we found that the "ivory tower" background of these newsmen has been incompatible with the policies of objective reporting which has always been the basis for our news reporting to the public.

Preconceived ideas, notions or ideologies have no place in the newsroom. News is news is news. It has two sides, it is objective and its purpose is to inform the public of the facts. Not of what one thinks the facts should be, but of what the facts are. The public, strangely enough, quite often has the intelligence to make accurate decisions when provided with the true facts.

Academia and the broadcast industry have long had their own information gap. Perhaps a closer liaison between the needs of the commercial television broadcasters in the news areas and the principles and policies of teaching journalism in the schools might result in a greater understanding of the problems of each and might result in a more realistic evaluation of news training programs on the part of the educators.

Professors have for years been using sabbatical leaves to refresh, retrain and re-orient themselves. What could be more valuable to both TV news operations and journalism educators than a sabbatical swap, which would place professional newsmen in journalism schools to teach the realities of the profession while the professors learn the basics of the far more restrictive aspects of commercial TV news operations?—*Stanley E. Hubbard, board chairman, Hubbard Broadcasting Co., Minneapolis.*

Outsider

EDITOR: I am a college graduate with a bachelor degree (summa cum laude) in communications from the Ohio University. I have limited experience in radio but worked two years at a public television station while in college. I have also worked (gratis) at two commercial television stations in a top-20 market. I have outstanding references from both the public and private sectors of broadcasting.

Why is it then that I cannot seem to find a job? It is not because there are no jobs, because there are jobs for the right people. It is not due to a lack of education or experience, for I have secured both. The reason is that I am a white male.

Many prospective employers have implied that they cannot hire me due to my race and sex. One candid employer admitted that he "needed a black." Another, who wanted to employ me, called me back saying his legal adviser had informed him that he could not hire me.

The blame for this blatant discrimination lies not with the stations but with the FCC, whose members I have written in protest. Broadcasters are only implementing plans the FCC has concocted.

I will not silently wear the hair shirt for my forefathers, doing penance for their racism and sexism. Discrimination is wrong in any form, whether bred from hate and distrust or from social conscience and guilt. I call upon the FCC to rectify this dreadful situation.—*Joseph W. Heston, Baltimore.*

Mistaken identity

EDITOR: It is statistically correct that 15 of the top 20 shows on Canadian television screens are American programs [BROADCASTING, Dec. 8, 1975]. However, this statistical fact of life has never prompted our President Murray Chervov "to call for a cut in the required network minimum of Canadian made shows from the current 60% to a more manageable

We've packaged our compact Criterion three different ways.

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

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

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



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Broadcasting* magazine was founded in 1931 by
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—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-Telecasting* was introduced in 1946.



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40%." A plea for a cut in Canadian content was advanced by Allan Slaight, president of Global Television Network, at a Canadian Radio Television Commission hearing in November.

The CTV Television Network has surpassed its committed agreement to provide a minimum of 60 hours of service to our affiliated stations across Canada and fulfill the obligations of the Broadcasting Act. Our average is 62:20 exclusive of specials, news extensions, live news coverage and sporting events.—*Pat Young, director, promotion and public relations, CTV Television Network, Toronto.*

Under their noses

EDITOR: The Dec. 8 "Monday Memo" by Martin Steinhart, chairman of Keyes, Martin & Co., served to call attention to the lack of New Jersey TV outlets on which to spend advertising dollars.

Unfortunately, Mr. Steinhart neglected to mention the fact that New Jersey is a radio state, with radio stations effectively reaching into local communities with more influence and effect on the state's 7.4 million residents than any metro TV station could wield. The article seems to equate broadcast with TV alone. The fact is Mr. Steinhart's agency does use New Jersey radio, our own station included, for some of its clients, and I am sure he did not mean to give the impression that there is no recourse but to use print for adver-

tisers wishing to reach New Jersey audiences.

Advertisers who, of necessity, turn to New Jersey radio, invariably are elated to "discover" a new and effective advertising medium that gives them full value per ad dollar. It's been there all the time, folks.—*Lee Novak, executive assistant to the president, WKER(AM) Pompton Lakes, N.J.*

Alive and well

EDITOR: Your editorial "NAB-AM-FM-TV" in the Dec. 22 issue of your good book brings to mind Mark Twain's comment, "reports of my death have been greatly exaggerated." We have no intention of "die(ing) in our tracks."

We're delighted to hear of the National Association of Broadcasters' plans to finally give radio the recognition it deserves at the Chicago convention, and we believe we can logically take some of the credit for moving NAB in this direction. But, as your editorial points out, "a redesigned convention will not, however, answer all the questions that have been raised about the year-round representation of radio and television in trade association affairs."

Meanwhile, we are very much alive and thriving, thank you.—*Abe Voron, executive director, National Radio Broadcasters Association, New York.*

KWIX RADIO

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America's No. 1 Small Market Radio Station

Invites You To A Radio Sales And Management Seminar

In response to hundreds of requests received the last few years, Jerrell Shepherd, owner of KWIX, will conduct a management level seminar, Feb. 18-21, 1976, for a limited number of station managers or sales managers.

This is an opportunity to see every facet, the inside, the innermost "secrets" of a small town AM-FM radio operation which bills over \$700,000 annually. It is an opportunity to explore every nook and cranny — every dollar of income, how it was sold, what type of programming was used to get it and how it could apply to your station. This seminar is geared primarily for small market radio stations. Write or call Jerrell Shepherd for details at KWIX Radio, Moberly, Missouri, 816-263-1230.

Kodak salutes the NPPA "Newsfilm Station of the Year"



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

This is
the heart of
WKY-TV.

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

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

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

And this is
the backbone.



Darrell Barton, chief photographer.

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

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

Where do they stand on ENG?

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

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

Film. The Basic
Medium.



Top of the Week

Television resists inflation in C-P-M

Bates analysis tracks costs in all media in 1975 and finds that spot and nighttime TV held at 1974 rates last year and should rise moderately this year; biggest chunk of increase in national advertising expenditure is attributed to TV

Alone among major media, spot and evening network television's costs-per-thousand did not rise in 1975, and their increases this year are expected to be lower than most print media's.

These findings are among the highlights of Ted Bates & Co.'s annual analysis of media trends for BROADCASTING. As noted by Walter Reichel, senior vice president and executive director of media and programs, this hold-down in C-P-M's occurred despite relatively substantial increases in TV expenditures in 1975 and further increases anticipated for 1976. It did not apply to daytime network TV, whose C-P-M was up 8% and is expected to rise 10% this year.

The Bates estimates indicated that spot TV's 1975 C-P-M remained at its 1974 level, while evening network's actually declined a fraction. Based on Bates's own experience, Mr. Reichel attributed this static performance to stiffer negotiations on prices, exploiting the economic uncertainties that prevailed during much of 1975.

Despite some continuing uncertainty over the pace of economic recovery, Mr. Reichel continued, 1976 TV spending is also expected to increase, with costs-per-thousand rising "moderately," in part because regular-series inventory will be reduced by special coverage of the Olympics and of the political primaries, conventions and elections.

The Bates projections anticipate 1976 C-P-M increases of approximately 5% for evening network TV, 3% for spot TV and also 3% each for spot radio and network radio, with a 10% rise projected for daytime network TV. By comparison they anticipate increases of about 6% for maga-

zines, 6% for newspapers, 5% for newspaper supplements and 7% for outdoor (see table, page 20).

For the most part, these projected C-P-M increases are higher than 1975's in the case of television but lower than 1975's in the other media. Thus the 1975 increases were put at approximately 8% for daytime network TV and also for magazines, 6% for spot radio and 1% for network radio, 18% for newspapers, 16% for supplements and 6% for outdoor.

Over-all, Bates estimated that national advertising expenditures rose 4.8% to \$7.38 billion in 1975. The bulk of that growth was attributed to television, with network TV advancing 8% to \$2.317 billion and spot TV adding another 8% to reach \$1.615 billion.

Spot radio was shown with a 4% increase to \$424 million, network radio with a 7% rise to \$77 million. Newspapers and supplements were credited with a 4% gain to \$1.242 billion and outdoor with a 2% increase to \$230 million, while magazines, apparently harder hit by the recession, were shown with a 2% decline to \$1.475 billion (see table below).

In a new phase of its analysis, Bates noted that national advertising expenditures have been growing at a slower rate than either the gross national product (GNP) or the consumer price index (CPI). Between 1968 and 1975, the analysis reported, national media expenditures grew 37% while GNP rose 68% and CPI 54%.

In addition, Bates estimated that the average cost per rating point in television and magazines had increased by about 45% over the same 1968-75 period. (A magazine rating point, like a TV rating point, is average audience stated as a percentage of total population.) By media, Bates estimated the 1968 to 1975 cost-per-rating-point increases as follows: 41% in the case of daytime network TV, 45% for nighttime network TV, 46% for spot TV and 40% for magazines.

"Obviously," Mr. Reichel said, "this implies that in order to maintain the same

coverage of his target audience in 1975 as in 1968, an advertiser must be willing to increase his spending in these media by 45%. Comparison of this increase to the 37% gain in total national media expenditures seems to indicate that advertisers are not spending enough to cover their target audiences in 1975 as effectively as in 1968."

However, he continued, "the situation is not that bleak." He noted that "advertisers and agencies have often been able to maintain or even increase advertising messages against a product's primary consumers through more efficient use of media," such as alternative mixes, the introduction of less expensive media elements into the schedule and "perhaps most important" reduction in the lengths or sizes of advertisements.

"In television," he continued, "the reduction in the length of commercials has been most dramatic." In 1968, the analysis showed, solo 60-second commercials represented 27% of all 60-second and 30-second network commercials and 54% of all such nonnetwork commercials, whereas by 1974 the proportions had dropped to 6% and 14% respectively.

"Frequently," Mr. Reichel said, "these efficiency measures have been utilized without significant loss of advertising message effectiveness."

"Furthermore, the 45% increase in the average cost per rating point of selected media is lower than the approximately 54% rise in the consumer price index from 1968 to 1975. The cost-per-rating-point increase is even less if the conversion to shorter message units is factored in. In other words, media have been a pretty good buy."

But, the report said, there are limits in how far message units can be broken up without incurring drastic losses in effectiveness. Accordingly Mr. Reichel suggested that the tendency for advertising volume to grow more slowly than the economy may be nearing an end:

"When dynamic growth in the economy as a whole can no longer be taken for granted, leading marketers may need to invest more in advertising behind their products to maintain their position in an increasingly competitive and difficult environment."

Looking at 1975, Bates found uptrends in unit costs in all media—and projected further rises for 1976. It also found audience growth in the broadcast media in 1975: 11% for daytime network TV, 4% for evening network TV, 2% for spot TV, 1% for spot radio and 2% for network radio, as opposed to no change for magazines, a 2% decline for newspapers a 2% increase for

National media expenditures
(in millions of dollars)

	1974		1975	
	%	\$	%	\$
Net. TV	30.4	2,145	31.4	2,317
Spot TV	21.2	1,495	22.0	1,615
Net. radio	1.0	72	1.0	77
Spot radio	5.8	408	5.7	424
Magazines	21.4	1,504	20.0	1,475
Newspapers, supplements	17.0	1,194	16.8	1,242
Outdoor	3.2	225	3.1	230

Bates tracks the trends in costs and audience

	Television			Print			Radio spot	Radio net.	Outdr.
	Day net.	Eve. net.	Spot	Mag.	Nwspr.	Suppl.			
<i>Expenditure trends</i>									
1968	100		100	100	100		100	100	100
1969	110		111	105	106		102	94	101
1970	109		109	101	100		103	89	112
1971	105		101	107	111		110	100	126
1972	118		117	112	124		112	117	140
1973	129		122	113	125		111	108	146
1974	141		132	117	136		113	114	164
1975	152		143	115	140		118	122	168

Unit cost trends

1968	100	100	100	100	100	100	100	100	100
1969	107	108	110	105	105	84	110	95	109
1970	118	115	120	109	111	97	119	94	117
1971	117	100	123	109	115	96	125	105	126
1972	117	121	114	110	118	99	132	110	138
1973	132	137	114	113	125	105	141	112	144
1974	139	148	121	118	133	117	147	110	156
1975	164	153	123	127	154	136	157	116	168
1976	180	161	130	135	164	144	163	121	180

Audience trends

1968	100	100	100	100	100	100	100	100	100
1969	118	104	96	102	100	82	121	95	103
1970	114	100	92	106	100	94	120	92	103
1971	117	98	95	109	101	92	124	103	108
1972	124	107	94	105	100	93	124	121	110
1973	126	108	96	105	101	96	132	123	111
1974	122	112	99	104	101	98	136	122	111
1975	135	117	101	104	99	99	137	125	113
1976	135	117	103	104	99	100	139	127	114

C-P-M trends

1968	100	100	100	100	100	100	100	100	100
1969	91	104	115	103	105	103	91	100	106
1970	103	115	131	103	111	102	99	102	113
1971	100	103	129	100	115	104	101	101	118
1972	94	113	121	105	118	106	106	91	126
1973	105	126	119	107	125	109	106	91	130
1974	113	132	122	113	132	119	108	91	140
1975	122	131	122	122	156	138	114	92	148
1976	134	138	126	129	165	145	117	95	158

Notes: The calculations are based on measurement units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, black-and-white pages for supplements, 1,000 lines (black-and-white) for newspapers and 100 showings for outdoor. Audience levels are based on women 18+ for day network, total persons 2+ for evening network TV and households for spot TV. Network and spot radio audience levels are based on persons 12+. Magazine audience levels are adults 18+, and the outdoor audience is based on total population. Both newspaper and supplement audiences are based on circulation. The table shows trends in index form, with 1968, the base year, at 100. The number by which any subsequent year exceeds or falls short of 100 is that year's percentage of increase or decrease from 1968. Figures for 1975 expenditure trends and all 1976 figures are estimates.

outdoor and a 1% increase for supplements.

Taking note of the drop-off in Nielsen network ratings that became evident earlier in 1975, Bates said "these changes may or may not reflect a real decline in viewing." In Mr. Reichel's view, "all the variables must be examined before firm conclusions are drawn concerning TV audience changes."

The preliminary data thus far available,

he said, "is insufficient for estimating a radical change in audience levels for the entire 1975-76 season. Therefore, after considering present data as well as past audience trends, Bates estimates that, overall, network TV audiences in 1976 will approximate 1975 levels. Network television C-P-M's, therefore, will reflect fully the amount of unit cost increases—10% in daytime and 5% in evening.

For spot TV, Bates anticipated 1976 rises

of 5% in costs and 2% in audiences, resulting in a 3% increase in C-P-M.

In tracking trends from 1968 through its estimates for 1976, Bates found that newspapers' cost-per-thousand growth rate was up the most over that span (65%) and radio's the least (spot radio up 17%, network radio down 5%); that daytime network TV and outdoor were tied for highest rate of increase in unit costs (80% each) while network radio had the lowest unit-cost growth rate (21%) and that spot radio's audience was up the most (39%) and newspaper's the least (actually, down 1%).

Staggered sweeps are Arbitron's idea to answer ratings quandary

Concept envisions doing half of TV markets every other week over eight-week term; still another plan would have Arbitron and Nielsen alternating all markets every other week; there's some enthusiasm for each proposal

A way of stretching four weeks of local TV audience measurements across eight weeks has been advanced by Arbitron Television as a possible solution to the controversy as to whether current four-week sweeps should be lengthened to eight weeks.

The plan appears to be gathering considerable though far from universal support as an alternative—or at least a step toward an alternative—to outright eight-week measurement periods.

In essence, as outlined by Arbitron officials—who insisted it was "an idea," not "a proposal"—the plan envisions a staggered pattern in which Arbitron would measure half its 200-plus markets during the first, third, fifth and seventh weeks of an eight-week period and would measure the other half during the second, fourth, sixth and eighth weeks. Present sample sizes would be retained and the sweeps would roughly coincide with the current schedule. They would be conducted in October-November, January-February and April-May. Current measurements of some markets in October and January would become unnecessary, and measurement of another handful in March would be discontinued.

Among the advantages, Arbitron officials said, were that the impact hypoing—one of the main targets of eight-week advocates—would be lessened and the sweeps' cost to stations would be held down and might even be reduced. Many others appeared to agree, but some contended any change from the present system is unnecessary. Still others maintained the plan would not work effectively without A.C. Nielsen Co. participation as well—with Arbitron measuring all markets

in odd weeks, say, and Nielsen measuring all in even weeks. Whether Nielsen and Arbitron could agree with each other on any arrangement was widely regarded as an antitrust question, but some sources said they would push—with the backing of their own lawyers—for at least an exploration of the possibilities of an Arbitron/Nielsen alternate-week approach.

Erwin Ephron, chairman of the Advertising Research Foundation committee that recommended eight-week sweeps after a study last year (BROADCASTING, Nov. 3, 1975), said last week he regarded the Arbitron plan as "ingenious" and "a very effective compromise" that would work even without Nielsen participation. He said he had polled his ARF committee members and all said they were in favor of the plan except the representative of CBS, which has been the most outspoken advocate of eight-week sweeps.

Jay Eliasberg, research vice president, CBS/Broadcast Group, commended Arbitron for trying to find a solution and said he considered the plan a short step in the right direction but could not support it because, among other things, it would prevent a subsequent "longer step" to eight-week sweeps. But he said he could support "without reservation" a variation in which Arbitron and Nielsen would measure all markets on alternate weeks.

Steve Raffel of the Harrington, Richter & Parsons representative firm, one of two ARF committee members who dissented from the committee's endorsement of eight-week sweeps, said a subcommittee of another industry group, the Committee on Local Television and Radio Measurement (COLTRAM), is studying "several possible ways" of lengthening sweep periods by diary allocation, including the Arbitron plan.

Representatives and stations generally have been aligned almost solidly against eight-week sweeps. Fresh evidence came to light last week. Television Bureau of Advertising officials said they sent out postcard ballots Dec. 22 asking stations to "vote" for either four-week or eight-week sweeps. With returns from 407 stations in by last week, they said, 90% voted for four-week, 9% for the longer measurements.

New on TV horizon. Ampex Corp. and CBS have developed Electronic Still Store (ESS) system considered breakthrough in television engineering capability. Device is said to be first to use digital recording technique with video images, teams up with computer to store some 1,500 frames in random mode, each accessible in 100 milliseconds. First model will be delivered to CBS at mid-1976, is expected to be operational before national political conventions. Network officials believe ESS could be key element in future TV station design, eliminating need for large slide libraries. Ballpark estimate is that initial models will cost about \$100,000.

Inside, outside pressures build lively agenda for NAB board

Moves for more emphasis on radio high on Key Biscayne agenda; competition of cable and pay TV plus family-hour problems to be studied at next week's sessions; ballots go out for board elections

Cable and pay cable television, family viewing, the new look for the annual convention and the association's beefed-up program of radio activities are the major agenda items for the National Association of Broadcasters's annual winter board meeting next week. The television and radio boards, meeting separately and jointly all week in Key Biscayne, Fla., will also be given the standard update by the NAB staff on the legal and legislative affairs in Washington.

The radio board has the meatiest agenda for its meeting Tuesday. For its approval, the NAB staff has prepared a set of proposals designed to boost the association's activity on behalf of radio. Tied in with that will be discussion of the association's revamped convention program with more separation between TV and radio than ever before.

The NAB staff has also prepared for the radio board a report on the impact of cable and pay cable TV on radio, based on a survey of more than 300 of the association's radio stations that have cable systems in their markets.

Among the government issues the radio board will take up are the so-called "roadside radio" proposal before the FCC and the proposal for a short-form license-renewal application.

The television board, at its meeting Thursday, plans to review family viewing and the lawsuit against it by the coalition of Hollywood writers, producers and actors. Too, it will hear from its dues committee, which is expected to recommend an increase.

The joint board meets Tuesday and Friday at Key Biscayne with the NAB budget on its agenda. Also meeting will be the cable radio committee and the convention committee.

**Countdown to NAB elections:
25 seek 12 seats on radio board;
11 nominees for six seats on TV**

This year's National Association of Broadcasters television and radio board elections enter the last stage next week when final ballots will be mailed out to the membership. There are 36 nominees, 25 vying for 12 open seats on the radio board and 11 for six seats on the TV board.

This is the second year the TV board

elections are being conducted by mail concurrently with the radio board balloting. NAB TV members will select from the entire list of nominees, while the radio members will vote for just two candidates each, one from the two (three in one instance) nominees in their district and one from the two at-large candidates in their market class.

All incumbents running for re-election were renominated, four on the TV board and five on the radio board. Among those on the radio board who have completed two two-year terms and by rule must retire this year are Robert Hilker of the Suburban Radio Group, Belmont, N.C.; Robert Thomas of Beef Empire Radio Stations, Norfolk, Neb.; Kay Melia, KLOE(AM) Goodland, Kan.; Radio Chairman Harold Krelstein, Plough Broadcasting, Memphis, and Thad Sandstrom, Stauffer Publications, Topeka, Kan. Jack Chapman, KGAK(AM) Gallup, N.M., and Joe Drilling, Retlaw Broadcasting, San Diego, both chose not to run for second terms.

Retiring TV board members include Chairman Walter Bartlett, Avco Broadcasting, Cincinnati, and Ray Johnson, KMED-TV Medford, Ore.

Election ballots will be mailed Jan. 22 and must be returned to NAB by Feb. 17. Those elected will take office the last day of the 1976 annual convention in Chicago, March 24.

Candidates for the radio board, listed by geographic district or market size, are:

District two (New Jersey, New York): William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y. (incumbent); Oscar Wein, WDLA-AM-FM Port Jervis, N.Y.

District four (North Carolina, South Carolina, Virginia): William Eure Jr., WSSV(AM)-WPLZ(FM) Petersburg, Va.; Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C.

District six (Arkansas, Louisiana, Mississippi, Tennessee): Len Hensel, WSM-AM-FM Nashville (incumbent); James Ward, WLAC-AM-FM Nashville.

District eight (Indiana, Michigan): John R. Anderson, WCCW-AM-FM Traverse City, Mich. (incumbent); Basil O'Hagan, WNDU-AM-FM South Bend, Ind.

District 10 (Iowa, Missouri, Nebraska): E.G. (Red) Faust, KJAN-AM-FM Atlantic, Iowa; R.M. McKune, KTTR(AM)-KZNN(FM) Rolla, Mo.

District 12 (Kansas, Oklahoma): Pat Murphy, KCRC-AM-FM Enid, Okla.; Robert Pratt, KGGF(AM) Coffeyville, Kan.

District 14 (Colorado, Idaho, Montana, New Mexico, Utah, Wyoming): Wayne Cornils, KFXD-AM-FM Nampa, Idaho; Frank Scott, KTLK(AM) Denver.

District 16 (Arizona, Southern California): Jack Willis, KHQP-AM-FM Phoenix; Dan Speare, KGEE(AM)-KGFM(FM) Bakersfield, Calif.

Class A market (population for 500,000 or more): William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill.; David G. Scribner, KHOW-AM-FM Denver; Lester Smith, KJR(AM)-KISW-FM Seattle.

Class B market (population of 100,000 to 500,000): Herbert Hobler, WHWH(AM) Princeton, N.J., WPST(FM) Trenton, N.J.;

Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.

Class C market (population of 25,000 to 100,000): Dick Painter, KYSM-AM-FM Mankato, Minn. (incumbent); J.R. Livesay, WLBH-AM-FM Matton, Ill.

Class D market (population of 25,000 or less): Jack S. Younts, WEEB(AM) Southern Pines, N.C. (incumbent); Bayard Walters, WKCM(AM) Hawesville, Ky.

Television board nominees:

Forest Amsden, KGW-TV Portland, Ore.; David Baltimore, WBRE-TV Scranton, Pa.; Charles Batson, Cosmos Broadcasting, Columbia, S.C. (incumbent); Kathryn Broman, Springfield Television, Springfield, Mass. (incumbent); A. James Ebel, KOLN-TV Lincoln, Neb. (incumbent); Earl Hickerson, WCEE-TV Rockford, Ill.; Douglas Manship, WBRZ(TV) Baton Rouge; Dan Pecaro, WGN Continental Broadcasting, Chicago (incumbent); Mark Smith, KLAS-TV Las Vegas; Leonard Swanson, WIIC-TV Pittsburgh; Walter Windsor, WFTV(TV) Orlando, Fla.

PBS board sanctions new top echelon

Gunn, as vice chairman, will focus on long-range, other plans; Grossman, as president, will oversee day-to-day operations

Lawrence K. Grossman, head of his own New York advertising agency, last week was officially approved as the new president of the Public Broadcasting Service, effective Feb. 1. Hartford N. Gunn Jr., president of PBS since its establishment in 1970, was elected vice chairman.

The new organizational structure will allow Mr. Gunn to devote all his efforts to long-range planning, national affairs and development, with Mr. Grossman overseeing the day-to-day operations of PBS. That separation of responsibility is seen by PBS Chairman Ralph B. Rogers as a necessary prelude before his own replacement could be found. Mr. Rogers, who is unsalaried as chairman, says he devotes

close to 60 hours a week to the job—a schedule that many potential candidates might be reluctant to duplicate.

The new organizational structure entails by-law changes that must be ratified by member stations and should lessen the chairman's burden. Any new candidate for chairman will have to be voted on at the Feb. 8-11 annual PBS membership meeting or wait another year until the next election of governors. Mr. Rogers, who is eager to be relieved of the post, said he would stay on another year if asked and in the event no other person is nominated next month.

Mr. Grossman will relinquish his advertising business, which has been PBS's primary outside advertising arm, to his partners, Ron Aigen and Gil Pearlman. Mr. Grossman's extensive background in broadcasting, with both NBC and CBS, was cited by several board members as a key element in the board's electing him.

Mr. Grossman's salary as PBS president will be \$63,350 a year—a considerable drop from his income in the advertising business. But, according to Mr. Grossman, "public television is on the verge of a flourishing new era" and he wants to be part of it. He points to the secure income provided in the long range funding bill, increases in membership support and growing audience appreciation as barometers of public television's development.

Now the substance must come, says Mr. Grossman, who wants to see "diverse and innovative programing" cover the framework that has already been set up. PBS must bring a sense of "showmanship and excitement" to its viewers, he feels. And public affairs, especially in a political year, must be developed by PBS to the fullest, Mr. Grossman adds.

Mr. Grossman says he wants the opportunity to make PBS the "partner and companion" to commercial television that its proponents have always promised.

Both Mr. Grossman and Mr. Gunn will be free to make any staff realignments and changes they feel necessary, though such changes are not seen as happening for at least several months.

The PBS board also discussed future satellite networking plans at last week's meeting. No definitive action was taken,

but a comprehensive report on what is ahead was given by the Satellite Working Group (PBS, the Corporation for Public Broadcasting, National Public Radio and the Ford Foundation). If each group gives the green light, lead applications for earth stations are expected to be filed at the FCC by next fall, with initial operations to begin in the spring of 1977. A cost of between \$36-38 million was cited to provide satellite service (via Western Union facilities) to over 250 PBS stations with provisions to "piggy-back" future NPR needs at an additional cost.

The board decided to hold off action on an amendment that would permit board members to be re-elected to another three-year term. At present, all board members serve single three-year terms.

Prospects poor for meeting with Canadians

U.S. sends high-power delegation including deputy secretary of state and FCC Chairman Wiley; opposite numbers won't even have power to negotiate, only 'explain'

A U.S. delegation heads north to Ottawa this week for talks with Canadian officials about their government's policies aimed at stopping the flow of Canadian advertising dollars to U.S. television stations along the border. But prospects for a successful talk do not seem bright, at least from the American point of view. The Canadians are sending a relatively low level group of officials with no authority to negotiate, and the Buffalo, N.Y., stations involved are showing an increasing interest in pressing forward with their plan to jam signals that now carry popular entertainment programming into Canada.

Principally at issue in the talks, scheduled for Tuesday, is the requirement of the Canadian Radio Television Commission that Canadian television systems delete commercials from the American programs they import.

However, the Americans will also discuss legislation moving through the Canadian parliament to deny tax deductions to Canadians for advertising they place in American media. The State Department, in response to a letter from Washington state's two Democratic senators, Warren G. Magnuson and Henry M. Jackson, urging that the tax matter be discussed in Ottawa, said that all such matters would be aired.

Indeed, it is understood that the Americans will advance a proposal aimed at persuading the Canadians to withdraw the bill, at least as it affects U.S. television. Kvos-TV Bellingham, Wash., for years has had a Canadian subsidiary which handles advertising sales in Canada and which is taxed by that country. The three other stations that are the target of Canada's policies—WBEN-TV, WGR-TV and WKBW-TV,



New man, new job. Lawrence K. Grossman (l), New York advertising executive, was elected president of the Public Broadcasting Service to replace Hartford N. Gunn Jr (r), who assumes new position of vice chairman. Ralph B. Rogers (c) continues as PBS chairman until successor is found.

all Buffalo—would be willing to consider establishing similar subsidiaries, the Canadians will be told.

However, that idea was advanced before and was rejected by the Canadians. That was when representatives of KVOS-TV appeared before the parliamentary committee considering the tax bill. Another aspect of the proposal is that the tax money obtained from the Americans be funneled into Canadian television production. Canadian officials have expressed concern over the impact on the Canadian television industry of what they say is the \$20 million it loses annually to the American border stations.

FCC Chairman Richard E. Wiley, who will be a member of the U.S. delegation, will take the lead in expressing the American position on the commercial-deletion issue. He is not expected to suggest any quid pro quo for a change in that policy. But he is likely to discuss the equities of a policy which permits Canada to obtain American programming but denies exposure to the advertisers who help make it possible, as well as the policy's broader implications for international telecommunications generally.

The Canadians who will hear these proposals and arguments will have no authority to do more than explain their government's position.

State Department officials were obviously surprised when they learned that this week, along with the names of the Canadian officials who will participate in the Ottawa meeting. None of the Canadians matches in rank Deputy Assistant Secretary of State Richard Vine. Nor is FCC Chairman Wiley's counterpart at the CRTC, Acting Chairman Harry Boyle, a member of the delegation, which will include officials of the Departments of Communications and External Affairs and of CRTC.

An External Affairs spokesman said his government had never envisioned the meeting as a "negotiating" session but, rather, as one in which it could explain its position "at this stage." He also said the government felt the meeting could help in resolving the dispute.

A State Department official would not say whether or not he was disappointed. However, he did say State had looked at the meeting differently, that its intention "was to work out a solution to the problem." Nevertheless, he said, "We can still have a useful meeting."

The three Buffalo stations have filed an application with the FCC for a permit to build a facility that would block transmission of their signals into the Toronto metropolitan area. The purpose would be to persuade Canadian viewers to pressure their government into changing its policies. And on Friday, the Buffalo stations asked the commission for a rule waiver that would permit them to proceed with construction of the jamming facility—which would cost about \$300,000—while waiting for the commission to decide whether they could operate it.

In Brief

■ **Senator John O. Pastore** (D-R.I.), entering last year as chairman of Communications Subcommittee, is planning project that will give folks something to remember him by. Aides suggest he is thinking of writing address giving his assessment of communications industry, where it stands and, in his opinion, where it should be headed. Suggestion was also made that he might make cable regulation this year's super project. Staff of subcommittee joined full committee staff in three-day Airlie House (Warrenton, Va.) retreat last week to map this year's agenda, but came back empty-handed. Only legislation it knows will be taken up for sure are sports antiblackout extension bill (now in conference), bill to fund educational TV facilities and three FCC "housekeeping" measures.

■ Post-Newsweek Stations group is implementing **new children's television policy** committing each station to 1½ hours per week of own or group-produced programs, plus limitation of commercial load to six minutes per hour (National Association of Broadcasters code limits are 12 minutes on weekdays, 9½ minutes on weekend). Commercials will be clustered in before-and-after blocks, leaving program content uninterrupted. Policy applies to group's own and syndicated programming; network shows will not be affected.

■ Announcement that **President Ford** would address regional meeting of Society of Professional Journalists (Sigma Delta Chi) at University of Maryland April 9-10 (BROADCASTING, Nov. 24, 1975 et seq) is now said by Ron Nessen, President's press secretary, to have been premature. Appearance, Mr. Nessen told BROADCASTING last week, is "under consideration."

■ When some 6,000 tickets to Los Angeles-Dallas National Football League playoff remained unsold 48 hours before Jan. 3 game, advertising agency **Dalley & Associates** purchased \$35,000 worth of seats on behalf of Ford Dealers Association of Southern California. Eight commercials for local Ford dealers hung in balance, and agency's game plan succeeded in lifting blackout that would have been imposed if tickets went unsold. Los Angeles Coliseum seats over 100,000.

■ **Clear Channel Broadcasting Service** members meeting in Chicago Thursday (Jan. 8) voted to present to FCC arguments in favor of removing 50 kw restriction on U.S. AM stations and to oppose further duplication of remaining clear channels. They contend power increase would let them reach 50% of land area where no "acceptable" ground-wave service is received at night. Duplication, they say, would reduce service in areas where clears estimate they serve 26 million people.

■ Senator Edmund Muskie (D-Me.), chairman of Senate Budget Committee, has been granted prime time to present **Democratic response to President Ford's** state of union address. President will be carried at 9 p.m. Jan. 19; Senator Muskie, at 9 p.m. Jan. 21.

■ CBS News says fourth in its "American Assassins" series—Jan. 5, on Robert Kennedy and George Wallace—was **highest rated news special ever** with average 18.6 million households. It was against last hour of NBC three-hour foreign policy special and *ABC News Closeup* on "Women's Health." Ratings and shares: CBS 26.8/48; ABC 11.5/21 and NBC 8.4/15.

■ VHF drop-ins under consideration in FCC inquiry now under way would, in opinion of FCC Commissioner **Robert E. Lee**, "undermine past UHF progress and kill off its future development." He'll so say, tomorrow (Jan. 13) in remarks to Association in Independent Television Stations convention in Los Angeles.

■ To FCC Commissioner **Glen O. Robinson**, who feels ascertainment process the commission requires of broadcasters is waste of time and money, new order it adopted on that subject last month (BROADCASTING, Dec. 22, 1975) means "mountain has labored and brought forth Mickey Mouse." In dissent, he chided colleagues for concerning themselves with such "trivial matters" as what percent of interviews should be conducted by management and what format of such interviews should be, said record does not support view that ascertainment has positive effect on local programming.

■ **Satellite Network Services Inc.**, new company to act as sales representative for owners of satellite earth stations, has been formed by Hubert J. Schlafly, Robert E. Button and Edward L. Saxe, principals in Transcommunications Corp., Greenwich, Conn., satellite consulting firm, which continues. Purpose is to expand revenue for earth stations beyond such original sources as pay-cable distribution.

■ House Communications Subcommittee Chairman **Torbert Macdonald** (D-Mass.) has primary opponent in his 12th run for Congress—Jack Leff, 43, former Massachusetts secretary of elderly affairs now teaching at Boston University. He's not considered threat by Macdonald staff.

■ **James Marino**, VP-general manager, RKO Television Representatives (RTVR), New York, named president, succeeding Robert L. Glaser, who becomes board chairman while continuing as president of RKO General Television.

■ **N.E. Harden**, executive VP, A.C. Nielsen Co., elected president, succeeding A.C. Nielsen Jr., who has become board chairman (BROADCASTING, Jan. 5).

FCC takes on heavy schedule

Among big items for next quarter is self-examination that could end in cutback of some projects

The FCC has blocked out its program for the next three months and, as has been true of the three-month calendars issued in the past, the one published last week indicated a busy time ahead. Meetings, congressional hearings and oral arguments are scheduled for at least three days a week during most weeks, for four days in some.

However, broadcasting and cable television items do not dominate the calendar. Common carrier matters will take a considerable amount of the commission's time.

One new item—scheduled for March 11—involves a program review analysis, Chairman Richard E. Wiley's idea for evaluating the objectives of commission regulation and the commission's effectiveness in reaching them. Chairman Wiley is expected to suggest a structure for the review, which could result in the elimination or reduction of some programs. He feels such a review is particularly necessary at a time when, as now, the administration has placed a lid on regulatory agencies' budgets.

The broadcast and cable items likely to draw attention include a proposed rulemaking to authorize use of automated transmitters (March 3), New Jersey's request for a VHF drop-in (March 4), a policy statement governing decisions in comparative/renewal broadcast cases (March 16), a short-form renewal for radio (Feb. 5), alternatives to the March 31, 1977, deadline for rebuilding cable television systems, which was scrapped (Feb. 26), and definition of a cable television system (March 31).

The schedule of events of interest to broadcasters and cable operators follows:

January—13, commission and State Department officials meet with members of Canadian government in Ottawa on Canada's policy of deleting commercials from television programs imported from U.S.; 15, rulemaking on captioning television programs for the deaf; 21, Senate testimony on legislation increasing limit on fines commission may impose and extending forfeiture authority to cable television; 22, network radio matters; 27, oral argument on renewal/comparative hearing involving RKO General's WNAC-TV Boston; 28, rulemaking on station ID's and rulemaking on cable television's carriage of specialty stations; 29, testimony before House Oversight Subcommittee (tentative), and 30, notice of inquiry on cable television rates.

February—5, short-form radio renewal; 11, rulemaking on regional concentration of control; 17, en banc meeting with members of public requesting it (thus far, only National Association of Broadcasters has

requested time, to discuss commission's cable television policy); 19, petition-to-denial day; 24, reserved for oral argument; 26, alternative to March 31, 1977, deadline for cable television rebuild and rulemaking dealing with joint sales and combination rates.

March—3, notice of proposed rulemaking looking to authorization of automated transmitters, and final order on viewability standard to be used in determining whether signals should not be duplicated; 4, New Jersey VHF drop-in rulemaking; 9, oral argument on comparative renewal case involving Western Communications Inc.'s KORK-TV Las Vegas; 11, program review analysis; 17, FM allocations rulemaking; 22-25, NAB convention; 30, oral argument on revocation of WSIB(AM) Beaufort, S.C.; and 31, definition of cable system.

Robinson is going back to school

FCC commissioner says he won't sweat out reappointment in an election year, ponders offer from U. of Minnesota, talks with U. of Virginia and Aspen Institute

President Ford can add another item to his list of things to do in 1976: Find and nominate a new member of the FCC. Commissioner Glen O. Robinson, who was nominated in May 1974 to complete a term ending June 30, 1976, does not see his future at the commission extending beyond that date.

The commissioner, who fills a Democratic seat on the commission, is on a two-year leave of absence from his job as a member of the University of Minnesota Law School. He said last week he is not about "to wait around, twiddling my thumbs, to see if I'm reappointed, particularly in an election year."

And that would be the case, he said, even if he were interested in another term, "which I'm not much."

It is not that he does not like the job or is bored by it. "I feel the experience has been worthwhile," he said. "But with the term expiring, now is as good a time as any to leave, given the fact of other prospects."

One of the prospects is not merely his old job at Minnesota. Last fall, he was offered a new chair at the law school—a position that would not only be prestigious, since it was offered on a vote of the law school faculty, but also highly remunerative.

Commissioner Robinson, who said he would have been prepared to stay on another year or two if the term lasted that long. But he said his feeling that reappointment in a presidential election year was uncertain caused him to start thinking of where he wanted to spend his future. And the offer from Minnesota, he added, "brought things to a focus. I had to tell

them whether I wanted the job."

But the Minnesota law school is not the only possibility. Commissioner Robinson has talked with representatives of the University of Virginia Law School, and while no offer has been made, he believes that, if one were, it would be comparable to the one from Minnesota. Then, too, the Aspen Institute has been in touch about a possible affiliation, although one that would not require his services full time.

Commissioner Robinson said he expected to make up his mind on a new job by the end of January.

As Commissioner Robinson suspected, the White House is months away from a decision on whom to recommend to the President for the seven-year term to begin on July 1. White House officials say some names have been received for consideration, but there are as yet no "candidates," and no one at the White House has begun the selection process.

However, there should be no dearth of names flowing in to the White House once Commissioner Robinson's decision to seek his future elsewhere becomes widely known. Scores of would-be Democratic commissioners surfaced several years ago, when Commissioner Nicholas Johnson's term was to expire on June 30, 1973, and then when Commissioner H. Rex Lee suddenly announced his resignation in December of that year.

Commissioner Robinson, a former communications lawyer in Washington who taught administrative law at the University of Minnesota, was probably as well prepared as anyone ever nominated to the commission. He lost little time in participating and in voting in commission meetings.

But his nomination, which had been strongly urged by former Chairman Dean Burch, then a top White House adviser, caused concern among many broadcasters because of the reputation he had acquired through his writings on communications matters. His view seemed to be that the marketplace was to be favored over government as a regulator. And while broadcasters did not object to a de-



Robinson

regulatory approach, what concerned them was the feeling that Mr. Robinson would favor breaking up newspaper-broadcast crossownerships and support pay cable.

As a commissioner, Mr. Robinson has indeed favored a de-regulatory approach, particularly in the area of programing. And he did take the positions on crossownership and pay cable that had been expected. But he had no success in persuading his colleagues to see things his way.

He has also been in the minority on another issue—that of opening commission meetings to the public. However, Congress seems determined to adopt legislation that would assure that Commissioner Robinson's views prevail, not only at the FCC but at other agencies as well. But the legislation would probably not take effect until Commissioner Robinson returns to private life.

NAACP mounts strong attack on Florida EEO practices

Association asks FCC to inquire into what it says is 'rampant' discrimination against minorities and women by state broadcasters

Two years after the FCC concluded an inquiry into the equal employment opportunity performance of Florida broadcast stations, that state's branch of the National Association for the Advancement of Colored People has petitioned the commission to reopen that inquiry, and, "where proper, designate egregious cases" for license-renewal or revocation hearings. Discrimination against minorities and women, "even by commission standards," NAACP says, is still "rampant" throughout the state.

The commission in January 1974 concluded a two-year inquiry into Florida station's EEO practices by renewing the licenses of 51 of them. But it conditioned the renewals of 36 stations. They had to inform the commission within 30 days of local minority and women's groups they would consult in filling openings, and submit with their 1974 and 1975 employment reports detailed statements of efforts made to seek job applicants from those groups (BROADCASTING, Jan. 7, 1974).

The NAACP's petition, said to have been based on a survey of all stations in the state, says that 31 of the 36 emerged from the study with "disproportionate representation of minorities and women employed." In all, NAACP found 75 licensees that had a "highly disproportionate representation of minorities and women employed." And this, NAACP said, "translates" into about 21% of stations in the state.

The standard used to determine "disproportionate representation" was the commission's "zone of reasonableness," with procedures for determining the

Will NBC have to eat peacock?

Ballyhooed introduction of new 'N' logo is outdone by uproar over discovery that Nebraska Educational Television Network came up with same design for pennies compared to what its commercial counterpart paid

NBC's city-bred "N" logo, designed at a cost of "well under \$1 million," has a country cousin that cost "well under \$100." NBC took the wraps off its new corporate identification program at the beginning of the year, but, it turns out, the Nebraska Educational Television Network has been using an identical logo, although in a different color combination, for the past six months in identifying its programs. NBC's "N" was developed by the prestige firm of Lippincott & Margulies. The NETV "N" was developed in-house, by the network's art director, William Korbus.

NBC maintains there should be no confusion between the two. Spokesmen say the "N" will always appear in conjunction with an identifiable company division—the radio or television network or an owned-and-operated station. There could be no confusion, they say, over whether a viewer was watching NBC or NETV.

NETV, for its part, says it can make a strong case that the symbol belongs to it. But for the time being, it seems content with the publicity generated by the disclosure.

And NBC is probably getting more publicity for the new logo than it did when it unveiled it. There were stories in the *New York Times*, the *Wall Street Journal* and the *Washington Post*, all pointing up the cost differential in coming up with the same design.

NBC would not place a price tag on its "N," although estimates ranged up to \$750,000. But spokesmen were quick to point out that the fee was not only for the logo, but for an entire corporate identifica-

parameters of that zone that were suggested by the National Black Media Coalition. It suggested 20% less than parity as the minimum necessary to fall within the zone.

The NAACP also says there is reason to believe Florida stations do not have effective affirmative action programs. It said it analyzed the programs of about 15 stations, and found only one—WINK-FM Fort Myers—had a workforce analysis, and none had a specific program for hiring or training.

This, NAACP said, clearly demonstrates "the failure of Florida broadcasters to assure equal employment opportunities for blacks, Latinos, native Americans and women, and their failure to comply with commission rules and federal mandates." It said it has also presented enough evi-



tion program. One said it was "an apple-and-orange situation."

The NETV version usually appears as all-red (the University of Nebraska's color) against a gray background. NBC's is red and blue against a white background. NETV began using its version six months ago in-state and went national last week as the Public Broadcasting Service sent out NETV's *Anyone for Tennyson*?

dence to warrant an immediate and full inquiry by the commission "into the statewide discriminatory employment patterns and practices of broadcasters licensed to serve Florida."

NAACP said the commission should designate for hearing "any or all of the pending Florida license renewal applications," particularly those found in the study to fall outside the "zone of reasonableness," or to institute revocation or cease-and-desist proceedings against such stations.

The stations NAACP says have records falling below the zone are:

WBRD-AM-FM Bradenton; WEZY-AM-FM, WKKO(AM), WRKT-AM-FM and WCKS(FM) Cocoa; WMFJ-AM-FM, WNDB-AM-FM, WESH-TV, WROD(AM) and WELE-AM-FM Daytona Beach; WKKX(AM) and WETO(AM) Deland; WAVS(AM), WFTL-AM-FM, WSRF-AM-FM, WHYI(FM) and

WLOD(AM) Ft. Lauderdale-Hollywood; WBBH(TV), WINK-AM-FM-TV, WCAI(AM) and WMYR-AM-FM Ft. Myers; WFTF(AM), WIRA-AM-FM and WTVX(TV) Ft. Pierce; WAKA(AM), WCJB-TV, WDVH(AM) and WRUF-AM-FM Gainesville; WIVY-AM-FM, WJAX-AM-FM, WJCT-FM-TV, WJKS-TV, WJNJ-AM-FM, WMBR(AM), WTLV-TV and WVOJ(AM) Jacksonville; WFCB-TV, WINZ-AM-FM, WJSB-AM-FM, WTMJ(FM), WMCU(FM) and WWOK-AM-FM Miami; WEVU-TV Naples; WIMC(AM) and WWKE(AM) Ocala; WLOF(AM), WORL-AM-FM, WDIJ(FM), WSWB-TV and WMFE-TV Orlando; WPAP-FM, WDLP(AM), WGNE-AM-FM and WDTB-TV Panama City; WVIX(AM) and WSRE-TV Pensacola; WPOM(AM) Riviera Beach; WFSU-TV, WMEN(AM), WONS-AM-FM, WTAL(AM) and WTNT-AM-FM Tallahassee; WINQ(AM), WAZE(AM), WQXM(FM) and WCCF-AM-FM Tampa-St. Petersburg; WKAO(AM), WSBF(AM), WVOG-FM, WDBF(AM), WRYZ-AM-FM, WPBR(AM) and WGMW-FM West Palm Beach.

Issues and answers confront INTV at L.A. convention

Regulatory problems, sales advice highlight agenda that also includes reports on news co-op, programing

Programing, sales and profits, Washington problems, the new news cooperative and satellite interconnection are among the topics being explored at the third annual convention of the Association of Independent Television Stations (INTV).

The convention is being held at the Cen-

tury Plaza hotel in Los Angeles. It started with an informal reception and dinner yesterday evening (Jan. 11), is being followed by business sessions today and tomorrow.

INTV officials expected attendance to reach the 300 mark, topping last year's convention count of 250. Advance registration by last Wednesday (Jan. 7) had already totaled 250.

Reports by INTV Chairman James Terrell, of KTVT(TV) Fort Worth, and President Herman Land, an appraisal of the Washington outlook by Thomas Dowd of Pierson, Ball & Dowd and an updating on research and independent stations by Frank Tuoti of WPIX(TV) New York are among the morning highlights today.

Another: the new Independent Television News Association and its cooperative exchange of news via satellite, to be discussed by Robert J. Wormington of KBMA-TV Kansas City, Mo.; Sherman Bazell of KTVU(TV) Oakland-San Francisco; Leavitt J. Pope of WPIX, and Harold E. Protter of KPLR-TV St. Louis.

Programing will be on center stage this afternoon. Future trends will be examined by a panel of Giraud Chester of Goodson-Todman, Norman Lear of Tandem Productions, Lee Rich of Lorimar Productions and Grant Tinker of MTM Enterprises, with John T. Reynolds of Golden West Broadcasters as moderator. Syndication programing will be explored by Louis N. Friedland of MCA TV, Alan Silverbach of 20th Century-Fox Television and a

panelist to be selected, with Crawford Rice of KSTW(TV) Tacoma-Seattle as moderator.

Sales and profits form Tuesday's theme, with discussions at the morning session of "Up Your Bottom Line—Increasing Profits Through Financial Controls" by Lionel Schaen of KHJ-TV Los Angeles; Gene Adelstein, KZAZ(TV) Nogales-Tucson, Ariz.; Harold Christiansen, Metromedia Television, and Warren Larson of KTLA(TV) Los Angeles, and "Building Local Sales" by Harry Pappas KMPH-TV Tulare, Calif.; Martin Brantley, KPTV(TV) Portland, Ore.; Martin Colby, XETV(TV) Tijuana, Mex. (San Diego); Roger Cooper, Sacramento, Calif., consultant, and Richard Gifford, KTVI.

President Land, John Sawhill of RTVR Inc. and Robert Somerville of INTV will present an INTV sales review Tuesday afternoon, and "The National Sales Challenge" will be faced by Richard Frank, KCOP(TV) Los Angeles; Oliver Blackwell, Katz Television; Al Masini, Tele-Rep; John Mulderrig, Spotmasters Inc., and Don Robinson, Kaiser Broadcasting Spot Sales. A closed business session and a dinner will wind up the Tuesday proceedings.

Tyler Macdonald, chairman of Ayer/Jorgensen/Macdonald, Los Angeles, will address today's luncheon. FCC Commissioner Robert E. Lee will be the luncheon speaker on Tuesday. Los Angeles independent stations will be hosts at a Monday-evening reception.

Changing Hands

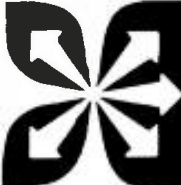
Announced

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

■ WNLC(AM)-WTYD(FM) New London, Conn.: Sold by Thames Broadcasting Corp. to Mercury Broadcasting Corp. for \$1 million. Seller is owned by Gerald J. Morey who has no other broadcast interests. Principals in buyer are Joseph B. Somerset, radio consultant; David T. Workman, New York stock broker, and David A. Swiger, partner in New York underwear manufacturing firm. WNLC is on 1510 khz with 10 kw day, 5 kw night. WTYD is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ KSEN(AM) Shelby, Mont.: 66.7% of Tri-County Radio Corp. sold by John J. Lyon to Jerry W. Black for \$560,000. Mr. Lyon retains 19.7% and has no other broadcast interests. The rest of the station's stock is owned by local residents. Mr. Black is KSEN station manager. KSEN is 5 kw daytimer on 1150 khz.

■ WSWB-TV Orlando, Fla.: Sold by Sun World Broadcasters Inc. to Martin Broadcasting of Florida Inc. for \$450,000 plus \$87,500 noncompetition covenant. Principal in seller is Earl L. Boyles, president and board chairman of Sun World. Buyer is owned by Donald G. Martin (70%) and John R. Hughes, William G. Evans and Johnny Mack Bramlett (10% each) who



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also have interests in WEZF-FM-TV Burlington, Vt. Mr. Martin also has interests in WMSL-TV Huntsville, Ala., and purchased, subject to FCC approval, WHOS(AM)-WDRM(FM) Decatur, Ala. (BROADCASTING, Jan. 6, 1975). WSWB-TV is on channel 35 with 2,565 kw visual, 507 kw aural and antenna 1,473 feet above average terrain.

■ WSTM-FM St. Matthews, Ky.: Sold by Scott Broadcasting Co. to Summers Broadcasting Inc. for \$300,000. Seller is equally owned by T. Jefferson Wright and Edward B. Schroering who have no other broadcast interests. Buyer is licensee of WLOU(AM) Louisville, Ky. Its principals are E. Stratford Smith (43.5%), Vincent A. Pepper (43.5%) and William E. Summers III (13%). Messrs. Smith and Pepper are general partners in Washington law firm, and Mr. Summers is general manager of WLOU. WSTM-FM is on 103.1 mhz with 2.95 kw and antenna 135 feet above average terrain.

■ WBHT(AM)-WTBG(FM) Brownsville, Tenn.: Sold by Brownsville Broadcasting Co. to B&P Properties Inc. for \$275,000. Seller is equally owned by Ben M. Gaines and Edgar R. Perkins who also have interests in WHDM(AM) McKenzie, Tenn. Mr. Perkins also owns WALR-FM Union City, Tenn. Buyer's principals are William L. Pope, sales manager of WENK(AM) Union City, and Dr. Harold Butler, Union City physician. WBHT is 250 w daytimer on 1520 khz. WTBG is on 95.3 mhz with 3 kw and antenna 150 feet above average terrain. Broker: Chapman Associates.

■ KOKN(AM) Pawhuska, Okla.: Sold by Cherokee Broadcasting Co. to Coleman Broadcasting Co. for \$105,000. Principals in seller are Jim A. Egan (45%), who has no other broadcast interests, and Galen O. Gilbert (55%) who has interests in KTLQ(AM) Tahlequah, Okla.; KSWM-AM-FM Aurora and KBTN(AM) Neosho, both Missouri, and KPET(AM) Lamesa and KZEE(AM) Weatherford, both Texas. Buyer's principal is Lewis Coleman, former principal and general manager of KTMCA(AM) McAlester, Okla. KOKN is daytimer on 1500 khz with 5 kw (500 w during critical hours). Broker: George Moore & Associates.

■ Other sales reported at the FCC last week include: WQMA(AM) Marks, Miss.; KKAT(AM) Roswell, N.M. (see page 45).

Approved

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

■ WENN-AM-FM Birmingham, Ala.: Sold by Frank S. Blackford, receiver, to Booker T. Washington Broadcasting Services Inc. for \$650,000. Principals in buyer are Dr. A.G. Gaston Sr. (50.1%) and Louis J. Willie (49.9%). Dr. Gaston, through holding company, owns 92% of Booker T. Washington Insurance Corp. which has subsidiaries in fire and life insurance, real estate, motel, cemetery, funeral and rental businesses in Birmingham. Through same holding company, Dr. Gaston owns 98% of Birmingham nursing home. Mr. Willie

owns 3.85% of parent insurance company. WENN is 5 kw daytimer on 1320 khz. WENN-FM is on 107.7 mhz with 58 kw and antenna 600 feet above average terrain.

■ WWCN-AM-FM Brazil, Ind.: Sold by Clay County Broadcasting Co. to Hausman Broadcasting corp. for \$550,000. Principal in seller is Albert Tedesco (90%) who also has interests in WEXY(AM) Oakland Park (Fort Lauderdale), Fla., KTCR-AM-FM Minneapolis-St. Paul and KDUZ-AM-FM Hutchinson, Minn. Principal in buyer is Barry L. Hausman who has interest in WTOY(AM) Roanoke, Va. WWCN is daytimer on 1130 khz with 500 w. WWCN-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ KBRC(AM) Mount Vernon, Wash.: Sold by Beckley Radio Co. (Leo H. and Louise L. Beckley) to W.D. Radio Co. (George B. Dewey and Edward J. Watson Jr., 50% each) for \$500,000. Mr. and Mrs. Beckley have no other broadcast interests. Mr. Dewey is Mount Vernon certified public accountant. Mr. Watson has interest in and is national sales manager of Chicago foundry-sand and fertilizer firm. Both have Mount Vernon real estate interests. KBRC is on 1430 khz with 5 kw day, 1 kw night.

■ Other sales approved by the FCC last week include: KPOD(AM) Crescent City, Calif.; KTEE(AM) Idaho Falls, Idaho; WBGR-AM-FM Paris, Ky.; WSMF(AM) Sault Ste. Marie, Mich.; WADD(AM) Brockport, N.Y.; WIDU(AM) Fayetteville, N.C.;

WNCC(AM) Barnsboro, Pa.; WHPA(AM) Honesdale, Pa.; WHMT(AM) Humboldt, Tenn.; WGTH(AM) Richlands, Va. (see page 45).

FCC rules candidates in presidential preference primaries deserve cheapest rate

Complaints and compliance chief says that lowest unit charge applies for period before primaries.

Legally qualified candidates for their parties' presidential nomination who want to advertise on radio or television now have it on the word of the FCC staff that they are entitled to broadcasters' "lowest unit charge" during the 45 days preceding any primary election in which they are entered.

The commission's chief of complaints and compliance, William B. Ray, issued the ruling in a letter to Frank Fletcher, a communications attorney, who had asked whether the "lowest unit charge" applied to the North Carolina presidential preference primary. Under that state's law, national convention delegates are elected and are bound to reflect the vote of the electorate in the primary on the first ballot only. And the state's attorney general has

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ruled that the primary "does not reflect a final nomination."

However, Mr. Ray noted that neither the federal campaign law nor its legislative history indicated any congressional intent to distinguish between presidential preference primaries which result in the commitment of delegate votes at a party nominating convention from other types of primary elections "which determine with finality the nominees of the respective political parties..."

Mr. Ray also pointed out that the commission has ruled that that a person campaigning in a primary election in which delegates will be chosen for a state convention which selects delegates to a national convention is entitled to "the lowest unit charge."

And if the "lowest unit charge" provision applies to that kind of a primary election, Mr. Ray said, it certainly applies to one such as in North Carolina. Accordingly, he said, legally qualified candidates for their respective parties' presidential nomination "who are entered in any of the presidential preference primary elections are entitled to the 'lowest unit charge' during the 45 days preceding the date of such primary election."

Adams contends review group errs in its approach

NBC executive says relationship between cable and broadcasting has unique considerations

Broadcasters are continuing to respond to questions from the White House's regulatory reform group now working on cable television legislation and, in the process, making the point that broadcasters and cable television system operators are anything but classic competitors.

NBC's David Adams was the latest, in a letter to Paul MacAvoy of the President's Council on Economic Advisers. He contended the review group's analysis "is hampered by an oversimplified approach" in dealing with such questions as what effect full copyright liability on cable would have on cable's impact on small-market stations, and whether such stations could avoid the loss of revenue that would result from the importation of programs containing national spot advertising by

"changes in local programming."

That approach, Mr. Adams wrote, "sees cablevision as a technological and service innovation offering competition to broadcasting and possibly diversity of programming—a new service that is being obstructed from achieving these high purposes by regulations which are designed to protect the vested interests of broadcasters."

But that approach, he added, "is based on analogies from other industries and does not include a full consideration of how the broadcast program distribution system works under an allocation plan, license requirements, and a public interest standard of regulation that, as Justice Frankfurter said long ago, makes the FCC more than a traffic cop and, for better or worse, affects the composition of that traffic."

The letter was the second Mr. Adams addressed to Mr. MacAvoy on the subject. The first, in October, followed the meeting the regulatory reform group held with a number of broadcast industry representatives. In that letter, Mr. Adams suggested that de-regulation of cable follow the imposition of "full copyright responsibility" on cable owners (BROADCASTING, Oct. 27, 1975).

Parted. Washington law firm of Finkelstein & Firestone has been dissolved, partners have joined separate firms. Michael Finkelstein is now with Boasberg, Hewes, Finkelstein & Klores (formerly, Boasberg, Hewes, Klores & Kass), and Martin Firestone is with Stein, Halpert and Miller.

TV comes to South Africa. More than decade of controversy over impact of television ended last Monday as South Africa's state-supported SABC-TV began first full nationwide broadcast. Debut of daily five-hour color service included premier episode of *The Bob Newhart Show*, news, children's programs, Chopin concert and statement by Prime Minister John Vorster. Broadcast, half in English and half in Afrikaans, reached estimated one million viewers on some 250,000 color sets sold during past six months. Service, however, does not reach most of nation's 18 million blacks who live without electricity and also could not afford average \$1,000 tag for color set. Network officials have expressed hope for second channel—aimed at black majority—by 1980. Expected eventually are three channels: English, Afrikaans and black.

Hold that gavel. Auction of Overmeyer Co.'s WDHO-TV Toledo, Ohio, by First National Bank of Boston which was pledged stock as loan collateral was halted by injunction after Overmeyer filed bankruptcy proceedings in New York. Overmeyer owes First National \$3,350,000 plus \$947,465.66 in interest.

Initially renewed. WKWF(AM) Key West, Fla., was granted license renewal in proposed decision by FCC Administrative Law Judge Arthur A. Gladstone. At issue was whether John M. Spottswood,

licensee of WKWF and owner of Cable-Vision Inc., cable system serving Key West, engaged in unfair competition by his "alleged refusal" to afford equivalent carriage of WKIZ(AM) and WFYN-FM both Key West. Judge Gladstone found Mr. Spottswood never refused carriage to two stations and parties later reached agreement on their own. Mr. Spottswood has since sold his cable concern to Tele-Media for approximately \$3 million (BROADCASTING, Sept. 22, 1975).

Battle goes on. Central California Communications Corp., licensee of KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, is continuing fight against renewal of KNTV-TV San Jose, KMST-TV Monterey and KCOY-TV Santa Maria. CCCC is appealing FCC decision to renew in U.S. Court of Appeals in Washington.

Way cleared. FCC has granted assignment of license of WEZL(FM) Charleston, S.C. from Fine Arts Broadcasting to WEZL Inc. and dismissed charges by Low Country Broadcasting that WEZL Inc. assumed control prior to FCC approval.

Appealed. Chicano Coalition Inc. and Felix Gutierrez have filed appeal in U.S. Court for District of Columbia Circuit from FCC's decision to renew license of NBC's KNBC(TV) Los Angeles. In separate action, Bilingual Bicultural Coalition on Mass Media Inc. filed appeal in same court from FCC's renewal of Doubleday Broadcasting Co.'s KITE(AM) Terrell Hills, Tex. Both citizens' groups had opposed renewal on grounds of employment discrimination (BROADCASTING, Oct. 27).

Media Briefs

Trimmed. Senate bill (S. 233) that would reimburse North Central Educational Television Inc. for equipment-modification expenses incurred because of FCC oversight has been revised by House and sent back to Senate for approval. House disallowed \$2,943 in anticipated profit loss which reduced amount of claim to \$23,288.92. Original incident occurred when FCC overlooked North Central's pending application for TV channel 2 and gave Canada clearance to use that channel (BROADCASTING, May 5).

KQED saved from saviors. Incumbent board of KQED Inc., licensee of KQED(TV) and KQED-FM San Francisco, has turned back threat of insurgents in balloting for eight new board seats. All were filled from list of 12 candidates submitted by board. Group calling itself Committee to Save KQED, which opposed present management, has offered several write-in candidates in effort to take control of stations (BROADCASTING, Dec. 8, 1975).

Strictures opposed. U.S. Commission for UNESCO has passed resolution objecting to report circulated by UNESCO which recommends government takeover and censorship of mass media in Latin America. Resolution was presented by Daniel W. Kops, president of Kops-Monahan Communications, New Haven, Conn., and NAB delegate to advisory group. Resolution called attention to dangers of report which would restrict free flow of information in Latin America and urged State Department to object to these roadblocks to private ownership of stations in Latin America, and to explore precise role of UNESCO in preparation and dissemination of report. Report assertedly has support of Communist-bloc and Third World nations.

Atlanta broadcaster buys baseball's Braves

Turner spends upwards of \$10 million to acquire NL team

Turner Communications Corp., an Atlanta-based group broadcaster and outdoor advertising firm, has purchased the Atlanta Braves baseball team for a price reportedly in the neighborhood of \$10-12 million. Neither Turner Communications (R.E. [Ted] Turner, 85%) nor the selling Atlanta/LaSalle Corp. would disclose the price, but they did say that it would be paid out on an installment basis.

Under the agreement, Mr. Turner, a 37-year old communications executive and renowned yachtsman, will become president and chief operating officer of the National League club. He currently serves as chairman and president of Turner Communications, licensee of WTCG(TV) Atlanta, WRET-TV Charlotte, N.C., and WGOW(AM)-WYNO(FM) Chattanooga. According to a Turner company spokesman, Mr. Turner recently has been increasing his interest in the publicly held firm. The agreement also calls for Bill Bartholomay, current Braves chairman, to remain in that post, and, along with outgoing president Dan Donahue, to continue as a director of the Braves. Their company, Chicago-based Atlanta/LaSalle, also publicly traded, has additional interests in wholesale sporting goods distribution and small business investment.

This coming baseball season would have meant the fourth year of a five-year contract giving WTCG television rights to the Braves. Turner Communications claims to have set up the country's largest regional baseball TV network with 29 affiliates.

The purchase, subject to National League approval, marks the entrance of another communications group into the major league market, following the departure of two others: CBS's sale of the New York Yankees baseball club in 1973 and more recently Storer Broadcasting Co.'s sale of the Boston Bruins hockey team (BROADCASTING, Sept. 1). Other broadcasters with baseball interests are Golden West Broadcasters (Gene Autry, president and chairman), with the California Angels, and John E. Fetzer of the Michigan-based Fetzer group, with the Detroit Tigers. Nick J. Mileti, principal in Ohio Communications, has separate interests in the Cleveland Indians, as well as the Cleveland Crusaders hockey and Cleveland Cavaliers basketball clubs.

FCC to take closer look at WRC-TV EEO efforts

The FCC is going to take another look at employment practices at NBC-owned WRC-TV Washington. Last spring, the commission denied conditionally a petition to deny the station's renewal filed by the National Organization for Women and alleg-

ing sexual discrimination in hiring and promotion. The FCC deferred action on that petition until similar charges before the Equal Employment Opportunity Commission were resolved. NOW took that action to court. Since then, the EEOC has notified the commission that talks with WRC-TV were at an impasse, and the commission has now asked the court to remand the case. The FCC says that new employment information supplied by WRC-TV is not conclusive and that further investigation by the Broadcast Bureau is necessary.

UCC says hiring of minorities isn't keeping pace with growth of workforce

Church of Christ report does say that women did better, however

The Office of Communication of the United Church of Christ reported last week that the hiring of blacks and other minorities by TV stations in 1975 fell off from previous years although workforces increased generally.

The fourth annual report issued by the church group said commercial TV stations added 730 new full-time jobs between 1974 and 1975, a 2% increase, but the proportion of minority employees crept up from 12.4% to 12.7%.

Women fared better than the minorities, according to the report. They have risen from 22% of the television station workforce in 1971 to 25% in 1975. Women employment rose by 1% in 1975 over 1974.

The study is titled "Television Station Employment Practices, 1975: the Status of Minorities and Women" and is based on the official annual employment reports filed with the FCC by 639 commercial and 145 noncommercial TV stations.

The report said these stations had 42,320 employees in 1975, a jump of 9% since 1971 and of 2% in the past year. It pointed out that most new jobs are upper-level positions—officials and managers, professionals, technicians and sales workers. In contrast, jobs for clerical and service employees have declined.

Dr. Ralph M. Jennings, associate director, and Veronica M. Jefferson, field director of the Office of Communication, who conducted the study, said that minority and women employees may be receiving paper promotion at some stations to make employment practices seem better than they are when annual reports are made to the FCC.

"Minority persons made substantial gains in 1972 and 1973, rising from 8.3% of the commercial television work force in 1971 to 11.5% in 1973," the study stated. "The gain between 1972 and 1973 was two percentage points, from 10% to 12% of the workforce. A falloff began in 1974 when the gain was nine-tenths of one percentage point, and accelerated in 1975."

The people's choice: TV is voted best advertising medium

TVB-commissioned survey finds adults favoring television by far as the most influential

By a margin of about eight to two, adults consider television the most influential advertising medium. By other overwhelming margins they also consider its advertising the most authoritative, most up-to-date and most exciting.

These results were announced by the Television Bureau of Advertising, based on a poll conducted for it among a national sample of 2,565 adults by R. H. Bruskin Associates, independent research organization. The results, according to TVB, jibed closely with those in 1970 when people were asked the same questions.

"The television figures then and now are very enlightening since most retailers' advertising is placed in newspapers but most retailers' customers' confidence rests in television," TVB President Roger D. Rice said in releasing the latest results. "This overwhelming vote for TV is reflected by stepped-up retailer use of the medium in 1975 and promises even greater activity in 1976."

TVB said 82% of those polled called TV the most influential advertising medium as compared with 11% who named newspapers, 2% radio and 1% magazines (the rest didn't answer or had no opinion). As to which medium was most authoritative, TVB said, 50% voted for TV, 26% for newspapers, 5% for radio and 9% for magazines. On most up-to-date it was 58% for TV, 23% for newspapers, 8% for radio and 3% for magazines, while the vote for most exciting advertising went 80% to TV, 3% each to radio and newspapers and 4% to magazines.

TVB said that on the question of honesty in advertising, no medium held a dominant position.

TVB does the co-op hop

Thirty-two executives from retailers, manufacturers, distributors and chain-stores will participate in the Television Bureau of Advertising's eight-city regional sales seminar, starting Wednesday (Jan. 14) and ending on Feb. 10. The seminars will be held in Boston on Jan. 14; Dallas, Jan. 20; Atlanta, Jan. 22; Detroit, Jan. 27; Cincinnati, Jan. 29; San Francisco, Feb. 3; Los Angeles, Feb. 5 and Kansas City, Feb. 10. Each session will present four speakers from nearby areas on topics including new trends in co-op advertising and the tailoring of commercials for specific retailers. Officials of TVB will outline plans for generating more TV co-op dollars and issue a report on ways to direct more retail

newspaper budgets to TV. Speakers will include officials from such stores as Jordan Marsh, Boston, and Shillitos, Cincinnati; such manufacturers as Stride-Rite, General Electric and Jantzen; such distributors as Kitchen Aid and Zenith and such chain store groups as Two Guys, Los Angeles, Lucky Stores, San Francisco, and Cunningham Drug Stores, Detroit.

Beating the drums for adflation campaign

RAB sends out new spots pushing radio as a saver in this economy

A presentation taped by the presidents of eight radio organizations will be distributed by closed circuit to affiliates of four national radio networks Jan. 14-17 to encourage participation in the Radio Advertising Bureau's new "Radio, Adflation Fighter '76" campaign ("Closed Circuit," Jan. 5).

The campaign, scheduled to start on the networks Jan. 15 and on stations the week of Jan. 19, includes five one-minute spots featuring radio sales success stories and testimonials, designed to generate local sales leads for stations.

Among those featured on the spots are Jacqueline Da Costa, vice president for media information, Ted Bates & Co.; W. W. Hawkins, vice president for marketing services, Delta Air Lines; John Keavey, advertising manager, Metropolitan Life Insurance Co.; Lester Boyle, advertising manager, Getty Oil; Irwin Barnett of Barnett-Zlotnick division of Young & Rubicam; Paul Farber, marketing vice president, Blue Nun Wine, and Ed Ramm, head of his own New York agency, Mason Adams, well-known from many commercials, is announcer on the spots.

The spots are being sent at no charge to all RAB members. Other stations may order them from RAB, 555 Madison Avenue, New York 10022, at \$5 for the set. Stations reps and Keystone Broadcasting System are alerting their stations to the campaign, whose 1975 version had the support of more than 2,000 stations and the radio networks. RAB officials credit it

with contributing to radio's estimated 10% sales growth in 1975.

Advertising Briefs

Not so sweet. Alleged violation of Federal Trade Commission cease and desist order will cost Amstar Corp. \$10,000 and require corrective advertisements for Domino refined sugar on WADO(AM) and WEVD(AM), both New York, and in print. Consent judgment settlement was made in Southern District Court of New York.

TVB tally. Television Bureau of Advertising added 36 new station members in 1975 and these, with two more in first two days of 1976, have brought station membership to record high of 329, Vice Chairman Norman E. Cash reported. He also noted that station-rep membership has reached 23 firms with the addition of 17 last September (BROADCASTING, Aug. 25, 1975).

AMA gears up for battle against FTC

The American Medical Association has armed itself with a law firm and met with a regulatory law expert, former FCC Chairman Newton Minow, as it prepares to defend its ban on advertising by doctors.

The Federal Trade Commission attacked it last month with a complaint alleging that the ban restricts competition, and in effect, fixes prices. According to the AMA, the standard has prevented "hucksterism" and has been part of medical ethics for more than a century. Advertising agency executives, however, have predicted that a lift of the ban would have little effect (BROADCASTING, Jan. 5).

The AMA again is using the services of a Chicago-Washington law firm, Sidley & Austin, which last year handled AMA's suit against the U.S. Department of Health, Education and Welfare over Medicaid and Medicare.

The FTC complaint also includes the Connecticut State Medical Society and the New Haven County Medical Society Inc. It is scheduled to be heard before an FTC administrative law judge Feb. 9.



Cooperative ventures. Participating in the "adflation" taping were Donna O'Hare, administrative assistant to RAB President Miles David, and eight presidents (l to r): Jack Thayer, NBC Radio; Ed Little, MBS; Hal Neal, ABC Radio; Nick Gordon, Keystone; Mr. David; Sam Cook Digges, CBS Radio; Ms. O'Hare; Ralph Guild, McGavren-Guild; Sal Agovino, Katz Radio.

Programing

CBS comfortably in front in Nielsens

It's now full point ahead of NBC for the season; shuffle of Tuesday-night shows is a success

CBS-TV, with an over-all 19.2 rating, continues to widen its season-to-date (Sept. 8-Dec. 28) lead over second-place NBC (18.2 rating) and third-place ABC (17.7 rating).

CBS won the 16th week (Dec. 22-28)—its sixth weekly win in a row—with an 18.0 rating, compared to NBC's 16.3 and ABC's 15.1. And with the first three days of the 17th week (Dec. 29-31) snugly in its pocket, CBS figures to keep on increasing its lead, particularly since the second-season shows it has both introduced and shuffled appear to be holding up in the ratings.

For example, CBS has completely turned around its Tuesday performance since it moved *M*A*S*H* in at 9 p.m., NYT (a 27.0 rating and 41 share on Dec. 30), added the new Norman Lear comedy *One Day at a Time* at 9:30 p.m. (25.1 rating and 39 share on Dec. 30), and pushed *Switch* back an hour, to 10 p.m. (19.6 rating and 34 share on Dec. 30), to replace the anemic *Beacon Hill*. Each of these shows is consistently winning its time period.

CBS's new cop show, *The Blue Knight* (Wednesday, 10-11 p.m.), got its best numbers of the year so far (an 18.0 rating and 38 share) on Dec. 31. And CBS's *Hawaii Five-O* (a 21.4 rating and 33 share on Jan. 1, 9-10 p.m.) and *Barnaby Jones* (a 19.7 rating and 33 share on Jan. 1, 10-11 p.m.) continued to post survival numbers in their new time periods.

ABC begins ushering in its second-season schedule this week (starting with the time-slot shift of *On the Rocks* tonight, Jan. 12, at 8 p.m.). The only new second-season shows introduced by NBC so far, *Grady* (an 11.3 rating and 25 share on Thursday, Dec. 25, 8-8:30 p.m.) and *The Cop and the Kid* (an 11.1 rating and 23 share on Dec. 25, 8:30-9 p.m.), have done so poorly that NBC will flip-flop the two next week in a last-ditch attempt, industry sources say, to save *The Cop* and *the Kid*, a family comedy that NBC programmers are reportedly high on.

Trans-American Video sold to Sammy Davis firm

Systel Industries, Los Angeles, has purchased Trans-American Video, including all assets, from Chicago businessman W. Clement Stone. The West Coast television production facility was acquired by Systel principals Sammy Davis Jr. and Jack B. McClenahan for an undisclosed cash amount. Systel says it has injected over \$500,000 into the firm's physical

facilities, particularly in the postproduction area.

Negotiations are under way that will add more than 150 production hours to TAV's schedule, according to Mr. McClenahan, Systel president. So far the only firm commitment from new production sources has been *The Merv Griffin Show*, which switched from Hollywood Palace to TAV (BROADCASTING, Dec. 22, 1975).

Sammy Davis Jr.'s show, *Sammy and Company*, will resume production Feb. 1 at the TAV facility.

Writer residuals slip a bit in 1975

**But December receipts go up—
with network use of reruns**

Residuals earned by members of the Writers Guild of America added up to \$9.6 million last year. But that figure wasn't high enough to match 1974's record-breaker which brought in \$10.3 million. Despite the 7.1% drop, however, 1975 provided the second best yearly total for writers.

Yearly television residuals declined 4.2% from 1974, from \$8.6 to \$8.3 million. Domestic royalties fell from \$6.4 to \$5.9 million; foreign royalties rose from \$1.6 million to \$1.8 million. Royalty percentage compensation under the guild's plan for the years 1962-66 dropped from \$647,990 to \$563,729. This compensation—4% of distributors gross, worldwide—was established prior to the current foreign residual formula.

Theatrical residuals on films played on television slipped considerably further, from \$1.7 million in 1974 to \$1.3 million last year, a drop of 22.9%. According to Maureen Beattie, WGA residual administrator, this drop results from less major motion-picture use by the networks. The brightest percentage gains, however, came from the guild's newest source: supplemental markets, which in their second year rose 90.3% from \$15,029 to \$28,592. Residuals in this category come from cable and cassette use.

In comparing the months of December in 1974 and 1975, the picture looked upbeat. Over-all, residuals rose 34.4%, up more than \$125,000 over 1974's \$501,402. The reason for the December increase, according to the residual administrator, was that networks began their reruns earlier than usual and chose not to wait the full 30 days to pay for the privilege. December 1975, earnings: domestic, \$364,825; foreign, \$120,730, and royalty compensation, \$9,530.

Program Briefs

Seven more. Mutual Radio Network, Washington, has signed seven new affiliates: KBBQ(AM) Ventura, Calif.; KJDF(FM) Beeville, Tex.; KTRH(AM) Houston; WHVL(AM) Hendersonville, N.C.; WLII(AM) Shelbyville, Tenn.; WPMH(AM)

Portsmouth, Va., and WTID(AM) Newport News, Va.

P & G markets mount. Procter & Gamble Co., Cincinnati, which is making its debut as barter television advertiser with new half-hour syndicated *Andy Williams Show*, (BROADCASTING, Dec. 1, 1975), has placed show in 62 markets for fall 1976 start. Grey Advertising, New York, which is clearing stations, said WJZ-TV Baltimore; KCRA-TV Sacramento, Calif.; WTAR-TV Norfolk, Va.; KTEW(TV) Tulsa, Okla., and KGMB-TV Honolulu are latest to sign.

Horrors. *Superfright Collection*, five 25-minute horror programs for radio, is being syndicated for three airings this year—Feb. 13, Oct. 31 (Halloween) and Nov. 13. Collection includes: "The Monkey's Paw," "The Telltale Heart," "Cask of Amon-tillado," "The Legacy" and "Winthrop Oil Painting." *O'Connor Creative Services*, P.O. Box 8888, Universal City, Calif., 91608.

That, too. National Association of Broadcasters has included FCC order repealing its pay cable rule dealing with series-type programming in association's effort to obtain judicial review of commission's payable rules. NAB, in supplemental statement filed with U.S. Court of Appeals, called repeal of rule "arbitrary and capricious," and asked court to annul it.

Syndicated grocer. *Joe Carcione—The Greengrocer*, 60-second daily news feature about fresh fruits and vegetables, is being

syndicated by Mighty Minute Programs Ltd., San Francisco, reports sales to KOLD-TV Tucson, Ariz.; KABC-TV Los Angeles, KFSN-TV Fresno, KRCR-TV Redding, KMST(TV) Monterey, all California; KBCI-TV Boise, Idaho; KLAS-TV Las Vegas; KTHI-TV Grand Forks, N.D.; KOB(TV) Medford, Ore.; KXLY-TV Spokane and KAPP(TV) Yakima, both Washington.

Pre-schooler viewing. *Playmates-Schoolmates*, 13-week experimental children's series produced by Group W, starts today (Jan. 12) on five Group W stations. Staff from Gesell Institute of Child Development, Boston, is assisting in initial production (taped at WBZ-TV Boston). Aim is to encourage active rather than passive TV watching.

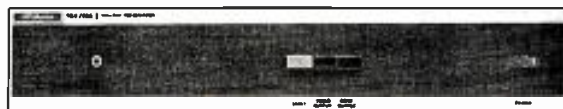
Pierce predicts: growth again for ABC, year-round premieres for new programs

Network TV billings this year will return to pre-recession growth rates and advance at least 12%-13% beyond 1975 totals, with ABC's growing by an even bigger margin, according to Frederick S. Pierce, president of ABC Television.

He offered the projection at a luncheon in New York for more than 40 TV editors and writers for major newspapers and



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Pierce

magazines who were taken by ABC to Innsbruck, Austria, last week for a look at the site of the upcoming winter Olympics to be covered by ABC-TV next month (Feb. 4-15).

Mr. Pierce also ventured that the networks' practice of introducing new shows primarily in September and in December-January would eventually give way to introductions throughout the year. He noted, for instance, that ABC-TV plans to introduce *Good Heavens* and *Viva Valdez* in March or April, and *Family* some time in the spring.

Questioned about the three networks' already disclosed plans to defer the start of the 1976-77 prime-time season to late September to give producers more time on new series (BROADCASTING, Dec. 15, 1975), Mr. Pierce offered ABC-TV's timetable. He said the network plans to announce its new fall schedule by about March 26 and schedule its premieres six months later, between Sept. 22 and Sept. 27.

In answer to another question, he said he thought the networks were evolving toward and eventually would have reached the kind of programming that now occupies the so-called "family hour," even if the family-viewing concept for the pre-9 p.m. period had not materialized. He also agreed that there are probably too many action shows in the post-9 p.m. period but also said there are several different kinds of action shows and they should not be lumped together into a single category. As for ABC-TV's post-9 p.m. schedule, he said it contains only one series, *The Rookies*, that was moved there from the family hour.

CBS has one 'world series'

"World Series of Golf", which for 12 years had been on NBC-TV, will be carried on CBS-TV on Sept. 4 and 5. The Tournament Players Division of the Professional Golf Association of America signed a five-year contract for the broadcast coverage, which is estimated at more than \$200,000 a year on an escalating scale. Cox Broadcasting Corp. had sold its 25% interest last year and PGA assumed full ownership (BROADCASTING, April 28, 1975); new contract is 50-50 partnership.

Cablecasting®

Rochester asks: Whom do we believe?

Conflict between government, state cable regulation poses stumbling blocks, says city that wants to entertain franchise bids; petition to FCC asks clarification of state power over program content

Cable television systems are not alone in their concern over conflicts among the rules the FCC, states and local authorities have adopted to regulate them. The situation worries cities, too, as Rochester, N.Y., indicated in a request for a declaratory ruling it filed with the FCC.

The requested ruling would declare several provisions of New York state's cable television act and some regulations adopted by the state's Commission on Cable Television "unlawful, inoperative and/or pre-empted" to the extent they are in conflict with commission rules or policy.

Rochester, which expects to request bids for a local CATV franchise said the conflicts between state and federal cable regulations confront local franchising authorities and cable systems with a dilemma: Should they comply with state regulations and face certification denials or delays at the FCC, or should they comply with FCC rules and become entangled in the state certification process?

The city accused New York's CCT of "espousing compliance with FCC rules on the one hand and enforcing conflicting, obsolete CCT regulations on the other," and said the alleged practice must stop. "Anything less," it added, "is blatantly unfair to New York cable television system franchisees and local government franchisors."

In all, the city's petition seeks rulings voiding eight provisions of the state's cable television law and four regulations. The subjects involved include technical and construction standards, franchise fees, regulation of other than subscriber rates, enforcement of standards inconsistent with federal standards, and the regulation of leased channels.

Another provision of the law the city has asked the commission to declare void—and one that is said to be particularly disturbing to officials—is one barring the CCT from interfering with program content. The city contended the provision bars CCT from adopting rules prohibiting the transmission of obscene or indecent material.

Thus, the city added, "there is a clear conflict between federal and state regulation." It noted that "the resulting confusion" has resulted in the cablecasting of "what appears to be obscene and indecent programs" on Teleprompter and Manhattan Cable systems in New York City.

The petition is not the first asking the commission to pre-empt state laws and regulations said to be inconsistent with federal regulations. Last February, the

same Washington law firm representing Rochester in its cable television matters—Pittman Lovett Ford & Hennessey—represented several cable systems in New Jersey in urging the commission to declare a number of provisions of that state's cable law and regulations adopted under it "inoperative." Failure to act, the firm said then, would condone "incredible delays" facing cable systems attempting to start or expand service in New Jersey, and invite challenges to its authority over cable in other states (BROADCASTING, March 3, 1975).

The commission, which did not receive final pleadings in the matter until November—it received an opposition from the state, a reply by the law firm and, in November, an updated response by the firm—has not yet acted on the petition.

Cable Briefs

No more time. National Cable Television Association has told FCC that 30 days is ample time for public notice prior to granting of cable certificate of compliance. Committee for Open Media has petitioned commission to extend that time to 120 days. COM has also asked that 30-day deadline for filing oppositions to granted certificates be extended, also to 120 days. Thirty days is also plenty there, said NCTA. Association said that most cable franchises are granted only after public hearing at local level; more delay at federal level would only deny "a public-wanted service."

Construction. C-Cor Electronics, State College, Pa., will construct cable facilities for Community Antenna Inc.'s system to serve Laurinburg and Maxton, both North Carolina. Contract covers both new construction and rebuilding in area where 11-year old Entron-built system covers 32 miles. Total cost is projected at \$250,000.

Awards nominees. National Cable Television Association is accepting nominees for Larry Boggs Award, Idell Kaitz Memorial Award, outstanding committee chairman's award, award for outstanding contributions through state or regional association activity and Robert H. Beisswenger Memorial Award. Nominations should be sent to NCTA, 918 16th Street, N.W., Washington 20006. Awards will be presented at this year's annual convention.

Moved. GTE Sylvania Inc., Stamford, Conn., has moved its cable-TV installation and equipment operation's southeast regional sales office to Marietta, Ga. It was located in Dayton, Ohio. New address: 3046 Covington Road, Marietta.

Cable talk. National Cable Television Association has established speakers bureau, that will make cable speakers available to noncable industry meetings, social groups and schools. Spokesmen will include cable operators, NCTA board and staff members.

Acquired. Falcon Communications, newly formed Los Angeles-based cable TV operator, has acquired systems serving

Courts vs. press: tensions mounting

Watergate appellants say publicity denied them fair trial; Nebraska judge sticks by gag rule

Two court cases now under way in two cities widely separated by distance and size could have a bearing on how far courts can go, for the sake of a fair trial, in restricting coverage by the news media.

In Washington, it was the Watergate case. Lawyers for the convicted conspirators, in arguments before six of the nine judges of the U.S. Court of Appeals, said the "white heat" of publicity under which their clients were forced to go to trial last year was one factor justifying a new trial for them. John J. Wilson, counsel for former White House chief of staff H. R. (Bob) Haldeman, referred to "the most virulent publicity situation that has ever existed in America."

And in North Platte, Neb., it was the trial of Edwin Charles Simants, accused of the murders of six members of a farm family. A pretrial hearing in the case has already produced a media-gag order by a state judge, upheld in large part by Supreme Court Justice Harry A. Blackmun who said courts could set limits on pretrial reporting if they considered such orders necessary to assure a fair trial. The order is now under review by the full court.

Last week, that case was continuing to create controversy between the bench and the news media. District Judge Hugh Stuart laid down conditions for covering the jury selection process, and the 10 reporters—representing television, radio, newspapers and the wire services—covering the case chose to remain outside the courtroom rather than comply.

Judge Stuart made it clear he had no trouble with the conflict between the constitutional guarantees of a free press and a fair trial. "We're not trying to be fair to you newspapermen," he said. "We're trying to be fair to the defendant."

Group W to China

Three representatives of Westinghouse Broadcasting are traveling in the People's Republic of China in the company of 11 U.S. congresswomen. The delegation, led by Congresswoman Margaret Heckler (D-Mass.) left Washington Dec. 27, 1975, for a 15-day visit that is to include visits to a school for white-collar bureaucrats, observations of the judicial system and oil operations, and a tour of civil defense and storage tunnels in and near Peking. Film coverage of these areas is being allowed for the first time. The Group W crew, under direction of Pat Polillo, vice president/executive news producer, Group W television station group, comprises Lynn Joiner,

Monterey Park, Montebello and La Canada, all in southern California, from Telecommunications Inc. Terms were not disclosed. Falcon will also purchase Telecommunications, system serving Pasadena, Calif., at later date. Four cable systems total 78 miles of plant, pass approximately 8,000 homes and cover 35,000 homes in franchised areas. Falcon, formed last summer with veteran cablemen, Don and Marc Nathanson and Burt Harris, owns eight systems serving 13 California communities.

Test equipment program. Community Antenna Television Association has arranged with Mid State Communications Inc., Beech Grove, Ind., to offer cable operators test equipment packages for conducting annual FCC technical compliance tests (March 31 is deadline). Program will give cable operators access to equipment package assembled by Mid State and custom step-by-step instructions for each system. CATA members, in turn, will pay \$500 for four day test week; non-members will pay \$600. Two systems can share equipment package to cut costs, but must still pay additional \$125 for customized test workbooks. Applications are available from CATA at 4209 N.W. 23rd Street, suite 106, Oklahoma City 73107.

Cable systems offer a la carte, fixed menus to customers

Several give option of pay, regular service or both; Gill has mandatory combination

There is more than one way to sell pay cable. The traditional method has been to offer a pay channel as an add-on service for an additional monthly charge, but several cable operators are experimenting with marketing pay as a stand-alone service or as part of the basic cable television service.

Either way, the object is to increase subscribers, particularly in major markets where over-the-air reception is adequate and basic retransmission service is more difficult to sell. Telecommunications Inc.'s system of Sunnyvale, Calif., offers basic service at \$6.95 per month, both pay and basic service for \$11.95 and pay only for \$8.95. Telecommunications' spokesmen pointed out that since over-the-air signal reception is good in the Sunnyvale market, there is a demand for pay-only service. They cautioned that the three-option approach is experimental and will be extended to other Bay Area systems only if successful. It is not likely to be extended to "classic" cable areas, where over-the-air reception is poor, they said.

A similar marketing approach will begin at Telecommunications' system at Bloomington, Minn., by the middle of the month.

Pay-only service is also being offered at General Television Inc.'s system at Fridley, Minn., but the service has evolved

from customer demand. According to Sarah Hayes, pay TV coordinator, people who planned to disconnect from the cable suggested they would remain subscribers if they could get the pay movie channel—"Cinema 3"—by itself. Fridley, like Sunnyvale, is close to a major market (Minneapolis) and is served with good over-the-air reception.

By allowing subscribers to take the "Cinema 3" channel alone, Chuck Hungerford, Fridley sales manager, estimated about one-half of those planning to disconnect stayed on the cable.

Nevertheless, General TV does not plan to solicit customers by advertising a pay-only option. Mr. Hungerford said the system will continue to gear its marketing efforts at gaining regular cable subscribers and those willing to take both the regular service along with "Cinema 3." Gill Cable Inc., San Jose, Calif., will be the first cable television system to offer a pay movie channel as welded to its basic cable service.

The concept calls for Gill Cable to add two dollars to the basic monthly cable charge to all subscribers, raising the rate to \$8.95. For that added charge, all subscribers will have access to a new movie every two weeks—a total of 26 films a year.

That is smaller than other pay cable packages, for example the Home Box Office offering that provides 96 films a year. But according to Del Henry, Gill Cable management consultant who initiated the concept, it will provide greater economy for both subscribers and the cable company. For eight new movies a month, said Mr. Henry, it would be necessary to charge \$5 or more. By hooking up all subscribers to the movie channel, Gill Cable has avoided the expense of converters and traps. Gill Cable also hopes the new marketing method will increase subscriber penetration in the San Jose market which is relatively well served by over-the-air signals. Currently, Gill Cable has about 37% penetration in its market (or about 57,000 homes), but anticipates an increase to 50% penetration within the next 12 months with the new pay movie concept.

The Gill Cable system is a dual 24-channel system and will introduce pay at the end of this month. Film bookings will be handled by Telemation Program Services and include only films with a "G" or "PG" rating.

Gill Cable was one of the earliest cable systems to file an earth station application at the FCC in anticipation of receiving the HBO program package via satellite. Aside from the \$65,000-plus cost of an earth station, Gill Cable has also saved about \$1 million in converters and traps by going the pay movie route it has chosen.

Mr. Henry believes the basic cable service that includes a pay channel is the best way to go in major market systems where penetration is low. "Why inject more money when you're losing with what you have now?" he questioned. The "black box" or converter with its related risks may not be the only way to provide pay cable, Mr. Henry added.

KPIX(TV) San Francisco reporter; Jim Arnold, WBZ-TV Boston cameraman, and Tom Fleming, independent producer formerly with WJZ-TV Baltimore, who will follow news stories with a documentary to be cycled among the five Group W stations.

Journalism Briefs

Pool arrangements. Television and radio pool arrangements are planned for Democratic National Convention in Madison Square Garden, New York, beginning July 12. Foreign broadcast service for international use will also be available. Inquiries should be addressed to *Robert Asman, NBC, 30 Rockefeller Plaza, New York 10020.*

Correction. ABC spokesman says the network's news division has total of 90 correspondents, not just 52 reported in BROADCASTING, Jan. 5 ("The network evening news; showcase of electronic journalism"). That number included only TV correspondents. Spokesman said ABC also has 38 radio correspondents, some of whom also work in television.

Switch of the week: Nessen complimented

**National Press Club criticism
is countered by Cheney, 'Post'**

White House news secretary Ronald Nessen, who has been drawing even more criticism than usual of late, was defended and praised by the White House chief of staff in an appearance on CBS's *Face the Nation* on Jan. 4. Mr. Nessen also got an editorial note of sympathy from the *Washington Post*.

Richard B. Cheney, in answer to a question from CBS's Phil Jones, said he and President Ford feel that the former NBC newsman has done "an extremely good job in an extremely difficult situation." He also said the office of presidential news secretary is one job—the Presidency is another—that serves as a "lightning rod," drawing a great deal of criticism, regardless of the work done.

As for the National Press Club report that sharply criticized Mr. Nessen's performance as news secretary (BROADCASTING, Jan. 5), Mr. Cheney noted that the *Washington Post* had published an editorial criticizing the club for failing to give Mr. Nessen an opportunity to reply. The editorial said it was disturbing that the report did not provide for a rebuttal.

The editorial also called attention to what the *Post* considered another, more serious, "flaw." And that is that the White House press corps seems, in the report, to assume some things "good reporters" should not—that "press secretaries are merely adjunct to good reporting," for one. Reporters, the editorial said, should rely on their own digging to develop news, not on press secretaries, whose job is to promote or at least protect "the image of those who pay their wages."

Equipment & Engineering

EBS hardware maker blasts NAB's position favoring delay in system implementation

**McMartin says it and other
manufacturers have equipment
ready now and cheaper than if
a postponement were granted**

The National Association of Broadcasters was rapped sharply last week for petitioning the FCC to postpone for six months the April 15 deadline broadcasters face for installing the new, two-tone Emergency Broadcast System equipment (BROADCASTING, Jan. 5). The rap was administered by Ray B. McMartin, president of McMartin Industries, Omaha, an associate member of NAB, which builds the equipment used in the new system.

Mr. McMartin, in a letter to NAB's general counsel, John Summers, said that postponing the effective date would be unfair to the broadcasters who have already purchased the new equipment as well as to the manufacturers (and associate members of NAB) who "have already invested huge sums in inventory buildup, anticipating an orderly flow of systems to the broadcasters."

He also said there is no basis for the argument that the necessary EBS equipment is not now available to broadcasters. "At least 14 suppliers have now been certified" by the commission, he said, "and a heavy advertising campaign" is being waged by the competing firms to reach broadcasters, who "are having no difficulty choosing the systems most appropriate to their needs."

"There is no reasonable need to defer decision-making until NAB convention time [March 21-24]," Mr. McMartin added. "While this might enhance the justification for attending and participating in the NAB convention, it does so at the expense of associate members engaged in supplying EBS equipment."

Mr. McMartin also warned that, contrary to what he said were suggestions that a postponement in the effective date might produce price reductions, it is more likely that further delays will cause prices to rise. He said quantity buying has already occurred and that labor costs after Jan. 1 will reflect "the substantial higher minimum wage increases." He said the maximum average cost for each broadcaster for the equipment will be \$425.

Two petitions seeking extensions of the deadline are pending before the commission—one, by the Louisiana Association of Broadcasters, seeking a one-year delay, and the NAB's. The commission is expected to act on those petitions this week.

Technical Briefs

Replacement order. General Electric Broadcasting Co., group broadcaster, has

placed \$345,000 order with Harris Corp. (Quincy, Ill.) for BTD-361, 36 kw IF modulated TV transmitter to replace present equipment at KOA-TV Denver.

Bought for Boston. RKO General's WNAC-TV Boston will purchase eight RCA color TV cameras—five TK-45A studio cameras, one TKP-45 studio-quality portable and two TK-76 electronic news portables—from RCA Broadcast Systems, Camden, N.J. Total cost is in excess of \$500,000.

Studio monitor. Robins/Fairchild, Commack, N.Y., has developed compact 25-watt solid-state studio monitor power amplifier for broadcast use. Designated model F62500, it allows disk jockeys to have more headset sound than provided by lower-power units for monitoring records.

General agreement on ABC's push for FCC satellite grand design

**Cable and broadcasters do argue,
however, over who gets what**

ABC's petition to the FCC asking for a rulemaking on "the establishment of a basic over-all design for the development of domestic communication-satellite services" (BROADCASTING, Oct. 20) has been recognized in comments to the FCC as necessary by broadcasters as well as by cable TV and common carrier interests. There was however, disagreement over specific proposals suggested by ABC.

ABC in its petition had said that guidelines must be adopted soon or "satellite capacity in the 4/6 ghz band will be depleted within the next five years on a 'first-come, first-served' basis." ABC went on to suggest that broadcasting be given priority on the 4/6 ghz band and expressed concern over possible erosion of spectrum space if the commission allows earth station antennas smaller than the 10 meter (33-foot) ones normally recommended. These proposals were supported by the National Association of Broadcasters and CBS.

The National Cable Television Association did not go along with the antenna proposal. It said that "questions regarding the regulation of the design of ground station installation must be avoided. These matters should be marketplace in nature." The ban against smaller, less expensive antennas, NCTA added, would have the effect of restricting "the use of the 4/6 ghz band to broadcast network uses and shift other users... such as CATV to the 12/14 ghz band." The result of ABC's proposal, said NCTA, Hughes Aircraft and Home Box Office, would be to "remove the necessary flexibility from the development of nonbroadcast services utilizing satellites."

A combination of these two positions was taken by Eastern Microwave Inc., a common carrier, which said that no antennas smaller than 10 meters should be

allowed until the commission has determined that they would not produce "serious adverse effects" over the next five to 10 years that ABC had claimed they would. At the same time, however, Eastern said that CATV should not have to use 12/14 but rather, "broadcast and program services for cable television should be accorded the most reliable and cost efficient service in the 4/6 ghz band" and assign 12/14 for private or industrial uses.

Some manufacturers unhappy with plans to have separate radio and TV halls at NAB '77 convention

A half-dozen broadcast equipment manufacturers have written to the National Association of Broadcasters protesting a proposal by the NAB Radio Information Office Committee to segregate radio from television exhibitors at the 1977 convention in Washington.

The proposal, voted by the committee early in December, would further round out the design for separating radio and TV programs at the annual convention (BROADCASTING, Dec. 22). But there was a logistical reason for the committee's recommendation: The association is having difficulty locating a single hall in Washington big enough to accommodate all the

exhibitors. Plans now are to spread the exhibits over two or three hotels.

The proposal is not set in cement; to be implemented it must first be approved by the NAB convention committee and the NAB board.

The complaint from the several exhibitors so far has been that separate exhibits for radio and television would work a financial hardship on those exhibitors that sell to both radio and TV, particularly the smaller firms. A letter from Belair Electronics Laboratory Inc., Devon, Pa., for example, complains, "It is bad enough that manufacturers support the NAB as associate members with a substantial amount of cash every year, without having a voice within the association. Now the suggestion is being made that the corporations that consider both radio and television as customers rent two exhibit areas, assign additional personnel to the convention, and invest in duplicate display furniture."

NAB spokesmen last week said Belair and the others have nothing to worry about if the consensus among exhibitors of both radio and TV equipment is against separate exhibits. "The RIO committee's recommendation will probably come to naught," said Charles T. Jones, NAB vice president and Radio Information Office director.

The association does have plans, however, to subdivide the exhibit floor at this year's convention at Chicago's McCormick Center, putting radio-only manufac-

turers on one side, TV manufacturers on another and makers of both radio and TV products in between. As an accommodation to radio broadcasters that have complained in the past that radio exhibits have been difficult to locate in the forest of TV exhibits, the radio-only area will be specifically flagged.

NAB has already smashed all previous records with its advance sales of exhibit space for Chicago. To date, it has sold "just under 95,000" square feet, one staffer reports. At a cost of \$7 per square foot—a dollar more than last year—the total comes to nearly \$665,000 in space leases. That compares to roughly \$470,000 for 78,000 square feet of exhibits in Las Vegas last year.

RCA unloads British firm

The RCA Corp., which suffered a \$9.3 million loss on one of its British TV-parts factories in fiscal 1975, said last week it would close that facility down within the month.

The factory, located at Skelmersdale, near Liverpool, makes color-television tubes and employs about 1,370 people. It's jointly owned, 49% by RCA and 51% by a British firm, Thorn Electrical Industries Ltd. RCA sources said that closing the plant would allow the company to write off about \$12 million pre-tax against 1975 earnings. (RCA's 1976 fiscal year ends on March 31.)

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The Broadcasting Playlist™ Jan 12

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

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Saturday Night (2:56) Bay City Rollers—Arista	1	1	1	1
2	2	That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	2	5	2	2
3	3	Love Roller Coaster (2:52) Ohio Players—Mercury	3	4	4	3
4	4	I Write the Songs (3:39) Barry Manilow—Arista	5	2	7	4
5	5	Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	8	6	5	6
7	6	I Love Music (3:37) O'Jays—Philadelphia Int'l.	4	12	3	5
9	7	Theme from 'Mahogany' (3:19) Diana Ross—Motown	6	7	8	9
6	8	Sky High (2:53) Jigsaw—Chelsea	9	10	6	8
8	9	Fox on the Run (3:24) Sweet—Capitol	11	3	10	7
12	10	Convoy (3:48) C.W. McCall—MGM	7	8	12	12
10	11	The Way I Want to Touch You (2:35) Captain & Tennille—A & M	12	9	13	10
14	12	Let's Do It Again (3:28) Staple Singers—Curton	10	14	9	13
11	13	Feelings (3:27) Morris Alpert—ABC	13	11	11	11
13	14	Nights on Broadway (2:52) Bee Gees—RSO	14	13	14	14
15	15	Walk Away from Love (3:18) David Ruffin—Motown	15	15	15	15
16	16	Love to Love You Baby (3:12) Donna Summer—Oasis	16	16	16	16
19	17	Sing a Song (3:26) Earth, Wind & Fire—Columbia	19	17	18	17
18	18	You Sexy Thing (3:30) Hot Chocolate—Big Tree	17	18	17	19
21	19	Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy	21	19	20	18
17	20	Island Girl (3:48) Elton John—MCA	18	22	19	24
22	21	Country Boy (3:05) Glen Campbell—Capitol	24	20	24	20
27	22	50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	20	24	21	23
20	23	My Little Town (3:52) Simon & Garfunkel—Columbia	25	21	25	21
28	24	Rock & Roll All Night (3:20) Kiss—Casablanca	29	25	23	22
24	25	Paloma Blanca (3:27) George Baker Selection—Warner Bros.	22	23	27	26
26	26	Evil Woman (3:15) Electric Light Orchestra—United Artists	26	28	22	25
25	27	Fly Away (2:59) Olivia Newton-John & John Denver—RCA	23	26	26	29
30	28	Over My Head (3:17) Fleetwood Mac—Reprise	27	30	28	30
31	29	Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	28	31	29	31
32	30	Love Machine, Part 1 (2:55) Miracles—Tama	32	32	32	28
29	31	S.O.S. (3:22) Abba—Atlantic	30	33	30	33
23	32	Bad Blood (3:12) Neil Sedaka—Rocket	35	27	35	27
35	33	Love Hurts (3:03) Nazareth—A&M	31	35	31	34
33	34	Miracles (3:25) Jefferson Starship—Grunt	47	29	43	32
34	35	Who Loves You (4:04) Four Seasons—Curb/Warner	36	36	37	36
38	36	Times of Your Life (3:19) Paul Anka—United Artists	33	38	39	41
40	37	Squeeze Box (2:39) Who—MCA	39	41	34	38

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
44	38	Theme From S.W.A.T. (4:07) Rhythm Heritage—ABC	38	39	36	39
37	39	Lyn' Eyes (3:58) Eagles—Asylum	*	34	*	35
36	40	Games People Play (3:29) Spinners—Atlantic	34	48	33	49
39	41	Schoolboy Crush (3:40) Average White Band—Atlantic	46	37	41	37
43	42	All By Myself (4:22) Eric Carmen—Arista	40	40	40	42
—	43	Slow Ride (3:45) Foghat—Bearsville	44	44	44	45
42	44	Take It to the Limit (3:48) Eagles—Asylum	48	43	42	46
41	45	Heat Wave (2:46) Linda Ronstadt—Asylum	37	*	38	*
—	46	I Feel Like a Bullet (4:08) Elton John—Rocket	49	50	46	40
47	47	# 18 with a Bullet (3:30) Pete Wingfield—Island	45	46	45	48
48	48	Let's Live Together (3:22) Road Apples—Polydor	42	45	47	47
—	49	Fanny (Be Tender) (3:26) Bee Gees—RSO	41	47	49	*
—	50	Baby Face (3:15) Wings & a Prayer—Wings & a Prayer Record Co.	43	49	48	50

Country

1	1	Convoy (3:48) C.W. McCall—MGM	1	1	1	1
6	2	Sometimes (2:52) Bill Anderson—MCA	2	2	6	2
2	3	When the Tingle Becomes a Chill (2:59) Loretta Lynn—MCA	5	4	3	5
8	4	This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	4	3	4	3
10	5	Let It Shine (2:26) Olivia Newton-John—MCA	3	6	2	6
16	6	Last Game of the Season, (Blind Man in the Bleachers) (3:30) Kenny Starr—Big Tree	6	7	7	7
4	7	Country Boy (3:05) Glen Campbell—Capitol	8	8	5	8
13	8	Amazing Grace (Used to Be Her Favorite Song) (3:17) Amazing Rhythm Aces—ABC	7	5	10	4
12	9	Easy as Pie (2:58) Billy "Crash" Craddock—ABC/Dot	10	10	8	10
3	10	Me & Old C.B. (2:47) Dave Dudley—RCA	11	13	9	9
9	11	Happiness of Having You (2:16) Charlie Pride—RCA	9	12	11	11
19	12	Where Love Begins (3:00) Gene Watson—Capitol	12	9	12	13
14	13	Overnight Sensation (2:45) Mickey Gilley—Playboy	14	11	15	12
7	14	Just in Case (2:57) Ronnie Milsap—RCA	15	14	16	17
17	15	Warm Side of You (2:45) Freddie Hart—Capitol	13	16	14	14
21	16	Sometimes I Talk in My Sleep (2:57) Randy Cornor—ABC/Dot	16	17	11	15
5	17	Looking For Tomorrow (2:53) Mel Tillis—MGM	20	15	17	20
20	18	Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	18	18	18	18
15	19	Secret Love (3:35) Freddie Fender—ABC/Dot	17	19	20	16
11	20	Love Put a Song in My Heart (2:45) Johnny Rodriguez—Mercury	21	20	19	19
18	21	Texas 1947 (3:10) Johnny Cash—Columbia	19	23	21	22
—	22	Since I Met You Baby (2:30) Freddie Fender—GRT	23	21	22	23
22	23	Jason's Farm (3:29) Cal Smith—MCA	22	22	*	24
—	24	It's All in the Movies (3:15) Merle Haggard—Capitol	24	24	23	21
—	25	Blue Eyes Crying in the Rain (2:17) Willie Nelson—Columbia	25	*	24	*

Broadcasting's index of 135 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 7	Closing Mon. Dec. 29	Net change in week	% change in week	High	1974-75 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	20 7/8	19 1/2	+ 1 3/8	+ 7.05	27 3/8	13 1/8	8	17,187	358,778
CAPITAL CITIES	CCB	N	45 3/8	42 1/2	+ 2 7/8	+ 6.76	45 3/8	22	15	7,208	327,063
CBS	CBS	N	50 3/8	46 3/8	+ 4	+ 8.62	50 3/8	20 1/2	13	28,313	1,426,267
COX	COX	N	29	28 3/4	+ 1/4	+ .86	29	10 1/4	15	5,812	168,548
GROSS TELECASTING	GGG	A	10	9 3/8	+ 5/8	+ 6.66	11 1/4	6 7/8	7	800	8,000
LIN	LINB	O	9 7/8	10 1/8	- 1/4	- 2.46	10 1/8	2 5/8	10	2,382	23,522
MOONEY	MOON	O	3 1/2	2 3/4	+ 3/4	+ 27.27	3 1/2	1 1/4	9	385	1,347
RAHALL	RAHL	O	5	4 7/8	+ 1/8	+ 2.56	6 1/4	2 1/4	10	1,297	6,485
SCRIPPS-HOWARD	SCRIP	O	20 1/2	20 1/2		.00	22 1/2	14 1/4	7	2,589	53,074
STARR	SBG	M	3 1/2	3	+ 1/2	+ 16.66	7	2 3/4	3	1,091	3,818
STORER	SBK	N	16 7/8	15 7/8	+ 1	+ 6.29	21 1/4	12 1/8	8	4,571	77,135
TAFT	TFB	N	24	23 3/8	+ 5/8	+ 2.67	28 1/2	11 5/8	8	4,042	97,008
TOTAL										75,677	2,551,045

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	2 5/8	1 3/4	+ 7/8	+ 50.00	2 5/8	3/4	15	1,248	3,276
AVCO	AV	N	5 1/8	4 5/8	+ 1/2	+ 10.81	7 5/8	2 3/8	1	11,481	58,840
BARTLELL MEDIA	BMC	A	5/8	5/8		.00	1 5/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	6 1/4	5	+ 1 1/4	+ 25.00	6 1/4	3 7/8	30	2,403	15,018
CHRIS-CRAFT	CCN	N	5 7/8	5 1/8	+ 3/4	+ 14.63	6 3/4	2 1/8	22	4,164	24,463
COMBINED COMM.	CCA	N	13	12 1/2	+ 1/2	+ 4.00	16 7/8	5	8	4,673	60,749
COWLES	CWL	N	6 1/4	5 7/8	+ 3/8	+ 6.38	9	4 1/8	6	3,969	24,806
DUN & BRADSTREET	DNB	N	31 1/2	29 5/8	+ 1 7/8	+ 6.32	31 1/2	18 3/4	21	26,520	835,380
FAIRCHILD IND.	FEN	N	7 1/4	6	+ 1 1/4	+ 20.83	9 1/2	3 3/4	6	4,550	32,987
FUQUA	FQA	N	5 1/8	4 5/8	+ 1/2	+ 10.81	7 1/4	3 1/4	9	8,689	44,531
GANNETT CO.	GCI	N	36	32 7/8	+ 3 1/8	+ 9.50	38 5/8	23	22	21,108	759,888
GENERAL TIRE	GY	N	19 3/8	18	+ 1 3/8	+ 7.63	19 3/8	10 5/8	6	21,523	417,008
GLOBETROTTER	GLBTA	O	1 7/8	1 1/2	+ 3/8	+ 25.00	3 5/8	7/8	9	2,783	5,218
GRAY COMMUN.		O	6 1/2	6 1/2		.00	7	6	5	475	3,087
HARTE-HANKS	HHN	N	18 1/4	17 3/4	+ 1/2	+ 2.81	19 7/8	6 1/4	12	4,369	79,734
JEFFERSON-PILOT	JP	N	29 1/4	27 3/4	+ 1 1/2	+ 5.40	38 3/4	26 1/4	12	24,066	703,930
KAISER INDUSTRIES	KI	A	9 1/8	8	+ 1 1/8	+ 14.06	11 5/8	4 5/8	5	27,575	251,621
KANSAS STATE NET.	KSN	O	3 1/4	3 1/4		.00	4 1/8	2 7/8	6	1,815	5,898
KINGSTIP	KTP	A	5	5		.00	7 3/8	1 7/8	9	1,154	5,770
KNIGHT-RIDDER	KRN	N	31 1/2	29	+ 2 1/2	+ 8.62	33 1/4	14 1/4	20	8,305	261,607
LEE ENTERPRISES	LNT	A	20 1/2	19 5/8	+ 7/8	+ 4.45	20 1/2	12	11	3,352	68,716
LIBERTY	LC	N	9 3/4	9 5/8	+ 1/8	+ 1.29	13	7 1/8	4	6,762	65,929
MCGRATH-HILL	MHP	N	13 1/2	12 1/2	+ 1	+ 8.00	13 3/4	6	11	24,569	331,681
MEDIA GENERAL	MEG	A	15	13 5/8	+ 1 3/8	+ 10.09	16	13 1/4	5	3,604	54,060
MEREOTH	MOP	N	11 5/8	10 1/8	+ 1 1/2	+ 14.81	13 1/2	8 3/8	5	3,041	35,351
METROMEDIA	MET	N	16 3/8	15 1/8	+ 1 1/4	+ 8.26	16 7/8	5 1/4	13	6,553	107,305
MULTIMEDIA	MMD	O	14 1/4	14	+ 1/4	+ 1.78	14 1/4	8 3/4	9	4,389	62,543
NEW YORK TIMES CO. *	NYKA	A	12 1/8	11 1/2	+ 5/8	+ 5.43	15 1/2	7 1/2	7	10,938	132,623
OUTLET CO.	OTU	N	15 1/8	13	+ 2 1/8	+ 16.34	16 1/4	8	6	1,387	20,978
POST CORP.	POST	O	8 1/4	8	+ 1/4	+ 3.12	8 1/2	3 1/4	33	871	7,185
PSA	PSA	N	6 1/8	5 1/8	+ 1	+ 19.51	6 7/8	3 3/4	12	3,181	19,483
REEVES TELECOM	RBT	A	1 1/8	1 1/8		.00	2 1/4	3/4	5	2,376	2,673
ROLLINS	ROL	N	23	21	+ 2	+ 9.52	24	11 1/4	16	13,404	308,292
RUST CRAFT	RUS	A	6 3/8	5 1/2	+ 7/8	+ 15.90	9 3/4	4 3/4	5	2,328	14,841
SAN JUAN RACING	SJR	N	7 5/8	6 3/4	+ 7/8	+ 12.96	14 1/4	5 3/4	5	2,509	19,131
SCHERING-PLOUGH	SGP	N	53 1/2	53	+ 1/2	+ .94	67 1/4	44 1/2	23	53,938	2,885,683
SONDERLING	SDB	A	7 5/8	6 3/8	+ 1 1/4	+ 19.60	8 1/8	4	5	727	5,543
TECHNICAL OPERATIONS	TO	A	3	2 3/4	+ 1/4	+ 9.09	6 1/4	2 3/8	3	1,344	4,032
TIMES MIRROR CO.	TMC	N	16 3/4	18 7/8	- 2 1/8	- 11.25	19 7/8	10 1/4	10	33,814	566,384
WASHINGTON POST CO.	WPO	A	24	21	+ 3	+ 14.28	30	16 7/8	8	4,751	114,024
WOMETCO	WOM	N	14 1/2	12 1/4	+ 2 1/4	+ 18.36	17 1/4	6 5/8	9	5,775	83,737
TOTAL										372,740	8,505,415

Cablecasting

AMECO**	ACO	O	3/8	3/8		.00	1 7/8	1/8		1,200	450
AMER. ELECT. LABS	AELBA	O	7/8	3/4	+ 1/8	+ 16.66	2 3/8	1/2	7	1,672	1,463
AMERICAN TV & COMM.	AMTV	O	14	14 1/2	- 1/2	- 3.44	17 3/4	6	25	3,304	46,256
ATHENA COMM.**		O	1/8	1/4	- 1/8	- 50.00	2 1/4	1/8		2,125	265
BURNUP & SIMS	BSIM	O	5 3/4	5 1/8	+ 5/8	+ 12.19	7 3/4	3	11	8,361	48,075
CABLECOM-GENERAL	CCG	A	6	5 3/8	+ 5/8	+ 11.62	7 3/4	1 5/8	11	2,560	15,360
CABLE FUNDING	CFUN	O	7 1/4	7	+ 1/4	+ 3.57	7 3/4	4 1/4	181	1,121	8,127
CABLE INFO.		O	1/2	3/8	+ 1/8	+ 33.33	1 1/4	1/4	1	663	331
COMCAST		O	2 1/2	2 1/8	+ 3/8	+ 17.64	3	3/4	10	1,708	4,270
COMMUNICATIONS PROP.	COMU	O	1 7/8	1 7/8		.00	3 1/2	1 1/4	12	4,761	8,926
COX CABLE	CXC	A	13 1/8	12 1/2	+ 5/8	+ 5.00	17 1/4	4 3/8	21	3,560	46,725
ENTRON	ENT	O	1 3/4	1 3/4		.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRL	N	8 7/8	8 1/4	+ 5/8	+ 7.57	31 1/2	7 1/2	6	7,201	63,908
GENERAL TV			3/4	3/4		.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	11 7/8	11 3/8	+ 1/2	+ 4.39	14 1/2	11 1/8	10	1,017	12,076
TELE-COMMUNICATION	TCOM	O	3 1/2	3	+ 1/2	+ 16.66	4 3/8	1	2	5,181	18,133
TELEPROMPTER	TP	N	5 7/8	5 3/4	+ 1/8	+ 2.17	9 1/2	1 1/2	13	16,604	97,548
TIME INC.	TL	N	66	62 7/8	+ 3 1/8	+ 4.97	66	24 3/4	14	9,960	657,360
TOCOM	TOCM	O	2 1/4	1 5/8	+ 5/8	+ 38.46	2 3/8	1 5/8	5	617	1,388
UA-COLUMBIA CABLE	UACC	O	9 3/4	9	+ 3/4	+ 8.33	13	4 5/8	14	1,714	16,711
UNITED CABLE TV	UCTV	O	1 7/8	1 1/2	+ 3/8	+ 25.00	4 1/8	1 1/4	4	1,879	3,523

	Stock symbol	Exch.	Closing Wed. Jan. 7	Closing Mon. Dec. 29		Net change in week	% change in week		1974-75 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
VIACOM	VIA	N	8 1/8	8 3/8	-	1/4	-	2.98	10	2 3/4	11	3,665	29,778
VIKOA**	VIK	A	1 1/4	1 1/8	+	1/8	+	11.11	2 3/4	5/8	1	2,534	3,167
TOTAL												83,765	1,086,966
Programming													
COLUMBIA PICTURES	CPS	N	5 3/4	5	+	3/4	+	15.00	9 5/8	2 3/8	22	6,748	38,801
DISNEY	DIS	N	51 3/8	49 3/8	+	2	+	4.05	55 3/4	21 1/4	28	29,755	1,528,663
FILMWAYS	FWY	A	6 1/4	5 1/2	+	3/4	+	13.63	6 1/4	2 3/4	8	1,792	11,200
FOUR STAR			1/2	1/2				.00	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	22 7/8	21 5/8	+	1 1/4	+	5.78	22 7/8	18 1/4	3	30,058	687,576
MCA	MCA	N	70 1/4	65 3/8	+	4 7/8	+	7.45	89 1/8	27 3/4	10	8,478	595,579
MGM	MGM	N	12 7/8	13	-	1/8	-	.96	18 3/4	12 1/4	5	12,247	157,680
TELETRONICS INTL.		O	4 3/4	3 3/4	+	1	+	26.66	5 3/4	1 3/8	10	943	4,479
TRANSAMERICA	TA	N	9 1/8	8 1/8	+	1	+	12.30	10 1/4	6	14	64,945	592,623
20TH CENTURY-FOX	TF	N	10 7/8	10 1/4	+	5/8	+	6.09	15 1/2	5 1/8	11	7,547	82,073
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	19 3/8	17 3/4	+	1 5/8	+	9.15	22 7/8	8 1/4	8	16,718	323,911
WRATHER	WCO	A	3 5/8	2 7/8	+	3/4	+	26.08	5 7/8	1 1/2	7	2,229	8,080
TOTAL												186,422	4,032,609
Service													
BBDO INC.	BBDO	O	17 1/4	16 1/2	+	3/4	+	4.54	17 1/2	11 1/8	7	2,513	43,349
COMSAT	CQ	N	26 1/4	25 3/4	+	1/2	+	1.94	46 1/2	24 1/2	6	10,000	262,500
DOYLE OANE BERNBACH	DOYL	O	9 1/2	8 3/4	+	3/4	+	8.57	12 3/8	6 1/4	5	1,816	17,252
FOOTE CONE & BELDING	FCB	N	11	11 1/2	-	1/2	-	4.34	11 1/2	5 1/2	7	2,121	23,331
GREY ADVERTISING	GREY	O	7 3/8	6 7/8	+	1/2	+	7.27	7 3/4	5 1/2	4	1,213	8,945
INTERPUBLIC GROUP	IPG	N	16 3/4	16	+	3/4	+	4.68	19	8 5/8	6	2,290	38,357
MARVIN JOSEPHSON	MRVN	O	7 1/8	7 1/8				.00	10 1/4	2	5	2,030	14,463
MCI COMMUNICATIONS	MCIC	O	1 5/8	1 1/2	+	1/8	+	8.33	3 7/8	1 3/8		13,339	21,675
MOVIELAB	MOV	A	1 1/8	7/8	+	1/4	+	28.57	1 7/8	5/8	6	1,407	1,582
MPO VIDEOTRONICS	MPO	A	2 3/8	2 5/8	-	1/4	-	9.52	4 1/8	1	13	537	1,275
NEDHAM, HARPER	NDHMA	O	6 5/8	5 1/2	+	1 1/8	+	20.45	6 3/4	3 7/8	10	853	5,651
A. C. NIELSEN	NIELB	O	21 3/4	20 1/8	+	1 5/8	+	8.07	24 1/4	10 5/8	20	10,598	230,506
OGILVY & MATHER	OGIL	O	17 3/4	17	+	3/4	+	4.41	23 1/2	11 1/2	6	1,805	32,038
J. WALTER THOMPSON	JWT	N	8 1/8	7 3/4	+	3/8	+	4.83	8 3/4	4 1/8	11	2,649	21,523
TOTAL												53,171	722,447
Electronics/Manufacturing													
AMPEX	APX	N	5	4 5/8	+	3/8	+	8.10	7 3/8	2 5/8	5	10,885	54,425
CETEC	CEC	A	1 1/2	1 1/8	+	3/8	+	33.33	2 1/8	1	7	2,319	3,478
COHU, INC.	COH	A	2	2 1/8	-	1/8	-	5.88	3 5/8	1 1/4	22	1,617	3,234
CONRAC	CAX	N	23 1/4	23 1/4				.00	30 1/4	10 7/8	10	1,278	29,713
EASTMAN KODAK	EASKO	N	110 1/8	107 1/2	+	2 5/8	+	2.44	110 1/8	63	28	161,347	17,768,338
FARINON ELECTRIC	FARN	O	7 3/4	7 1/2	+	1/4	+	3.33	14 3/4	6 1/4	14	3,925	30,418
GENERAL ELECTRIC	GE	N	49 5/8	45 3/4	+	3 7/8	+	8.46	52 7/8	32 3/8	16	182,885	9,075,668
HARRIS CORP.	HRS	N	35 3/8	34 1/8	+	1 1/4	+	3.66	35 3/8	14 1/2	24	6,160	217,910
HARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	1 1/4	3/4	+	1/2	+	66.66	3 3/4	3/4	2	2,730	3,412
MICROWAVE ASSOC. INC	MAI	N	15	13 3/4	+	1 1/4	+	9.09	26 7/8	9 3/4	7	1,320	19,800
3M	MMM	N	58	55 1/2	+	2 1/2	+	4.50	66 7/8	46 1/8	29	114,240	6,625,920
MOTOROLA	MDT	N	43 3/8	40 3/8	+	3	+	7.43	57 7/8	33 3/4	20	28,198	1,223,088
N. AMERICAN PHILIPS	NPH	N	21	20 3/8	+	5/8	+	3.06	24 1/4	12 3/8	10	12,033	252,693
DAK INDUSTRIES	DEN	N	8 1/4	7	+	1 1/4	+	17.85	11 1/2	5 1/2	3	1,639	13,521
RCA	RCA	N	20 7/8	19	+	1 7/8	+	9.86	21 3/8	10 3/8	17	74,547	1,556,168
ROCKWELL INTL.	ROK	N	24 3/4	23 1/4	+	1 1/2	+	6.45	25 1/2	18 7/8	8	30,913	765,096
RSC INDUSTRIES	RSC	A	1 5/8	1 1/4	+	3/8	+	30.00	2 1/4	1 1/4	6	3,440	5,590
SONY CORP.	SNE	N	10 1/8	9	+	1 1/8	+	12.50	13 1/4	5	27	172,500	1,746,562
TEKTRONIX	TEK	N	49	43 5/8	+	5 3/8	+	12.32	49	18 1/8	17	8,671	424,879
TELEIMATION	TIMT	O	1	1				.00	1 1/2	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	13	12 1/8	+	7/8	+	7.21	18 1/2	6 1/2	12	6,838	88,894
WESTINGHOUSE	WX	N	14 5/8	13 1/2	+	1 1/8	+	8.33	20	9 3/4	41	87,091	1,273,705
ZENITH	ZE	N	25 5/8	23 7/8	+	1 3/4	+	7.32	28 5/8	10	107	18,797	481,673
TOTAL												934,903	41,668,115
GRAND TOTAL												1,706,678	58,566,597

Standard & Poor's Industrial Average

105.0 100.9 +4.1

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:

Camptown 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	3/8/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Fates & Fortunes[®]

Media

C.B. Rogers, general manager, WPLO-AM-FM Atlanta; **Martin Cohn**, general manager, WCOP-AM-FM Boston; **James Johnson**, general manager, WQXM(FM) Clearwater, Fla.; **Don Boyles**, general manager, WSUN(AM) St. Petersburg, Fla.; **W.E. Crump**, national public affairs director, Plough Broadcasting Co., Memphis, named Plough VP's.

Robert W. Harkness, general manager, WBNG-TV, Binghamton, N.Y.; **Donald F. Snyder**, general manager, WLYH-TV Lancaster, Pa., named VP's of licensee, Gateway Communications, Cherry Hill, N.J.

Ian N. Wheeler, co-founder/general manager, Trinity Broadcasting Systems, Charlotte, N.C., named VP/station manager, WZTV(TV) Nashville (formerly WTLT(TV)).

William W. Williams, sales manager, WREC(AM)-WZXR(FM) Memphis, named general manager.

Shelly Schwab, local sales manager, WAGA-TV Atlanta, named station manager, replacing **Terry McGuirk**, now VP/general manager, WTEN(TV) Albany, N.Y.

Roy Morris, general manager, WWOD-AM-FM Lynchburg, Va., named to same position, WCCB-TV Charlotte, N.C.

Mary Marty, business manager, WEYI-TV Saginaw, Mich., named to same position, WROC-TV Rochester, N.Y. Both are Rust Craft Broadcasting Co. stations.



Ann Berk, manager, broadcast operations, WNBC-TV New York, named director of broadcast operations with responsibility for station's advertising and promotion, editorial services, technical operations, broadcast standards and programming.

Cal Arnold, sales manager, KKYK(AM) San Antonio, Tex., named station manager.

Berk

antonio, Tex., named station manager.

James T. Embrescia, general sales manager, WWWE-AM-FM Cleveland, named station manager.

Hal Bender, program/trade publicity staff, NBC, New York, named administrator, special events publicity.

Roy Cooper, manager trainee, WIBC(AM)-WNAP(FM) Indianapolis, named station manager, both stations.

Rod Krebs, sales manager, KJR(AM) Seattle, named station manager of co-owned KJRB(AM) Spokane, Wash.

Hallie M. Crombaugh, assistant community affairs director, WISH-TV Indianapolis, named community affairs director.

Robert F. Wolfe Jr., programming/promotion, WRAL-TV Raleigh, N.C., named promotion manager.

James P. Williams, salesman, WVB(FM) Framingham, Mass., named VP/general manager, succeeding **George Corwin**, VP/general manager, co-owned WKOX(AM) there.

Judith W. Cook, station manager, WNRK(AM) Newark, Del., named executive VP/general manager.

Nancy Hamburger Sureck, independent public relations consultant in New York, named project coordinator for 1976 auction in public information department of noncommercial WNET-TV New York.

Broadcast Advertising

Stephen D. Seymour, president, TVAR, Group W's national sales representative, New York, elected to newly created additional post of VP, corporate television sales.

Byron Mayo, group head, Foote, Cone & Belding/Honig, Los Angeles, named president, Jennings & Thompson Advertising, Phoenix, subsidiary of FCB Communications.

Murray Rosenblum, senior analyst, WABC-TV New York, named research/sales development manager, ABC-TV Spot Sales there.

Gene Yovetich, account supervisor, Benton & Bowles, Chicago, named VP.

Richard P. Hogue, associate manager, market development, CBS Television Stations division, New York, named retail/developmental sales manager, CBS's KNXT(TV) Los Angeles.

Leighton T. Saville, manager, advertising standards, NBC, New York, named director, advertising standards.

Barry Weintraub, account executive, Benton & Bowles, New York, named marketing director, pre-school toys, Hasbro Industries there.

Joann Blackman, coordinator, product and package development group, Max Factor & Co., Los Angeles, named account coordinator, Foote, Cone & Belding there.

Peter Murray, national sales manager, WAGA-TV Atlanta, named general sales manager, succeeded by **Dianne Harnell**, account executive.

Jack Brennan, general sales manager, Wisconsin TV Network, Madison, promoted to VP, sales. (Network includes WKOW-TV Madison; WAOW-TV Wausau and WXOW-TV La Crosse.)

Geno Cioe, VP/radio sales manager, Katz

Agency Inc., Detroit, appointed president, Media Payment Corp., New York, subsidiary of Katz which provides billing, payment and credit services for TV and radio stations. He succeeds **Kenneth P. Donnellon**, who has been given special assignment within company.

Ronald W. Kuhl, manager, in-house advertising, world headquarters, Christian Science church, Boston, named account executive, BBDO, San Francisco.

Ted Ringes, media director, Weber Cohn & Riley, Chicago, named VP.

Olivia F. Lawrence, production coordinator, Sears account, LBJ Productions, Chattanooga, named assistant VP.

Karl Engel, **Graham Walsh**, account executives, Allerton Berman & Dean, advertising/PR, New York, named VP's, account management.

Lloyd Fink, copywriter, Wells, Rich, Greene, New York, named VP/creative supervisor, Richard K. Manoff Inc., New York.

Dave Orrell, **Mike Stephens**, account executives, KXAS-TV Fort Worth, named Fort Worth sales manager, Dallas sales manager, respectively.

Joel B. Day, sales manager, KOA-TV Denver, named marketing manager, KOA(AM)-KOAQ(FM) there. **Bill Donahue**, sales specialist, KOA-TV, named TV general sales manager. **L.A. Sturdivant**, sales representative, KOA-TV, named sales manager.

Sol Blumenfeld, senior VP/creative director, Rapp, Collins, Stone & Adler, New York, named partner/general manager, TLK Direct Marketing, division of Tatham-Laird & Kudner there.

Jay Sondheim, West Coast sales manager, Kaiser Broadcasting, Los Angeles, named general sales manager KTVU(TV) San Francisco.

Michael Soden, account executive, WSB-AM-FM Atlanta, named local sales development manager.

Sandi Iwataki, agent for photographers, designers, illustrators, named commercial division director, Wes Farrell Organization Music Group, Los Angeles jingle producer.

Tim Scanlan, local sales manager, KSTW(TV) Tacoma, Wash., named national sales manager, succeeded by **Scott Farley**, account executive. **Charles Edwards** continues as assistant general manager/sales manager but relinquishes national sales manager post.

Joel L. Levy, sales representative, WRGB(TV) Schenectady, N.Y., named sales manager, succeeding **Ray Schonbak**, now general sales manager.

Charles Robbins, account executive, WFTV(TV) Orlando, Fla., named local sales director, succeeding **Milton Lang**, named to newly created position, western area sales director.

David J. Sankovich, regional sales manager, WILX-TV Onondaga, Mich., named assistant general sales manager, WANE-TV Fort Wayne, Ind.

Jack Davies, account executive, KJR(AM) Seattle, named sales manager.

Mike Gehring, spot sales director, John Blair Co., Chicago, named general sales manager, KREM-TV Spokane, Wash.

Ross Adkins, sales manager, KTYD-AM-FM Santa Barbara, Calif., named to same position, KSOM(AM) Ontario, Calif.

Carl P. Brodhun, sales representative, WCCB-TV Charlotte, N.C., named general sales manager of co-owned WBBJ-TV Jackson, Tenn.

William Fallon, salesman, WKOX(AM) Framingham, Mass., named sales manager.

Allen Johnson, salesman, co-owned WVBF(FM) there, named WVBF sales manager.

John S. Markward, station manager WOTV(TV) Grand Rapids, Mich., named sales manager, WXOX(AM) Bay City, Mich.

Ray Maselli, sales manager, KTIV(TV) Sioux City, Iowa, named general sales manager.

Dan R. Riley, account executive, KAYO(AM) Seattle, named local sales manager.

Alan J. Goldstein, writer/editor, Lerner Community Newspapers, Chicago, named copywriter/assistant producer, Perlin Advertising & Public Relations, Tucson, Ariz.

J. Bruce Jarvis, in promotion for Seattle Seahawks, National Football League expansion club, named merchandising/sales promotion director, KIRO-AM-FM there.

John Varel, graduate, Broadcast Center, St. Louis, named regional sales manager, KJMO(FM) Jefferson City, Mo.

Charles A. Radatz, account executive, WKTS(AM) Sheboygan, Wis., named sales manager.

Programing

Lawrence M. Clamage, program director, WWJ-TV Detroit, named program manager, WKBD-TV there.

Robert M. Greenway, daytime-log coordinator, operations department, ABC-TV, New York, appointed to newly created post of manager of program planning, ABC's *Wide World of Sports*, there.

Betsy Goff, of Aranow, Brodsky, Bohlinger, Benetar & Einhorn law firm, New York, named contract attorney, ABC Sports there.

Ronald Schubert, manager, music rights, ABC-TV, named director, music department, ABC Inc., succeeding **Harry Sosnik**, who retires but will serve as independent music consultant.

Bruce Liljgren, general manager, WAOW-TV Wausau, Wis., named VP, programming, Wisconsin TV Network, Madison.

Douglas S. Robbins, N. Lee Lacy Associates,

New York, named producer/account executive, New York office of Jefferson Productions, TV program producer based in Charlotte, N.C.

Charles W. Larsen, program manager, WLWC-TV Columbus, Ohio, named to same position, WKYC-TV Cleveland.

Jerry Stevens, program director, WMMR(FM) Philadelphia, named to same position, WCAU-FM there.

Bob Starr, sports announcer, KMØX-AM-FM St. Louis, named play-by-play announcer for St. Louis Cardinal baseball broadcasts.

Milo Hamilton, voice of Atlanta Braves, named Pittsburgh Pirates play-by-play announcer, KDKA-AM-FM-TV there.

Allan Simpson, announcer, WNDI(AM) Sullivan, Ind., named program director/announcer.

Patricia D. Cahill, news director, KMUW(FM) Wichita, Kan., named program director.

Bob Caudle, weather forecaster, WRAL-TV Raleigh, N.C., named program director. **Earl Ashe**, producer/director there, named production manager.

Les Howard, program director, WOVV(FM) Fort Pierce, Fla., returns to WQPD(AM) Lakeland, Fla., in same position.

Bob Wilson, production manager, WKTQ(AM) Pittsburgh, opens *Bob Wilson Productions*, 1940 Wallace Road, Allison Park (Pittsburgh), Pa.

Broadcast Journalism

David F. Horwitz, associate producer, *CBS Evening News With Walter Cronkite*, New York, named executive producer, Saturday and Sunday editions of *CBS Evening News* and *CBS Sunday Night News*.

Marilyn Berger, State Department correspondent *Washington Post*, named national security correspondent, NBC News, Washington, sharing State Department beat with **Richard Valerian**, who will concentrate on foreign affairs. Ms. Berger will focus on military sector.

Hal Levinson, managing editor, news department, WNEW-TV New York, named news director, WTTG(TV) Washington. Both are Metromedia stations.

Steve Powers, network correspondent, ABC News, New York, named anchor, WMCA(AM) there.

Joseph P. Bellon, business affairs manager, CBS News, New York, named VP, resources development/production.

Chris Clark, news director, WTVF-TV Nashville, named VP.

Howard R. Bailen, reporter/announcer, WHCU-AM-FM Ithaca, N.Y., named reporter/producer, WVRV(FM) New York.

Dick Byrd, reporter/producer/assignment editor, WMC-TV Memphis, named executive news coordinator, WSFA-TV Montgomery, Ala.

Jo Interrante, news staff, KFRC(AM) San Francisco, named news director.

Bill Taylor, managing editor, WISN-TV

Milwaukee news, named news director/anchor, succeeding **Ron Scott**, special projects director. Other WISN-TV appointments: **Kathy McFarland**, reporter, WOC-AM-TV Davenport, Iowa, named co-anchor/reporter. **Dick Biome**, reporter, WREX-TV Rockford, Ill., named education reporter. **Tom Brochhausen**, reporter, WISN(AM), named government reporter.

Kenneth W. Watts, Washington correspondent, defunct Television News Inc., New York, named general assignment reporter, KGW-TV Portland, Ore.

Thomas Rosenbaum, assignment manager, WABC-TV New York, named news director, WGAN-TV Portland, Me.

Brad Lacey, public affairs director-anchor, WBBH-TV Fort Myers, Fla., named anchor/special assignment reporter, WSOC-TV Charlotte, N.C.

Richard T. Connell, assistant news director, KRNA(FM) Iowa City, Iowa, named news director.

James Cameron, with WNCN(FM) New York, named news coordinator, WHCN(FM) Hartford, Conn.

Jack Bowen, assignment editor, KOCO-TV Oklahoma City, named weekend anchor, succeeded by **Tom Parris**, photographer.

Armin J. Ott, PhD candidate, University of Wisconsin-Milwaukee, named part-time meteorologist, WTMJ-TV there.

David A. Waterman, producer/reporter, non-commercial WSRE-TV Pensacola, Fla., named community affairs editor.

Bill Lambdin, film producer/reporter, WRCB-TV Chattanooga, given additional duties as assignment editor.

Jerome E. Gilg, news director, WJAG(AM) Norfolk, Neb., named to same position, KODY(AM) North Platte, Neb., succeeding **Jim Huttenmaier**, media coordinator for U.S. Representative Virginia Smith (R-Neb.).

Cheryl Jones, weather reporter/producer/air personality, WBR-TV Knoxville, Tenn., named weather reporter, KMBC-TV Kansas City, Mo.

Barbara Bernhard, producer/reporter/air personality, noncommercial WBUR(FM) Boston, named news/public affairs producer, noncommercial WUNC(FM) Chapel Hill, N.C.

Cable

Robert E. Brodhead, former president/general manager, World Football League's Portland (Ore.) Thunder, named president, Continental Communications, Canton, Ohio, succeeding **Thomas Ficara**, chairman. **Richard C. Dreyfuss**, CC program development director, named general manager.

W. Thomas Oliver, marketing director, Home Box Office, New York, named to coordinate introduction of feature film/sports/special programming service in newly affiliated cable TV systems.

Sylvia Caso, customer services manager, **Patrick Caruso**, sales manager, and **James W. Elmore**, engineering director, Cabelvision, Jericho, N.Y., named VP's.

Walter Breede Jr., public-relations specialist, White Plains, N.Y., appointed director of public

relations, Teleprompter Corp., New York.

Herb Claassen, corporate system operations, Teleprompter, New York, named general manager, Optigram Systems, subsidiary of LCS Industries, Pelham Manor, N.Y.

Bill Padalino, business manager/assistant program director, Continental Cablevision, Findlay, Ohio, named operations manager.

Equipment & Engineering

Lyle O. Keys, co-founder/president, **W. Paul Warnock**, VP, finance, Telemation Inc., Salt Lake City, named board chairman and chief executive officer, respectively.

Gerald M. Astor, director, corporate strategy, Gyr Products, Odetics Inc., Los Angeles, named video marketing director, Akai America Ltd., Compton, Calif.

Masaru Ibuka, chairman, Sony Corp., Tokyo, named honorary chairman, succeeded by **Akio Morita**, who continues as chief executive officer. **Kazuo Iwama**, deputy president, named president/chief operating officer.

Daniel A. Roberts, district sales manager, broadcast products division of Harris Corp., Quincy, Ill., named industry relations/government sales manager, Washington office.

Jack K. Daniel, marketing manager, Harris Communications land-mobile radio systems, Quincy, Ill., named marketing director, Vega division, Cetec Corp., El Monte, Calif.

William L. Starling, field service manager, Capitol Magnetic Products, Los Angeles, named Western regional manager, professional products.

Gerry Hietel, VP, marketing, International Video Corp., Sunnyvale, Calif., named to same position, Recortec there.

William J. Jett, Dallas district sales manager, Phelps Dodge Cable & Wire Co., New York, named central region manager, Chicago.

Henry Suto, planning manager, Panasonic Communications Division, Secaucus, N.J., named advertising manager.

Donald M. Luby, VP/general manager, Wabash Tape Corp., Huntley, Ill., named president. **Timothy W. O'Gorman**, marketing director, named VP, sales.

Mark Michaels, general manager, production/post-production, Video Van Systems, Los Angeles, named general manager, Videography Co., Burbank, Calif.

Phillip Walte, engineer, WKJR(AM) Muskegon Heights, Mich., named chief engineer, WMOO(AM) Mobile, Ala.

Marc Karrmann, chief engineer, WHLS(AM) Port Huron, Mich., named to same position, KDTH(AM) Dubuque, Iowa, succeeding **Don Abitz**, retired.

Glenn Callison, engineering director, McLendon Stations, Dallas, resigns to form own consulting firm there.

Daniel R. Wells, engineering/technical operations director, Public Broadcasting Service, Washington, named VP, distribution.

Allied Fields

Arthur R. Taylor, CBS Inc. president, named to U.S. Industrial Payroll Savings Committee by

Treasury Secretary William E. Simon, to head motion pictures and broadcasting industry phase of campaign to increase employee enrollment in payroll savings plans.

Robert E. Montgomery Jr., general counsel, Federal Energy Administration, Washington, joins Hogan & Hartson, communications law firm there.

Gary Arlen, public information manager, National Cable Television Association, Washington, joins American Film Institute there in public relations.

Hugh N. Boyd, president/publisher, *Home News*, New Brunswick, N.J., elected president, Freedom of Information Foundation, associated with University of Missouri, School of Journalism, Columbia.

James Quello, FCC commissioner, has received honorary degree of doctor of public service from Northern Michigan University, Marquette, Mich.

Marilyn L. Gerson, systems consultant for Compu/Net Inc., New York, computer-based service that performs traffic and accounting functions for stations, named Eastern manager, sales/operations. Compu/Net is subsidiary of Control Data Corp.

Jerry Bassett, western division manager, Systems Marketing Corp., Bloomington, Ind., named VP, sales marketing, Media Tours, Las Vegas.

Paula Green, Green Dolmatch Inc., New York, and **Victor C. Diehm**, WAZL(AM)-WVCD(FM) Hazleton, Pa., elected chairman and vice chairman, respectively, national public information committee, board of directors, American Cancer Society. Ms. Green succeeds **John Mack Carter** of *Good Housekeeping*; Mr. Diehm succeeds **J. Leonard Reinsch**, chairman, Cox Cable Communications and retired president of Cox Broadcasting Corp. **Robert O. Mahlman**, ABC Radio Network, named new member of committee.

James A. Gammon, communications attorney, and **John L. Tierney**, from Greeley, Bernard & Tierney, Washington, have formed communications law firm, *Gammon & Tierney*, 2011 Eye Street, N.W., Washington, 20006; (202) 293-7979.

Deaths

Marvin Marx, 50, writer and producer with Jackie Gleason's TV series, died Dec. 13 of apparent heart attack in Miami nursing home. He wrote for 17 years *The Honeymooners*, when it was part of Mr. Gleason's variety series and when it was separate program. He was creator and producer of *That's Life*, TV series starring Robert Morse and E.J. Peaker in 1968-69. Mr. Marx is survived by his wife, Doreen; two sons, Myron and Gregory; brother and two sisters.

H. Raymond Stadiem, 56, president/part owner, WLBR(AM) Lebanon, Pa., died Dec. 21 after heart attack at Good Samaritan hospital there. He was co-founder of Lebanon Valley Cable TV and president of WUFM-FM there. He is survived by his wife, Rachel, one son and one daughter.

William Lundigan, 61, actor in TV and movies, died Dec. 20 at the City of Hope medical center, Duarte, Calif., after apparent heart failure. He was host of two TV shows and filmed his own series, *Men Into Space*. He is survived by his wife, Rena, and one daughter.

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Where Things Stand

Status report on major issues in electronic communications

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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. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975).

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, 1975). 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, 1975).

Children's TV. FCC's policy statement on children's television programming, adopted last year (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member

of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Citizen agreements. FCC has adopted policy statement (Docket 20495) on citizen group-broadcaster agreements (BROADCASTING, Dec. 15, 1975).

Community ascertainment. FCC has issued new rules designed to modify procedures commercial stations follow in ascertaining community problems (BROADCASTING, Dec. 22, 1975). Rulemaking (Docket 19816) for noncommercial stations has also been issued; comments have been filed (BROADCASTING, Oct. 20, 1975).

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 early this session.

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.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are

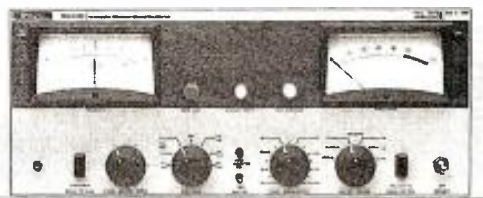
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still banned within grade B contour of station. National Citizens Committee for Broadcasting is seeking appeals court review.

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable ("Closed Circuit," Oct. 6, 1975).

■ **Emergency Broadcast System.** April 15 deadline for implementation of new two-tone EBS set-up is under fire from broadcasters, and FCC has been petitioned for delay. Chairman Wiley has indicated decision on petitions will emerge within week (BROADCASTING, Jan. 5).

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, 1975); Office of Telecommunications Policy is preparing draft legislation that would permit commission to do that in top-10 radio markets (BROADCASTING, Oct. 13, 1975). 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, 1975) (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, 1975). Over 90 parties seeking refunds have filed in U.S. Court of Claims (Cases 82-74 et al.) (BROADCASTING, Nov. 3, 1975). 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, 1975).

■ **Format changes.** FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats (BROADCASTING, Jan. 5). Comments are due Feb. 15, replies March 1.

■ **Family viewing suit.** Writers Guild of America, West and Tandem Productions have filed suit in U.S. Court for Central District of

California (Los Angeles) aimed at blocking implementation of family viewing concept adopted by networks and National Association of Broadcasters (BROADCASTING, Nov. 3, 1975). FCC is defendant along with networks and NAB in both suits, which are based on antitrust and First Amendment grounds. Tandem Productions, besides seeking injunction, wants \$10 million damages. Defendants are scheduled to file motions to dismiss in both suits today (Jan. 12), with hearing on motions scheduled for Feb. 9. Trial date in Writers Guild case is set for April 6.

Indecency. FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) 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, 1975). Commission also fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of licensee abdication of responsibility (BROADCASTING, Dec. 8, 1975).

■ **KRLA(AM).** FCC has affirmed earlier decision awarding Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others) following remand of that decision to commission by U.S. Court of Appeals in Washington for "clarification." Commission reiterated its position that it could award license on basis of engineering efficiency alone (BROADCASTING, Jan. 5).

Leapfrogging. FCC has repealed rules that require cable systems to select closest stations in importing distant signals (BROADCASTING, Dec. 22, 1975).

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, 1975).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been appealed to U.S. Court of Appeals in Washington by CBS, NBC and ABC television affiliates associations. Commission has denied petitions for reconsideration of order.

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Briefs have been filed (BROADCASTING, Nov. 10, 1975). 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, 1975); more were held in July (BROADCASTING, July 14, 21, 1975) and last month (BROADCASTING, Dec. 15, 1975).

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, 1975). 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, 1975). 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, 1975).

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, 1975). 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, 1975).

■ **Public broadcasting funding.** First-ever long-range funding bill for Corporation for Public Broadcasting has been signed by President Ford (BROADCASTING, Jan. 5). 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 16 weeks): CBS 19.2, NBC 18.2, ABC 17.7. Sixteenth week alone: CBS 18.0, NBC 16.3, ABC 15.1.

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, 1975). 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, 1975). Commission's action was also dealt with in oversight hearings before Senator John Pastore's (D-R.I.) Communications Subcommittee (BROADCASTING, Nov. 10, 17, 1975). 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, 1975). 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 expired Dec. 31, 1975, was stalled when House-Senate conferees failed to agree on compromise (BROADCASTING, Dec. 22, 1975). Conference committee

will try again when Congress reconvenes late this month. 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. FCC order stripping Star Broadcasting of KISN(AM) Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM Indianapolis has been upheld by U.S. Court of Appeals in Washington (BROADCASTING, Dec. 22, 1975).

■ **UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers and to require indoor VHF antennas to be attached to sets permanently, as with UHF (BROADCASTING, Aug. 18, 1975). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church

of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments on economic and technical feasibility of drop-ins have been filed at commission (BROADCASTING, Dec. 15, 22, 1975).

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 (BROADCASTING, Dec. 22, 1975). 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 has said he will accept FCC decision as final, not appealing to court (BROADCASTING, Jan. 5).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., a decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Commission in August of last year refused to approve agreement under which Forum would withdraw its application.

For the Record[®]

As compiled by BROADCASTING, Dec. 23, 1975 through Jan. 2, 1976 and based on filings, authorizations and other FCC actions.

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

New stations

TV application

■ Dickinson, N.D.—Meyer Broadcasting Co. seeks ch. 7 (174-180 mhz); ERP 235 kw vis., 47 kw aur., HAAT 870 ft.; ant. height above ground 596 ft. P.O. address: c/o William A. Ekberg, 200½ N. 4th St., Bismarck, N.D. 58501. Estimated construction cost \$441,040; first-year operating cost \$124,400; revenue \$118,000. Legal counsel Hogan and Hartson, Washington; consulting engineer Jules Cohen & Associates. Station is to be satellite of KFYZ-TV Bismarck, N.D. Principal: Meyer Broadcasting is present licensee of translator KO7HN in Dickinson, Mr. William A. Ekberg is president. Ann. Jan. 2.

AM applications

■ Burbank, Calif.—Baker-Smith Communications Co. seeks 1500 khz, 10 kw-D, 1 kw-N. P.O. address: 1818 S. Western Ave., Suite 301, Los Angeles 90006. Estimated construction cost \$309,121; first-year operating cost \$421,280; revenue \$450,000. Format: popular black. Principals: Joseph E. Baker (55%) and William H. Smith (45%). Mr. Baker is attorney. Mr. Smith owns life insurance agency and is partner in funeral home. Baker-Smith Communications requests facilities of KROQ(AM). Ann. Dec. 31.

■ Burbank, Calif.—KRE Broadcasting Inc. seeks 1500 khz, 10 kw-D, 1 kw-N. P.O. address: 3099 Mandeville Canyon, Los Angeles 90049. Format: contemporary. Principal: Kenneth J. Roberts (see new FM's, Pasadena, Calif.) Ann. Dec. 31.

■ Frankfort, Ky.—D & R Broadcasting Inc. seeks 1130 khz, 500 w-DA-D. P.O. address: 1013 Entrada Dr., Frankfort 40601. Estimated construction cost \$60,480; first-year operating cost \$43,520; revenue \$60,000. Format: contemporary. Principals: David R. Roederer (51%) and David E. Rogers (49%). Mr. Roederer is chief engineer at WKYT-TV Lexington, Ky. Mr. Rogers is video engineer at WKYT-TV. Ann. Dec. 31.

■ Paynesville, Minn.—Mid-Minnesota Broadcasting Co. seeks 1060 khz, 5 kw-D. P.O. address: c/o Postmaster, Paynesville 56362. Estimated construction cost \$100,303; first-year operating cost \$41,700; revenue \$80,000. Format: MOR. Principal: Robert D. Kennedy owns 99.2% of KOZY(AM) Grand Rapids, Minn. Ann. Dec. 23.

■ Bryan, Tex.—Brazos Metro seeks 1510 khz, 250 w-D. P.O. address: 633 No. Holly, Sherman, Tex. 75090. Estimated construction cost \$24,050; first-year operating cost \$35,000; revenue \$69,000. Format: C & W.

EDWIN TORNBURG & COMPANY, INC.

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Principals: Tom E. and E. Jean Spellman, and Boyd and Joan Kelly (25% each). Mr. Spellman is college radio instructor. Ms. Spellman is housewife. Mr. Kelley owns media broker firm, 51% of KDWT(AM) Stamford, 17% of KKDA(AM) Grand Prairie, and 40% of KBID(FM) Wichita Falls, all Texas. Ms. Kelley is housewife. Ann. Dec. 23.

FM applications

■ Davis, Calif.—Dorf and Horrigan seeks 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Richard C. Dorf, 1124 Bucknell Dr., Davis 95616. Estimated construction cost \$54,276; first-year operating cost \$39,800; revenue \$50,000. Format: variety. Principals: Richard C. and Joy M. Dorf, and Bruce and Doris M. Horrigan (25% each). Mr. Dorf is dean at U.C. Davis. Ms. Dorf is clergywoman. Mr. Horrigan owns corporation for practice of orthodontics. Ms. Horrigan is housewife. Ann. Dec. 23.

■ Pasadena, Calif.—A.W.A.R.E. Communications Inc. seeks 106.7 mhz, 25.7 kw, HAAT 657 ft. P.O. address: c/o Cliff Gill, 2443 Loma Vista St., Pasadena 91104. Estimated construction cost \$129,146; first-year operating cost \$300,000; revenue \$450,000. Format: variety of classical. Principals: Cliff Gill (51%), Jack Bell (20%), Joe Seidman (10%), et al. Mr. Gill is majority owner of oil company and minority owner of tape duplication corporation. Mr. Bell is sales manager at KWIZ(AM) Santa Ana, Calif. Mr. Seidman owns advertising agency. A.W.A.R.E. Communications requests facilities of KROQ-FM. Ann. Dec. 31.

■ Pasadena, Calif.—KRE Broadcasting Inc. seeks 106.7 mhz, 25.5 kw, HAAT 660 ft. P.O. address: 3099 Mandeville Canyon, Los Angeles 90049. Format: contemporary. Principal: Kenneth J. Roberts owns entertainment management and promotion corporation. KRE Broadcasting requests facilities of KROQ-FM. KRE Broadcasting is also applicant for new AM in Burbank, Calif. Ann. Dec. 31.

■ Battle Creek, Mich.—Engineering Investment Corp. seeks 103.3 mhz, 27 kw, HAAT 379 ft. P.O. address: 710 Michigan National Bank Bldg., Battle Creek 49014. Estimated construction cost \$79,000; first-year operating cost \$75,000; revenue \$62,000. Format: MOR. This application is for modification of existing facilities of WKFR-FM Battle Creek. Principal: Joseph A. Waldschmitt is president. Ann. Dec. 31.

■ Blackwood, N.J.—Camden County College seeks 91.5 mhz, 10 w. P.O. address: Box 200, Blackwood 08012. Estimated construction cost \$4,695; first-year operating cost \$4,500. Format: variety. Principal: Dr. Otto R. Mauke, president of college. Ann. Dec. 23.

■ Patterson, N.Y.—Patterson Broadcasting Corp. seeks 105.5 mhz, 1.11 kw, HAAT 180 ft. P.O. address: c/o Mr. Edward Valentine, Top-O-Hill Rd., Wappingers Falls, N.Y. 12590. Estimated construction cost \$107,715; first-year operating cost \$112,900; revenue \$57,375. Format: variety. Principal: Wayne Hicklin has interests in raw land and shopping center in Connecticut. Ann. Dec. 23.

■ Athens, Tenn.—James C. Sliger seeks 101.7 mhz, 1.2 kw, HAAT 440 ft. P.O. address: 125 Jackson St. N.E., Athens 37303. Estimated construction cost \$68,401; first-year operating cost \$36,220; revenue \$75,000. Format: MOR, easy listening/beautiful music. Principal: James C. Sliger owns radio, TV and hi fi sales and service store. Ann. Dec. 23.

FM actions

■ Turlock, Calif.—Turlock Joint Union High School District.—Broadcast Bureau granted 90.9 mhz, 10 kw. P.O. address: 1574 E. Canal Dr., Turlock 95380. Estimated construction cost \$5,500; first-year operating cost \$6,500. Principal: Dale Harter, district superintendent (BPED-2053). Action Dec. 19.

■ Cherokee, Iowa—C&H Broadcasting. Broadcast Bureau granted 102.3 mhz, 3 kw, HAAT 220 ft. P.O. address: 201 S. Fifth St., Cherokee 51012. Estimated construction cost \$36,000; first-year operating cost \$18,000; revenue not given. Format: MOR. Principals: J. Alan Cramer (75%) and Charles K. Hutchinson (25%) own KCHE(AM) Cherokee (BPH-9328). Action Dec. 19.

■ Salem, Mass.—Salem State College. Broadcast Bureau granted 91.7 mhz, 10 w. P.O. address: 352 Lafayette St., Salem 01970. Estimated construction cost \$3,025; first-year operating cost \$3,000. Principal: James Allen, station manager (BPED-2047). Action Dec. 19.

■ Otsego, Mich.—Allegan County Broadcasters. Broadcast Bureau granted 100.9 mhz, 3 kw, HAAT 280

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	4,428	3	30	4,459	50	4,509
Commercial FM	2,698	0	54	2,752	128	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

ft. P.O. address: 706 E. Allegan, Otsego 49078. Estimated construction cost \$41,722; first-year operating cost \$12,584; revenue \$18,000. Format: variety. Principal: Robert V. Doll (100%) owns WAOP(AM) Otsego, and has interest in WTRE-AM-FM Greensburg, Ind. (BPH-9439). Action Dec. 19.

■ Pleasant Grove, Utah—Alpine School District. Broadcast Bureau granted 88.1 mhz, 12.5 w, HAAT —1180 ft. P.O. address: 50 North Center, American Fork, Utah 84003. Estimated construction cost \$15,865; first-year operating cost \$2,000. Principal: Dan W. Peterson, superintendent of schools (BPED-2041). Action Dec. 19.

■ Toppenish, Wash.—Radio Broadcasters. Broadcast Bureau granted 92.7 mhz, 470 w, HAAT —95 ft. P.O. address: Box 350, Toppenish 98948. Estimated construction cost \$3,750; first-year operating cost \$450; revenue \$4,950. Principal: Donald R. Nelson (100%) owns KENE(AM) Toppenish (BPH-9435). Action Dec. 19.

■ Salem, Va.—Salem College. Broadcast Bureau granted 91.1 mhz, 10 w. P.O. address: West Main St. and Pennsylvania Ave., Salem 26426. Estimated construction cost \$3,570; first-year operating cost \$6,885. Principal: Duane L. Peters, manager, WVSC(AM) student radio station (BPED-2054). Action Dec. 19.

Ownership changes

Applications

■ KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 3.8 kw)—Seeks assignment of license from KSLY Broadcasting Co. to KSLY Inc. and KUNA Inc. for \$535,000 plus \$50,000 noncompetition covenant. Buyers: Michael Rovell, Gerald Winegard, Daniel Lassman, Pasquale De Marco and Murray Rosenberg. Mr. Rovell is attorney. Drs. Winegard and Lassman are dentists. Drs. De Marco and Rosenberg are physicians. Ann. Dec. 22.

■ WNLC(AM)-WTYD(FM) New London, Conn. (AM: 1510 khz, 10 kw-D, 5 kw-N; FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Thames Broadcasting Corp. to Mercury Broadcasting Corp. for \$1 million. Buyer: Joseph B. Somerset, David T. Workman and David A. Swiger (each 1/3). Mr. Somerset is radio consultant. Mr. Workman is stockbroker. Mr. Swiger is partner in women's underwear manufacturing company. Ann. Jan. 2.

■ WSWB-TV Orlando, Fla. (ch. 35)—Seeks assignment of license from Sun World Broadcasters to Martin Broadcasting of Florida for \$237,871 plus assumption of liabilities. Buyers: Donald G. Martin (70%), and John R. Hughes, William G. Evans and Johnny Mack Bramlett (each 10%). Mr. Martin owns 45% of International Television Corp., licensee of WEZF-FM-TV Burlington, Vt. and of W63AD Rutland, Vt. Principals own same percentages of Martin Broadcasting of Alabama, applicant for WHOS(AM)-WDRM(FM) Decatur, Ala. Ann. Jan. 2.

■ WSTM(FM) St. Matthews, Ky. (103.1 mhz, 2.95 kw)—Seeks assignment of license from Scott Broadcasting Co. to Summers Broadcasting for \$300,000. Seller: T. Jefferson Wright and Edward Sheehan Schroering, partners. Buyer: Vincent A. Pepper and E. Stratford Smith (each 43.5%), and William E. Summers III (13%). Summers Broadcasting is licensee of WLOU(AM) Louisville, Ky. Mr. Summers is general manager of WLOU. Messrs. Pepper and Smith are attorneys. Ann. Jan. 2.

■ WQMA(AM) Marks, Miss. (1520 khz, 250 w-D)—Seeks assignment of license from Quitman Broadcasting Co. to Robert P. Hansen Broadcasting for \$56,000. Buyer: Robert P. Hansen is salesman at WQMA. Ann. Dec. 22.

■ OKSEN(AM) Shelby, Mont. (1150 khz, 5 kw, DA-2)—Seeks transfer of control of Tri-County Radio Corp. from John J. Lyon (86.3% before; none after) to Jerry W. Black (9.14% before; 66.7% after). Consideration: \$560,000. Principal: Mr. Black is station manager at KSEN. Ann. Jan. 2.

■ KKAT(AM) Roswell, N.M. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from William L. Shaner, Trustee to Rosendo Casarez Jr. for \$43,000. Buyer: Mr. Casarez is increasing his holdings from 40% to 100%. Ann. Dec. 29.

■ KOKN(AM) Pawhuska, Okla. (1500 khz, 5 kw, DA-D)—Seeks assignment of license from Cherokee Broadcasting Co. to Coleman Broadcasting Co. for \$105,000. Seller: Jim A. Egan (45%) and Galen O. Gilbert (55%). Buyer: Lewis Coleman (44%) et al. Mr. Coleman is part owner and general manager of KTCM(AM) McAlester, Okla. Ann. Dec. 29.

Actions

■ KPOD(AM) Crescent City, Calif. (1310 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from William E. Stamps to Summit Broadcasters for \$12,500. FCC recently granted assignment of KPLY(AM) Crescent City to Mr. Stamps. KPLY is owned by Summit Broadcasters (Mason C. and Virginia E. Deaver, co-owners). Thus parties contemplate simultaneous closing where neither will hold more than one license (BAL-8549). Action Dec. 19.

■ KFAT(FM) Gilroy, Calif.—Broadcast Bureau granted assignment of CP and license from Entertainment Radio to Wheatstone Bridge Engineering Co., a limited partnership, which owns Entertainment Radio. Principals: Lorenzo Milam (40%), Jeremy D. Lansman (40%), et al. (BAPLH-190). Action Dec. 22.

■ KIIS-FM Los Angeles and KEZL(FM) San Diego—Broadcast Bureau granted assignment of licenses from Pacific and Southern Co. to Eleven-Fifty Corp., wholly owned subsidiary. No consideration (BALH-2217). Action Dec. 17.

■ WLIS(AM) Old Saybrook, Conn.—Broadcast Bureau granted transfer of control of Nutmeg Broadcasting Co., majority stockholder of Radio Connecticut, licensee corp., from Herbert C. Rice and Ethel A. Rice (52.5% before, none after) to Michael C. Rice, Trustee of Herbert C. Rice Family Trust (none before, 52.5% after). No consideration—gift. Nutmeg is also licensee of WILI(AM) Willimantic, WINY(AM) Putnam, and WNTY(AM) Southington, all Connecticut. Nutmeg's application for same action concerning these stations has already been granted (BTC-7914). Action Dec. 22.

■ KTEE(AM) Idaho Falls, Idaho (1260 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from The Benay Corp. to Communications Corp. of Idaho for \$427,990. Seller: Leo Higham, president. Buyer: The Benay Corp. is owned 33 1/3% by Communications Corp. of Idaho, Clifford J. Barborka Jr. (33 1/3%) is radio and television consultant. Barney Goodwin (33 1/3%) owns ranch and has interest in mining and construction companies. Merlin F. Farnes (33 1/3%) has interest in saw mill and car and mobile home company. Management and staff for KTEE will remain the same (BAL-8500). Action Dec. 30.

■ WGRT(FM) Danville, Ind.—Broadcast Bureau granted transfer of control of Hendricks County Broadcasting Corp. from Gordon D. and James G. Graham and Walter W. Able (21.25% each), as A Family

Group, to Gordon D. Graham and Walter W. Able, individually and as Trustee (42.5% each), as A Family Group (BTC-7913). Action Dec. 17.

■ **WTWO(TV)** Terre Haute, Ind.—Broadcast Bureau granted transfer of control of Illiana Telecasting Corp. from Fabri Development Corp., a New York corporation, to Fabri Development Corp., a Delaware corporation (BTC-7900). Action Dec. 17.

■ **WBGR-AM-FM** Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Blue Grass Radio to WBGR Broadcasting for \$250,000. Seller: Adlai C. Ferguson Jr. owns WPRS(AM)-WACF(FM) Paris, Illinois. Buyers: William J. and Mary Ann Brown (50% each). Mr. Brown is former announcer for KRTH(FM) Los Angeles. Ms. Brown is teacher (BAPL-466, BALH-2190). Action Dec. 22.

■ **WKBZ(AM)** Muskegon, Mich. (850 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Reams Communications Corp. to Reams Broadcasting Corp. for \$700,000. Seller: Frazier Reams Jr. is 95% stockholder of Reams Communications and 34% stockholder of Broadcasting. Other major stockholders of Reams Broadcasting are John R. Linn (14%), Morton Neipp (18%) and Toledo Trust Company (34%). They own WCWA(AM)-WLOT(FM) Toledo, Ohio (BAL-8518). Action Dec. 22.

■ **WSMM(FM)** Sault Ste. Marie, Mich. (92.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Chippewa Broadcasting Corp. from William H. Thorne, Harrison W. O'Connor, William Oberman, James D. Wellington, E. Szymanski and Leon B. Van Dam to D.W. Zimmerman, Marion L. Zimmerman and John D. Peacock. Consideration: \$125,035. Principals: Messrs. Thorne, O'Connor, Oberman, Wellington, Szymanski and Van Dam wish to infuse more capital into corporation by issuing authorized unissued stock. Mr. Zimmerman is general manager of station and with his wife has various real estate interests in Florida and Michigan (BTC-7814). Action Dec. 22.

■ **WADD(AM)** Brockport, N.Y. (1560 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Brockport Broadcasting Inc. to Canal Communications Inc. for \$110,000. Seller: Brockport Broadcasting, Erwin L. Duryea, president, has no other broadcast interests. Buyers: Donald W. Fuller Jr., Frank E. Penny and Warren F. Haas (each 1/3). Mr. Fuller is employee at WINR Binghamton, N.Y. Messrs. Penny and Haas each own 1/3 of WEBO-AM-FM Owego, N.Y. (BAL-8537). Action Dec. 30.

■ **WHL-D-AM-FM** Niagara Falls, N.Y.—Broadcast Bureau granted assignment of license from Hilda Carpenter Hull to WHLD Inc., owned by Ms. Hull, in move to incorporate (BAL-8569). Action Dec. 22.

■ **WSGO-AM-FM** Oswego, N.Y.—Broadcast Bureau granted assignment of license from Robert C. Gessner to Gessner Communications Inc. (BAL-8566). Action Dec. 17.

■ **WVOR(FM)** Rochester, N.Y.—Broadcast Bureau granted assignment of license from Amalgamated Music Enterprises to Lincoln Broadcasting Corp., a wholly-owned subsidiary (BALH-2214). Action Dec. 17.

■ **WIDU(AM)** Fayetteville, N.C. (1600 khz, 1 kw-D)—Broadcast Bureau granted acquisition of positive control of WIDU Broadcasting Inc. from D.F. Owen (50% before; none after) to W.B. Belche (50% before, 100% after). Consideration: \$195,000. Principal: Mr. Belche is general manager of WIDU (BTC-7904). Action Dec. 17.

■ **WGLD-AM-WNOS-FM** High Point, N.C.—Broadcast Bureau granted assignment of license from Doss Broadcasting of North Carolina to WGLD Inc., its parent corporation, owned by Mann Media Inc. (BAPL-469, BALH-2215). Action Dec. 17.

■ **WCKY(AM)** Cincinnati (1530 khz, 50 kw, DA)—FCC granted assignment of license from Post-Newsweek Stations, Florida to Truth Publishing Co. for \$3,600,000. Seller: Post-Newsweek, subsidiary of Washington Post Co., owns WJXT(TV) Jacksonville, Fla.; WPLG-TV Miami; WTOP-AM-TV Washington and WFSB-TV Hartford, Conn. Buyers: John F. Dille Jr. (53%) and Walter R. Beardsley (47%) own Elkhart, Ind. newspaper and WTRC(AM)-WYEZ(FM) Elkhart, Mr. Dille and son own WCUZ(AM) Grand Rapids, Mich., and WMEE-AM-WMEF(FM) Fort Wayne, Ind. Action Dec. 22.

■ **WLWC(TV)** Columbus, Ohio (ch. 4)—FCC granted assignment of CP and license from Avco Broadcasting Corp. to The Outlet Co. for \$16,100,000.

Call letters

Applications

Call	Sought by
	New AM
KOKI	Teche Broadcasting Corp., Bayou Vista, La.
	New FM's
KTAP	Airwaves Broadcasting Services, Crete, Neb.
KIKT	Greenville Radio Corp., Greenville, Tex.
	Existing TV's
WECA-TV	WSCT Tallahassee, Fla.
KGMD-TV	KPUA-TV Hilo, Hawaii
KVIJ-TV	KFDO-TV Sayre, Okla.
	Existing AM's
WTIS	WQYK Tampa, Fla.
WWWD	WSNY Schenectady, N.Y.
KWMS	KNAK Salt Lake City
	Existing FM's
WOXO	WNWY-FM Norway, Me.
WPVM	WCUM-FM Cumberland, Md.
WLVY	WEHH-FM Elmira, N.Y.

Grants

Call	Assigned to
	New AM
KOKK	Dakota Communications, Huron, S.D.
	New FM's
KRHS	Holiday Broadcasting Co., Butthead City, Ariz.
KDEL-FM	Arkadelphia Broadcasting Co., Arkadelphia, Ark.
WUFF-FM	Farnell O'Quinn, Eastman, Ga.
WXKE	Templar Broadcasting Co., Ft. Wayne, Ind.
WPBC	Penobscot Broadcasting Corp., Bangor, Me.
WRCI	Wolverine Radio Co., Midland, Mich.
*WSIF	Wilkes Community College, Wilkesboro, N.C.
WRFB	RFD Broadcasting, Stowe, Vt.
KOLL-FM	Midland Broadcasting Co. of Wyoming, Gillette, Wyo.
	Existing TV
*WNMU-TV	WNPB Marquette, Mich.
	Existing AM
WPLW	WZUM Carnegie, Pa.
	Existing FM's
WOXO	WMFJ-FM Daytona Beach, Fla.
KSTG	KMPL-FM Skeston, Mo.
KBRD	KTAC-FM Tacoma, Wash.

Seller: Avco Broadcasting, George J. Gray, vice president, is licensee of WLW(AM) Cincinnati, WRTH(AM) Wood River, Ill., KYA-AM-FM San Francisco. Sales of WLWT(TV) Cincinnati, WLWD(TV) Dayton, Ohio and KMOL-TV San Antonio, Tex. are pending. Buyer: The Outlet Co. owns WDBO-AM-FM-TV Orlando, Fla., WJAR-AM-TV Providence, R.I. and KSAT-TV San Antonio, Tex. and owns 80% interest in WNYS-TV Syracuse, N.Y. Kenneth Logowitz is president. Action Dec. 22.

■ **KFDO-TV** Sayre, Okla. (ch. 8)—Broadcast Bureau granted assignment of license from Bass Broadcasting Co. to Marsh Media for \$300,000. Seller: Bass Broadcasting owns KFDA-TV Amarillo, Tex. It also owns WSLC(AM)-WSLQ(FM) Roanoke, Va. and KDNT-AM-FM Denton, Tex. Robert M., Sid R., Edward P. and Lee M. Bass are its stockholders. Buyers: Stanley Marsh III (37½%), Michael C. Marsh (25%), Estelle Marsh Watlington (25%) and Tom F. Marsh (12½%). Marsh Media is licensee of KVIL-TV Amarillo and is in process of selling KFWD(FM) Fort Worth. The Marshes have various oil, real estate and business interests. KFDO-TV will operate as satellite of KVIL-TV (BALCT-572). Action Dec. 19.

■ **WNCC(AM)** Barnesboro, Pa. (950 khz, 500 w-D)—Broadcast Bureau granted assignment of license from WNCC Inc. to Bland Group for \$67,500. Buyer: William C. Bland (85%) is president of Bland Group. Patrick A. Trusio (10%) is employee of advertising agency. Michael M. Costello (5%) is news director at University of Scranton (BAL-8545). Action Dec. 17.

■ **WHPA(AM)** Honesdale, Pa. (1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Wayne County Broadcasting Corp. to WHPA

Broadcasting Corp. for \$115,000. Seller: Curtis C. Beusman, president, has no other broadcast interests. Buyers: Morris and Ruth Birnbaum (100% jointly) own gas company and management corporation (BAL-8480). Action Dec. 17.

■ **KABR(AM)** Aberdeen, S.D.—Broadcast Bureau granted acquisition of positive control of Transmedia of South Dakota Inc. from Alfred C. Sandvig, Lloyd C. Richardson, et al. (50% before; none after) to Preston A. Solem (50% before; 100% after), under plan of consolidation (BTC-7883). Action Dec. 17.

■ **WHMT(AM)** Humboldt, Tenn. (1190 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Communications Associates from Jesse Hill Ford Jr. et al. (54% before; none after) to Donald Stephenson (46% before; 100% after). Consideration: \$120,000. Principal: Mr. Stephenson is president of loan company (BTC-7848). Action Dec. 30.

■ **KKDA(AM)** Grand Prairie, Tex. (730 khz, 500 w-D, DA) and **KEZT(FM)** Dallas (104.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Republic Broadcasting Corp. (KKDA) and Crescent Communications Corp. (KEZT) to Service Broadcasting Corp. for \$750,000. Sellers: Robert Stuart, pres., Crescent Communications, et al. Buyers of KKDA and KEZT: Hymen Childs (40%), Arnold Boyd Kelly (30%), et al. Messrs. Childs and Kelly both have interest in Republic Broadcasting. Mr. Kelly also owns media brokerage and has interest in several stations, including KBID-FM Wichita Falls, Tex. Action Dec. 22.

■ **KAWA(AM)** Waco-Marlin, Tex.—Broadcast Bureau rescinded grant of assignment of license from Centrum Corp. to Jamar Media Inc., pending further Commission action. Action Dec. 22.

■ **WWSR-AM-FM** St. Albans, Vt.—Broadcast Bureau granted relinquishment of negative control of Radio St. Albans Inc. from Robert I. Kimel to Beatrice M., John O. and David R. Kimel (BTC-7902). Action Dec. 17.

■ **WGTN(AM)** Richlands, Va.—Broadcast Bureau granted acquisition of positive control of High Knob Broadcasters by Charles R. Buskill (50% before, 80.6% after) through purchase of stock from Gene Little and Denver Bush (each 25% before, 9.7% after). Consideration: \$9,500 (BTC-7915). Action Dec. 22.

■ **WOKY(AM)** Milwaukee, **KCBQ(AM)** San Diego, **WADO(AM)** New York, **WMJX(AM)** Miami, **WDRQ(FM)** Detroit, **KSLQ(AM)** St. Louis—Broadcast Bureau granted acquisition of positive control by Downe Communications Inc. through purchase of stock from Bartell Media Corp. (licensee), with agreement providing for exchange of stock for indebtedness (BTC-7912). Action Dec. 22.

Facilities changes

TV application

■ ***KYNE-TV** Omaha—Seeks CP to change ERP to vis. 1000 kw, aur. 100 kw; change type trans.; type ant.; decrease HAAT 427.6 ft. Ann. Jan. 2.

AM applications

■ **WEZQ** Winfield, Ala.—Seeks CP to increase daytime power to 5 kw. Ann. Dec. 23.

■ **WQKI** St. Matthews, S.C.—Seeks mod. of permit to install new trans. Ann. Dec. 31.

■ **WIKI** Chester, Va.—Seeks CP to make changes in ant. system. Ann. Jan. 2.

AM action

■ **WOUB** Athens, Ohio—Broadcast Bureau granted CP to increase daytime power from 250 w to 500 w and change trans. (BP-19911). Action Dec. 17.

FM applications

■ **KGHO-FM** Hoquiam, Wash.—Seeks CP to change frequency to 95.3 mhz; trans. location to Morrison Rd., 2 miles south of Cosmopolis, Wash.; change ant.; change TPO, ERP: 1.15 kw, HAAT: 445.75 ft. Ann. Dec. 23.

■ **KYAC-FM** Seattle—Seeks CP to change trans. location to Mt. Newcastle, 3.5 miles NW of Issaquah, Wash.; install new ant.; change TPO, ERP: 50 kw, HAAT: 1,089 ft. Ann. Dec. 24.

■ **WDUZ-FM** Green Bay, Wis.—Seeks to change frequency to 98.5 mhz, change trans.-ant. location to 1 mile west of Flintville on Highway B; change ant. and trans.; TPO; ERP: 100 kw; HAAT 500 ft. Ann. Dec. 31.

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FM actions

- ***KLRO San Diego**—Broadcast Bureau granted license for changes; ERP 2.15 kw (H&V); ant. height 1760 ft. (H&V) (BLH-6609). Action Dec. 19.
- ***KCOU Columbia, Mo.**—Broadcast Bureau granted CP to redescribe studio and remote control location as 102 Pershing Hall, University of Missouri on Hill St., Columbia, Mo.; change frequency to 88.1 mhz, ch. 201; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 430 w (H); ant. height 110 ft. (H); remote control from main studio (BPED-2063). Action Dec. 19.
- ***WGMC Greece, N.Y.**—Broadcast Bureau dismissed application to increase effective radiated power (BPED-2009), as inadvertently accepted for filing. Action Dec. 15.
- **WDDS-FM Syracuse, N.Y.**—Broadcast Bureau granted CP to change studio location and remote control to Andrews Rd., Dewitt, N.Y.; install new trans. and ant.; make changes in ant. system; ERP 97 kw (H&V); ant. height 660 ft. (H&V) (BPH-9703). Action Dec. 17.
- **WGLD-FM High Point, N.C.**—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 100 kw (H&V); ant. height 370 ft. (H&V); condition (BPH-9541). Action Dec. 18.
- **WDKD-FM Kingstree, S.C.**—Broadcast Bureau granted change of frequency to 98.3 mhz, ch. 252; change of trans. and studio location to 314 Academy St., Kingstree; ERP 3 kw (H); ant. height 210 ft. (H) (Doc. 19827). Action Dec. 22.
- **WIBS Charlotte Amalie, Saint Thomas, V.I.**—Broadcast Bureau rescinded grant of application (BMPH-14248) for major changes prohibited by rules on duopoly due to overlap of 1 mV/m field strength contours of WVIS(FM), Frederiksted, St. Croix, V.I., and returned to pending status. Action Dec. 15.

In contest

Designated for hearing

- **Sault Ste. Marie, Mich., FM proceeding:** Miami County Broadcasting Co. and Q Communications Corp., competing for 101.3 mhz (Docs. 20627-8)—Applications designated for hearing by Chief, Broadcast Bureau. Action Dec. 12.
- **Monterey, Tenn., AM proceeding:** Monterey Broadcasting Co., applicant for 1420 khz (Doc. 20658)—FCC designated application for hearing. Action Dec. 16.

Procedural rulings

- **WJAM(AM) Marion, Ala., renewal proceeding:** Radio Marion (Doc. 20383)—ALJ Reuben Lozner set hearing for March 9 at Marion. Action Dec. 18.
- **Monticello, N.Y., FM proceeding:** Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—ALJ John H. Conlin set hearing for Jan. 21. Action Dec. 19.
- **Bennington, Vt., FM proceeding:** Catamount Broadcasters, Equinox Wireless Co. and Bennington Radio, competing for 94.3 (Doc. 20391-3)—ALJ Reuben Lozner set hearing for Feb. 24. Action Dec. 19.

Review board decisions

- **Kirkville, Mo., facilities change proceeding:** KTVO Inc. (KTVO-TV) (Doc. 20100)—Review Board reopened record for additional hearing and granted KTVO's motion to amend application to propose use of directional ant. Action Dec. 16.
- **WWLE(AM) Cornwall-on-Hudson, N.Y., renewal proceeding:** WWLE Inc. and WMVI(AM) Mechanicville, N.Y. license proceeding: Mechanicville Broadcasting Co. (Docs. 20591-2)—Review Board added issue to determine whether programming of WWLE has been meritorious, particularly with regard to public service programs, to hearings. Issue was added at request of WWLE Inc. Action Dec. 29.

FCC decision

- **Dermott, Ark., AM proceeding:** Southeast Arkansas Radio, competing for 1110 khz, failure to establish license qualifications (Doc. 19474)—FCC granted application. Action Dec. 22.

Fines

- **KBBC(FM) Phoenix**—Broadcast Bureau ordered to forfeit \$250 for failing to utilize SCA and limit use of

SCA to those purposes specified on current instrument of authorization and failing to maintain program log describing material transmitted on SCA. Action Dec. 18.

- **KNEA(AM) Jonesboro, Ark.**—Broadcast Bureau ordered to forfeit \$500 for having station operated during 1974 by Dale M. Sanders who did not have third-class license endorsed for broadcast and who made log entries. Action Dec. 22.

- **WWDJ(AM) Hackensack, N.J.**—Broadcast Bureau ordered to forfeit \$200 for failing to take required field strength measurements. Action Dec. 12.

- **WMTR(AM) Morristown, N.J.**—Broadcast Bureau notified it incurred apparent liability of \$500 for failing to make weekly inspections of transmitting and monitoring systems. Action Dec. 16.

- **WRCN(AM) Riverhead, N.Y.**—Broadcast Bureau ordered to forfeit \$300 for failing to complete required equipment performance measurements. Action Dec. 16.

- **WELW(AM) Willoughby, Ohio**—Broadcast Bureau ordered to forfeit \$400 for not making required equipment performance measurements for 1974, operators not signing log when going off duty, and not entering in log time station ceased to supply power to ant. Action Dec. 22.

Other actions

- **KZAZ-TV Nogales, Ariz.**—FCC renewed the license of KZAZ-TV for short term ending Dec. 1, 1976. Renewal was conditioned on KZAZ-TV sending its mobile studio unit to Nogales at least once a month to film events of special interest to Nogales residents, and reporting to FCC on April 1, 1976, and as part of its next renewal application, steps it has taken to meet this condition. Action Dec. 10.

- **KCOF-TV Los Angeles**—FCC rejected petition by Los Angeles Women's Coalition for Better Broadcasting to deny 1974 renewal application for KCOF-TV. However, Commission did direct KCOF-TV to submit list of local minority organizations, agencies, community leaders, schools and colleges with which it will maintain systematic communication each time it seeks to fill a job position. Action Dec. 17.

- **KNXT-TV Los Angeles**—FCC renewed license of KNXT-TV, held by CBS, and denied petition to deny renewal by Los Angeles Women's Coalition for Better Broadcasting. Renewal was conditioned on outcome of several civil antitrust suits now pending in courts in which CBS is defendant and resolution of employment discrimination charges against KNXT-TV filed with U.S. Equal Employment Opportunity Commission and California Fair Employment Practices Commission. Action Dec. 17.

- **KTTV-TV Los Angeles**—FCC denied petition by Los Angeles Women's Coalition for Better Broadcasting to deny 1974 renewal application for KTTV-TV. Denial was subject to whatever action, if any, Commission may deem appropriate as result of final determination by Equal Employment Opportunity Commission on two employment discrimination cases pending against KTTV-TV. Action Dec. 17.

- **KGO-TV San Francisco**—FCC renewed license of KGO-TV subject to whatever action, if any, FCC may deem appropriate on conclusion of proceedings in which American Broadcasting Companies, station licensee, is party defendant. In same action, Commission denied petition of Community Coalition for Media Change opposing renewed application. Action Dec. 17.

- **KKHI(AM-FM) San Francisco**—FCC renewed the licenses of KKHI and KKHI-FM until Dec. 1, 1976, but conditioned renewal on receipt of additional equal employment opportunity information from licensee, Buckley Broadcasting Inc. Commission also notified Buckley of apparent liability for \$250 fine for failing to retain composite week program logs in stations' public file for required seven years. FCC denied petition to deny stations' renewal filed by Community Coalition for Media Change. Action Dec. 17.

- **KPIX-TV San Francisco**—FCC renewed license of KPIX-TV, licensed to Westinghouse Broadcasting Co., Inc. Renewal was conditioned on outcome of civil antitrust suit in which Westinghouse is a defendant. Suit is now pending in U.S. District Court for Northern California. Commission denied petition of The Community Coalition for Media Change, a Berkeley-based citizens' group, to deny renewal. Action Dec. 17.

- ***KQED-TV, *KQEC-TV San Francisco**—FCC renewed license for *KQED-TV. At same time, it deferred action on renewal application for *KQEC-TV. Action Dec. 17.

- **KSJO(FM) San Jose, Calif.**—FCC denied petition of Committee for Open Media, San Jose Chapter, to deny renewal application of KSJO(FM). Action Dec. 17.

- **Washington Star (Doc. 20559)**—FCC approved granting waiver of rules to permit Perpetual Corp. of Delaware to acquire stock of Washington Star Communications, Inc. WSCI is parent of The Evening Star Broadcasting Co., licensee of Washington stations WMAL-AM-FM-TV; First Charleston Corp., licensee of WCIV(TV) Charleston, S.C., and WLVA, Inc., licensee of WLVA(AM-TV) Lynchburg, Va. It also is parent corporation of The Evening Star Newspaper Co., publisher of The Washington Star, one of District of Columbia's two daily newspapers. FCC first granted petitioners' request to amend their application and then, on basis of record before it, granted waiver of one-to-a-market and broadcast-newspaper cross-ownership provisions of multiple ownership rules, which Commission held were applicable to the transaction. Action Dec. 17.

- **WTOP-AM Washington**—FCC renewed the license of WTOP-AM. Commission denied petition by Medardo Sanchez, individually and as President of Washington, D.C., Image Chapter, to deny renewal. Sanchez had charged that WTOP engaged in discriminatory employment practices and station's programming failed to serve area's Hispanic population. Action Dec. 17.

- **WGLO Fort Lauderdale, Fla.**—Broadcast Bureau granted request to identify as Ft. Lauderdale-Miami, Fla. Action Dec. 3.

- **WCZN(AM) and WWCK(FM) Flint, Mich.**—Broadcast Bureau granted mod. of licenses to change name to Gencom Corp. (BML-2563). Action Nov. 28.

- **WZZM-TV Grand Rapids, Mich.**—FCC renewed license of WZZM-TV subject to outcome of civil antitrust suit now pending before U.S. Court of Appeals for Sixth Circuit. A petition to deny WZZM-TV's application, filed by Mary Jane Morris, was denied. Action Dec. 16.

- **WJB-AM-FM Holland, Mich.**—Broadcast Bureau granted mod. of licenses covering change of corporate name to Ottawa Broadcasting Corp. (BML-2568, BMLH-528). Action Dec. 18.

- **KCCV(AM) Independence, Mo.**—Broadcast Bureau granted mod. of license to change name to Bott Broadcasting Co. (BML-2564). Action Nov. 28.

- **WNJU-TV Linden, N.J.**—FCC granted short-term license renewal for WNJU-TV until Dec. 1, 1976. Application was opposed by Accion Civica Evangelica and Grand Council of Hispanic Societies in Public Service. Action Dec. 17.

- ***WYDC Dix Hills, N.Y.**—Broadcast Bureau deleted call letters. Action Dec. 5.

- **WOKR-TV Rochester, N.Y.**—FCC renewed license of WOKR-TV. In same action Commission rejected petitions by Action for a Better Community, Inc. and Rochester Black Media Coalition to deny 1972 renewal application and 1975 supplement. Action Dec. 17.

- **WGY(AM)-WGFN(FM)-WRGB(TV) Schenectady, N.Y.**—FCC renewed licenses of WGY and WGFN, and deferred action on renewal of WRGB pending resolution of engineering questions. Action Dec. 17.

- **Tulsa, Okla.**—FCC renewed licenses of nine Tulsa radio stations and deferred action on tenth renewal application. Stations receiving renewal grants are: KELI(AM) KAKC-AM-FM. KXXO(AM) and KMOD(FM), KRMG(AM) and KWEN(FM), and KFMJ(AM) and KRAV(FM). Action on renewal application of KVOO(AM) was deferred. Action Dec. 17.

- **WFLN-AM-FM Philadelphia**—FCC renewed licenses of WFLN-AM-FM. However, licensee was ordered to furnish with its 1978 renewal applications, summary data on all new employees hired during license period and an updated job structure analysis so Commission could assess licensee's continued adherence to principles of equal employment opportunity. A petition to prevent continued licensee violation of Commission's equal employment opportunity rules by Janet C. Whittaker, individually and as chairperson of Communications Coalition, was denied. Action Dec. 17.

- **WHAT(AM)-WWDB(FM) Philadelphia**—FCC renewed licenses after stations' submission of additional employment information. Action Dec. 17.

■ WTAF-TV Philadelphia—FCC renewed license after WTAF-TV's submission of additional information on its affirmative action employment practices and policies. Action Dec. 17.

■ KELO-TV Sioux Falls, KPLO-TV Reliance, S.D.—FCC conditionally granted 1974 license renewal applications for KELO-TV and KPLO-TV. At same time, FCC denied objections by Central Plains Cable TV, which incorporated by reference petitions filed against 1971 renewal applications for KELO-TV and KPLO-TV. Action Dec. 17.

■ WHBT(AM) Harriman, Tenn.—FCC renewed license of WHBT. In same action FCC rejected petition by Freeman L. Crowder, resident of Harriman, to deny license renewal. Action Dec. 17.

Allocations

Petitions

FCC received following petition to amend TV table of assignments (ann. Dec. 19):

■ Mohawk Valley Telecasters, Syracuse, N.Y.—Assign ch. 4 to Salisbury Center, N.Y. (RM-2626).

■ The State of Wisconsin-Educational Communications Board, Madison, Wis.—Assign ch. *36 to Park Falls, Wis. (RM-2629).

FCC received following petitions to amend FM table of assignments (ann. Dec. 19):

■ Mariposa Broadcasting, Mariposa, Calif.—Assign ch. 242 in lieu of ch. 284 at Mariposa (RM-2628).

■ WGUY-FM Bangor, Me.—Assign ch. 284 to Brewer, Me. (RM-2625).

■ WRNY(AM) Rome, N.Y.—Assign ch. 273 to Rome (RM-2624).

FCC took following actions on TV allocations:

■ Salinas-Monterey, Calif. (Doc. 20361)—Broadcast Bureau assigned ch. 35 to Salinas-Monterey. Action was proposed in notice adopted Feb. 14 in response to petition by Associates for Creative Enterprise in Media. ACE Media said deficiency of minority-oriented programming exists in area, and expressed intent to serve minority needs if ch. 35 were assigned. Action Dec. 16.

■ Oakland, Md. (Doc. 20655)—Broadcast Bureau proposed reassigning *ch. 36 from Cumberland to Oakland, Md. Action was in response to petition by Maryland Center for Public Broadcasting. Action Dec. 11.

■ Nebraska (Doc. 20660)—Broadcast Bureau proposed assigning *chs. 23 at Beatrice, 24 at Falls City and 33 at Pawnee City, Nebraska. Action was in response to petition by Nebraska Educational Television Commission, licensee of eight educational TV stations in Nebraska. Action Dec. 16.

FCC took following actions on FM allocations:

■ Payson, Ariz., and Lake Arrowhead, Calif.—Broadcast Bureau assigned ch. 280A (103.9 mhz) to both Payson and Lake Arrowhead as first FM assignments. Action was proposed in rulemaking notice adopted in response to petitions by Charles W. Carpenter at Payson, and Arrowhead Broadcasting Co. at Lake Arrowhead, both asking for ch. 280A (Doc. 20325). Action Dec. 12.

■ Palm Springs, Calif. (Doc. 20360)—Broadcast Bureau assigned ch. 265A (100.9 mhz) to Palm Springs as second FM assignment. Action was proposed in notice in response to petition by KPSI Radio Corp., licensee of KPSI(AM) Palm Springs. Action Dec. 11.

■ Tawas City and Oscoda, Mich.—Broadcast Bureau proposed assignment of ch. 223 (92.5 mhz) to Oscoda as first FM assignment, thereby making ch. 269A (101.7 mhz) now occupied at Tawas City available for use. Action was in response to counterproposal by WDBI-FM (ch. 269A) Tawas City (Doc. 20364). Action Dec. 11.

■ Copperas Cove, Tex.—Broadcast Bureau reopened an October rulemaking proceeding and proposed assigning ch. 288A (105.5 mhz) to Copperas Cove as second FM assignment. Action was in response to proposal by Ted Connell and Gaylon Christie (Doc. 20413). Action Dec. 11.

Rulemaking

Action

■ FCC proposed rules to require television stations to transmit all emergency notification visually as well as

aurally so persons with impaired hearing may be made aware of emergency situations. Action was in response to a joint petition by four organizations representing the deaf (Doc. 20659). Action Dec. 16.

Translators

Application

■ K79BR Kakalau, Hawaii—Seeks CP to change frequency from ch. 79 to ch. 67; and change primary station to KHET Honolulu (BPTT-2947). Ann. Jan. 2.

Action

■ East Glacier, Mont.—Application by East Glacier T.V. Assoc. dismissed. Ann. Jan. 2.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Lebanon Valley Cable TV Co., Richland (borough of), and Millcreek township, Pa. (CAC-05879-80): Add KYW-TV, WPVI-TV, WCAU-TV, Philadelphia.

■ Big Horn Televents, Greybull (town of), Wyo. (CAC-05881): Requests certification of existing operations.

■ Lykens TV Co., Hegins township, Hegins, and Valley View, Pa. (CAC-05882-4): Requests certification of existing operations.

■ Muskegon Heights Cable TV, for Muskegon Heights, Mich. (CAC-05476): Delete WMVS Milwaukee.

■ Marshall Cablevision, for Arab, Ala. (CAC-05868): Add WTCG Atlanta.

■ Forsyth Cable TV Co., for Forsyth, Mont. (CAC-05869): Add KSL-TV Salt Lake City.

■ Huntsville TV Cable Service, for Huntsville (town of), Ark. (CAC-05870): Requests certification of existing operations.

■ Hopkinsville Cable TV, for Hopkinsville, and Christian county (unincorp. areas), Ky. (CAC-05871-2): Add WFIE-TV Evansville, Ind.

■ Ausable Communications, for Chesterfield (town of), Peru (town of), Ausable (town of), and Keeseville (village of), N.Y. (CAC-05873-6): Add WPIX New York.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Betterview Cablevision of Arizona, portions of Pinal county surrounding San Manuel, Ariz. (CAC-05523); Community Television of Utah, certain specified unincorporated areas of Salt Lake county, Utah (CAC-05545); Blue Ridge Cable of New York, town of Highland, N.Y. (CAC-05549); Scottsboro TV Cable, Scottsboro, Ala. (CAC-05665); General Electric Cablevision Corp., Merced, certain specified portions of Merced county, Atwater, and Castle Air Force Base, Calif. (CAC-05583-6); Cablevision of Pennsylvania, Bridgeport, Pa. (CAC-05730); Clearview Cable TV, (town of) Spring Grove, Ind. (CAC-05731); Ridgecrest Cablevision, Ridgecrest, Calif. (CAC-05746); Copper Belt Cablevision, (town of) Hayden, Ariz. (CAC-05747); Community Television of Utah, Salt Lake City, Washington Terrace, South Ogden, Orem, Utah county, Provo, Murray City, South Salt Lake, Springville, Ogden Canyon, and Roy City, all Utah (CAC-05751-61); Cablevision of Pennsylvania, Norristown, Pa. (CAC-05764); Warner Cable of Altamont/St. Elmo, Altamont, and St. Elmo, Ill. (CAC-05768-9); Elizabeth City Video, unincorporated areas of Pasquotank county, N.C. (CAC-05329); Brookhaven Cable TV, Bellport, N.Y. (CAC-05012); Triad CATV of Indiana, Geneva, Red Key, Dunkirk, and Albany, Ind. (CAC-05407-10); NationWide Cablevision, specified portions of Alameda county (San Lorenzo), Calif. (CAC-05474); Lake Telephone Co., April Sound subdivision, Tex. (CAC-05475); Quinebaug Valley Cablevision, Southbridge, Mass. (CAC-01663); Sawtooth Cable-Vision, Hailey, Idaho (CAC-05052); Highland Video, Ligonier borough, and Ligonier township, Pa. (CAC-05477-8); Multivision Northwest, Dalton, Ga. (CAC-05691); Walden Video Corp., town of Newburgh, N.Y. (CAC-05713); Cable TV Puget Sound, (town of) Steilacoom,

Wash. (CAC-05727); Twin Valley CATV, Hillsdale, Mich. (CAC-05739); Public Cable Co., Portland, and South Portland, Me. (CAC-05743-4); Baucse Cable Associates, (town of) Mount Jackson, Va. (CAC-05749); Cable Vision, (village of) Shelby, Mich. (CAC-05770); Northwest Georgia Cablevision Co., portions of Walker county adjacent to LaFayette, and Linwood, Ga. (CAC-05775-6); Warner Cable of Olean, town of Portville, and Eldred borough, Pa. (CAC-05783-4); Home Cable Co., Mountain Home, Ark. (CAC-05786); Norseman Communications, (village of) Carey, Ohio (CAC-05791); Charles TV Cable System, borough of Jersey Shore, and Piatt township, Pa. (CAC-05792-3); Eastern Shore CATV, Berlin, Md. (CAC-05038); Community Antenna, Maxton, N.C. (CAC-05211); Haysville Cable T.V., Haysville, Kan. (CAC-05314); Triad CATV of Indiana, Berne, Ind. (CAC-05433); Jackson Hole Cable Telecommunications, (town of) Jackson, Wyo. (CAC-05692); Clear Lake City Cablevision Co., unincorporated area known as Middlebrook, and unincorporated area known as Brook Forest, Tex. (CAC-05735-6); Storer Cable TV, Glen Ellen, Calif. (CAC-05740); Multivision Northeast, Clarksville, and Demorest, Ga. (CAC-05741-2).

■ Fresno, and specified unincorporated areas of Fresno county, Calif.—FCC granted Fresno Cable Television Company certificates of compliance for new systems. Fresno Cable proposes to carry KAIL, KFSN-TV, KJEO, KMMJ-TV, Fresno; KFTV Hanford; KTVU Oakland; KTXL Sacramento, and *KQED San Francisco. Since KMPH Tulare was significantly viewed in Fresno, FCC also required that signal to be carried on both cable systems. Action Dec. 16.

■ Nice, Calif., Silver King Video—Cable Bureau granted certificate of compliance and conditional waiver of rules to carry KTVU Oakland; KCRA-TV Sacramento; KOVR Stockton; KHSL-TV Chico; KXTV Sacramento; KRON-TV, KPIX, *KQED, KGO-TV, KBHK-TV San Francisco, and KGSC-TV San Jose, Calif. In event KFTY Santa Rosa returns to air, Konocti TV shall revise its signal carriage to be consistent with smaller market rules (CAC-5471). Action Dec. 22.

■ Pine Bluff Trailer Court, N.Y.—Cable Bureau dismissed without prejudice application of Chautauqua Cablevision for certificate of compliance for failure to prosecute (CAC-4266). Action Dec. 31.

Other action

■ Naples, and Marcos Island, Fla.—FCC will permit Gulf Coast television, Florida cable operator, to carry blacked-out home games of Miami Dolphins football team via an unauthorized distant network television signal. WBBH-TV, NBC affiliate in Fort Myers, opposed Gulf Coast request. WBBH-TV is carried by systems. Action Dec. 18.

In contest

■ Durango, Colo., **cease and desist proceeding**: Cable TV of Durango (Doc. 20593)—ALJ Thomas B. Fitzpatrick directed Cable TV of Durango to cease and desist from violation and ordered cable system to carry KIVA-TV on and only on ch. 12 on non-degraded basis, and terminated proceeding. Action Dec. 29.

Rulemaking

■ FCC amended its rules to grant cable television systems limited increase in network news programs. Commission said change would give some cable subscribers "a modest increase in news availability without significant risk of adverse impact on over-the-air broadcast service to the public." New rule will allow cable to carry network news not broadcast on TV stations carried by cable system when no station in market is broadcasting local news program (Doc. 19859). Action Dec. 22.

■ FCC proposed amending rules concerning regulation of cable television subscriber rates. Under rules, local or state franchising authorities are required to review in full public proceeding, and approve rates charged subscribers for provision of regular cable television service. Commission said this mandatory regulation appears to be causing several unintended problems raising question whether local authorities should be required to continue this rate review function. In order to correct both problems and to allow greater flexibility at local (or state) level, Commission proposed modifying Section 76.31(a)(4) to read: "If the franchisor has the appropriate authority and elects to exercise rate regulation of regular subscriber services it shall do so only after adopting procedures to ensure public notices of any formal consideration of rate increases and an opportunity for the public to be heard." (Doc. 20681). Action Dec. 22.

Classified Advertising

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

RADIO

Help Wanted Management

Station Manager. To help build 50,000 Religious FM. Religious radio sales and programing experience needed. Existing facility, changing format. Box A-3, BROADCASTING.

Are you a strong, proven sales manager looking for your first management position? We may have just the situation you're seeking, in appealing southeastern metro resort city. Reply with resume and detailed sales performance particulars. Box A-72, BROADCASTING.

Radio Sales Manager, medium sized Northeast market looking for experienced local AM and FM sales manager with strong leadership qualities. Must have proven track record to handle sales force and build sales team, good salary and incentives with growing broadcasting operation. Professionals only need respond. All replies in confidence to Box A-86, BROADCASTING.

Radio Station Manager. Full time AM radio in small market desires quality manager interested in long range career and excellent pay. Must have extensive sales experience with management experience also preferable. Good salary with fringe benefits. Location in southeastern U.S. Please send resume to Box A-94, BROADCASTING.

Sales Manager for progressive Pacific Northwest small market station. Must be aggressive and be a leader. Equal Opportunity Employer. Send resume to Box A-98, BROADCASTING.

Profitable AM-FM Pittsburgh metro area radio station seeking experienced, self-starting station manager. Salary and other benefits negotiable. EOE Employer. Our people know of this advertisement. Give complete resume and track record in reply to Box A-110, BROADCASTING.

Operations Manager for Texas 50 kw AM. Strong engineering background and first class license required. Send complete resume and salary requirements to Box A-117, BROADCASTING.

Care to try the Arctic? KOTZ-AM, a 5 kw educational station in Kotzebue, Alaska needs a station manager. Anticipate adding a tv facility during the coming year. Would look with special favor on a manager also qualified as chief engineer. Salary DOE; liberal vacation, sick leave, and holiday benefits. Send detailed resume and letter of application to: Stan Jones, Kotzebue Broadcasting, Inc., Box 78, Kotzebue, AK 99752. 907-442-3229. Let the Arctic surprise you.

Outstanding opportunity for do-it-all general manager at one of the top medium market black stations in the country. \$35K is a conservative estimate of first year earnings. Require knowledge of black programming, sales, FCC. All replies answered. Call or write Rick Davenport, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. 312-693-6171.

Sales Manager for Eastern N.C. country AM and Contemporary Progressive FM. Strong in sales and leadership. Excellent position, send resume to G.M., PO Box 229, Farmville, NC 27828.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Rounsaville Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Help Wanted Management Continued

Media Management. One of our clients has asked us to locate an executive with a strong background in media who has risen rapidly over the last few years but who still hasn't found that key management opportunity. Our ideal candidate will be familiar with the planning and buying of broadcast media, and will have had client as well as agency experience, and will be tactfully aggressive. The firm is still relatively small but is exploding with growth. There are all kinds of challenge and responsibility available to the ambitious. Nobody is held back from succeeding. Please write to us in confidence. We will answer you within ten days. The Personnel Consulting Company, 420 Lexington Ave., New York, NY 10017.

Help Wanted Sales

Small market Maryland station. Individual with sales and engineering ability to assist manager. Must have first phone. Age no barrier. Box A-16, BROADCASTING.

Salesperson needed immediately, St. Louis Adult AM. Good commission plan and fringe benefit program, plus excellent sales training program. Equal Opportunity Employer M/F. Please rush resume, including earnings history, to Box A-43, BROADCASTING.

Eager go getter with limited experience to learn beautiful music sales our way: low-key, cadillac approach. Box A-62, BROADCASTING.

Gospel Radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Come to the good life. An account executive that has some experience, is a go-getter, a self-starter and an ambitious person is needed by a contemporary station in a small south central Nebraska city. Salary, commission, car and security make this an unusual opportunity for someone who wants a good future. Send resume and references to KRFS, Superior, NE 68978. E.O.E.

Madison, WI. Excellent career opportunity for bright, 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.

Start '76 with brighter future and title. If you're salesperson with track record, ready to build and manage sales department in area offering great recreational, cultural and income opportunities, send us full info first letter. WPDC, Elizabethtown, PA. EOE/MF.

7-station small-market group in Oregon and Idaho seeking four qualified salespeople or sales trainees. Excellent opportunity to learn and advance while living in choice areas. Send resume, references and particulars to D.N. Capps, Box 346, Twin Falls, ID 83301. An Equal Opportunity Employer.

Major group broadcaster is searching for sales and sales management talent. Expansion during 1975 has created several openings with good income and excellent growth potential. Women and minority applicants encouraged. Contact Jerry Norman, V.P., Director of Sales, Rounsaville Radio Stations, 6101 Sunset Drive, Miami, FL 33143.

Ready to move into sales? WCUM is looking for an experienced broadcaster. Good opportunity for advancement with a young growing organization. Resume to Box 360, Cumberland, MD 21502 or call Ken Riggie or Mike Kirchen 301-724-5400.

Help Wanted Sales Continued

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.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Sales Manager, broadcast automation. New San Francisco sales/service office. Broadcast, college OEM history. Executive salary, expenses and override. Resume by January 17, 1976. Sales Mgr., Control Design Corporation, 205 S. Whiting St., Alexandria, VA 22304.

Help Wanted Announcers

Are you a comer? Adult/MOR station, 10,000 watts needs a night personality who isn't disturbed by being pre-empted by sportscasts. Pay is not sensational, but is respectable, a good job for the right person. Send resume and salary requirements to Box A-51, BROADCASTING.

Mike open only one minute in sixty, so you must be perfect. Pleasant voice and appreciation of beautiful music essential. Third phone, copy ability and production know-how a must. EOE. Box A-63, BROADCASTING.

Creative, funny clever country jocks preferred by us. Young, modern progressive station want to know your whereabouts. Send resume and any extras to Box A-109, BROADCASTING.

Radio announcer, wanted. Eastern North Carolina regional full timer needs personality with first ticket. Experience, strong production necessary. Equal Opportunity Employer. Send full details to Box A-118, BROADCASTING.

We are growing and will need experienced personnel. Any combination announcers, sales, news, MOR and country music formats. Send resume, full details first letter to KHOM/KTIB, 2306 West Main Street, Houma, LA 70360. Equal Opportunity Employer.

Wyoming AM with 100kw FM applied for has immediate opening for newperson who will also direct expanded operation. We are also looking for a good music director who can handle 6-10 p.m. slot for this "together" contemporary in state's boomingest market. Contact Bill Luzmoor, KRKK, Rock Springs, WY 82901. 307-362-3793.

Announcer-salesperson. Must read news perfectly. Write own copy. Pleasant voice. Midwesterners only. KTCH-AM-FM, Wayne, NE. 402-375-3700.

KYKX, Billboard finalist for station of year needs to air personality, no beginners, modern country No. 1 rated, E.O.E. Send tape, resume to Rusty Reynolds, PO Box 8389, Longview, TX 75601.

Immediate opening, afternoons Up/MOR-Light rock format, send tape, resume, salary requirements to: Manager, WITY, Box 142, Danville, IL 61832. An Equal Opportunity Employer.

New Maine FM seeks mature rockers. Young organization, good pay. Tape and resume to: WNWY, 15 Pleasant Street, Norway 04268.

South Florida 100 KW prog. Top 40 rocker wants strong aggressive personality; minimum 2 years experience. Must be strong on production. Indicate whether morning or afternoon shift. Send tape, salary requirements and resume Hudson Millar, WOVV-FM, Fort Pierce, Equal Opportunity Employer.

Help Wanted Announcers Continued

Announcer-sales person, medium market; resort area; MOR up-tempo; proven sales ability; salary plus commissions; WWTR-FM, Box 366, Bethany Beach, DE 19930. EOE.

One Newperson, one jock, experienced communicators only. Very tight adult station. Top medium market Northeast. Send tape to Greater New York Radio, 509 Madison Ave, New York, NY 10022.

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.

Virginia E.O.E. seeks 1st ticket, all-nite jock, good station, excellent working conditions, will train right individual for 1st if needed. Tapes, resumes, PO Box 25026, Richmond, VA 23260.

Help Wanted Technical

Chief Engineer. Mid-Michigan AM directional and FM. Experienced, knowledgeable, takes over/leadership type person. Complete resume to Box A-39, BROADCASTING.

Chief Engineer. \$18,000, AM-FM in major resort market. Must know directionals, automation, audio, FCC rules, proofs. Strong on maintenance. All new equipment. Experienced required in all phases. Full details in first letter. EOE. Box A-93, BROADCASTING.

Wanted experienced chief engineer for top rated stereo FM station in Dallas, Texas. Must have experience in high power FM transmitters and maintenance of Ampex reel to reel tape machines used in music service operation. Contact Bart McLendon, KNUS, AC 214-651-1010. Need is immediate!

Chief Engineer for WBVP/WWKS Beaver Falls, Pa. Class IV AM, 50 KW Stereo FM. Must have experience in all phases of maintenance, R.F., audio and automation. EOE. Contact Keith Leach, V.P., Engineering, Hall Communications, PO Box 551, Norwich, CT 06360. 203-887-1613.

Chief engineer with first phone for number one rated "top 40" Class IV AM in Harrisburg, Pennsylvania. Must have transmitter and studio experience. We are interested in an outstanding maintenance program along with quality audio processing. All candidates must also have FM stereo-quad working knowledge. Purchasing FM in York, Pennsylvania area. Good working conditions, excellent salary and fringe benefits. Send resume and salary requirements to J. Albert Dame, WKBO, 411 South 40th Street, Harrisburg, PA 17111. An Equal Opportunity Employer.

Unchallenged as a chief engineer? I'm looking for a bright, aggressive man or woman to do sales and engineering. The ideal candidate will have background in: operational broadcasting, audio systems, digital, computers, prototyping, and professional product sales. Salary 15-18K. Resumes and references to Eric Small, 271 Columbus Avenue, San Francisco, CA 94133.

Help Wanted News

Mid-West radio station seeks professional newperson. Pleasant working conditions and town. Experience required. Send resume and salary requirements to Box A-66, BROADCASTING.

News/sports director needed now for 5 KW California country station. Play-by-play experience in football, basketball, and baseball required. Send tape to Mike Thomas, KBBQ Radio, Ventura, CA 93003.

Help Wanted News Continued

Medium market AM looking for solid morning newperson. strong on-air, good writer, able to run beats, some TV, KLWW, c/o Jim Holland, Box 876, Cedar Rapids, IA 52406.

Upper Midwest News leader wants aggressive reporter-newscaster, to join four person staff. Writing, tape, and reporting skills most important. Personal letter, tape, resume to News Director, WIZM, La Crosse, WI 54601. A Midwest Family Station.

News Director wanted for small Southwestern market. Send tape and resume to WJNC, PO Box A-J, Jacksonville, NC 28540.

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.

Top station looking for top notch News Director. Good bucks, good working conditions, aggressive station needs a good manager with an ability to dig for and deliver news while managing department. Tapes, resumes, PO Box 25026, Richmond, VA 23260.

Help Wanted Programing, Production, Others

Top 100 Illinois market seeks copywriter with production experience. Salary commensurate with ability. Excellent fringe benefits. Send sample of copy with resume. An EOE. Box A-24, BROADCASTING.

Ideal Florida community AM-FM traffic/continuity director. Fully experienced. Send resume, work samples, salary required. Manager, WBRD, Box 240, Bradenton, FL 33505. EOE.

Immediate openings for two pros at prestige CBS MOR. (1) Top copy/production specialist, with announcing ability. (2) Experienced announcer with production ability; must be able to handle bright MOR and beautiful music formats. Send tape, writing samples to: Rick Belcher, WSGW, Box 1945, Saginaw, MI 48605.

Program director for AM/FM combo in Bend, Oregon. Good pay with excellent advancement opportunities with seven station small market group. Send resume and tape with sample production material to Gary Capps, Juniper Broadcasting, PO Box 590, Bend, OR 97701.

Program director, would you like to work for a company that believes program directors make good general managers? We need a program director now to groom as general manager for one of our stations. To qualify, you need five years radio experience, must be a program director now, and like medium markets. Send a tape and resume to John Gorby, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

Situations Wanted Management

Presently employed, GM, heavy sales, family, references, 15 years small to medium markets. Experience, all phases, available, 30 days. Box A-2, BROADCASTING.

GM or GSM position wanted. Medium size market. Nine years excellent sales and management with National Representative plus agency experience. Prime references. Box A-40, BROADCASTING.

Attention Pennsylvania: currently employed, strong direct sales man. RAB trained, lots of ego & empathy desires return to mgt. career in Penna. Box N-94, BROADCASTING.

Manager/Sales, proven record sales, P&L, FCC, sports, management, training. Consider small/medium, \$\$\$ potential, ownership, expenses, auto. Wife works with. Write PO Box 329, Kingsville, TX 78363.

Situations Wanted Sales

Want to move into sales. Thirteen years in programming, administrative capacities. Presently with top rated medium market 50kw AM. Box A-67, BROADCASTING.

Sales experience: Former Senate press aide tired of Washington, looking for small NE radio sales break-in. Great copy, announcing experience, 3rd endorsed. Call 617-853-3255 or write Box A-113, BROADCASTING.

Five years on the street. Complete radio background! Dick Holiday! 1-414-748-7261! Write 442 Melanie Lane, Ripon, WI 54971.

Situations Wanted Announcers

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

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

Jack of all trades, master of five! PBP, telephone talk, PD, jock, ND. 4 yrs experience; 3rd, 34 and road-map. Box A-26, BROADCASTING.

Talented, hardworking announcer with 1 yr experience & 1st ticket looking for work in ND, SD, MN, Wyo. MOR Top 40 format. Box A-53, BROADCASTING.

Professional communicator, top personality, programming, production, automation available now. Agency voice, Top N.E. markets. 35, stable, non drinker with excellent professional financial credentials. University P.R., Management background. Will relocate any reputable medium, major operation growth potential. Resume and tape from Box A-73, BROADCASTING.

Annecr over 20 years experience with good references. 15 in lg Ohio markets. Talk, news MOR etc. Prepaid calls to 803-826-3374. 3rd endorsed, good production man. Or write Box A-76, BROADCASTING.

Performer, wants to settle down in Top 50 mkt, Pop/pop MOR. Box A-89, BROADCASTING.

Announcer: 2 yrs. exp. news, prod. M.D. looking for stable position in mid size or excellent small mkt. Contemp. MOR or adult rock station with eventual advancement to P.D. possible. Available immediately. Box A-97, BROADCASTING.

Tight, fast, lots of personality in the morning, medium market rocker, 3rd, I don't sound like anyone else. Humble Jerry W. Tuna Inthemorning. Box A-100, BROADCASTING.

Two air personalities who can sell? Married couple with proven talk show format and sales experience. College grads with four kids want new radio home. Box A-101, BROADCASTING.

Used Disc Jockey for hire. Nine years experience but plenty of mileage left. Many optionals including first phone, quick wit and nice legs. Exceptional 1975 ARB rating at WHEN Syracuse. (Actual rating may vary depending on use). A real top 40 or MOR cream-puff! Prefers Northeast. Call John Simmons at 315-451-2968.

Top 40 jock 1 yr experience med market. Looking for same or "together" small market. Top 40. Good references. Will relocate within 150 mile radius Hartford, CT. Call Pete afternoons. 1-203-223-4323.

Bobby Morgan High energy rock jock, first phone, 6 years, wants medium market jock gig or small market PD. 1-812-464-5848. 5318 Sherbrooke, Evansville, IN.

Sports, pbp, six years, several awards; desire small-medium market, will do board trick, "workhorse"; Rick 612-544-3276.

Situations Wanted Announcers Continued

Experienced, mature communicator with excellent copy and production skills reaching for alternative FM rock. Let's communicate. Dennis Theil, Rochester, PA 1-412-775-0576.

Southwestern lower Michigan, Northern Indiana area part-time and/or weekend work. 3rd endorsed, some experience. For more information contact Martin J. Mazer, ' 310 S. Jefferson, Sturgis, MI 49091. 616-651-4248.

Personality, contemporary. Medium to large market desired but will consider anything. 1st phone. Let me capture your audience. 30 Chase Street, Lakewood, CO. 303-237-2914.

Dependable, experienced, 1st phone D.J. seeking fulltime employment. In Southwest. Willing to learn engineering and/or sells. Call Gary 505-327-9476.

DJ, 25, married, seeks small market position in Calif. Experienced traffic copy, news, excellent voice. Frank Shineman, 2420 "D" Ave., No. 12, National City, CA 92050, 714-426-7803.

Creative Top 40 jock with some experience needs break in small market. Hard worker, willing to learn, dependable. 3rd. John Dial 312-773-2782.

Attention small markets. Young third phone announcer with some experience as DJ/newsman seeks position to learn and grow. Excellent references and the ability to take direction. Mike Redmond, 4211 "H" Street, Philadelphia, PA 19124. 215-CU9-6632.

Progressive rock announcer, not a "D.J." Third, 6 years experience TV-FM, good production. \$150/wk., will relocate. Gene Christianson, 540 Roscoe, Apt. 382, Chicago 60657.

First phone DJ seeks gig in Western U.S. Three years experience, top forty or Contemporary format. Small to medium market. Call McKee 314-531-3454, 962-0725.

Experienced DJ tight show good personality. Third. Contemporary. Western and Southern states. All considered. 1-904-255-6950.

Announcer, 5 years experience looking for stable Progressive or MOR. Product' n, traffic. Don Mathisen, 552 High St., Pottstown, PA 19464. 215-326-4000.

22 yrs exp. radio/TV news, sales, jock, 1st. Bob Daniels 608-271-3397.

4 years experience. 1st phone, creative morning drive. Telephone talk show, community interest, MOR. Experienced in all radio aspects. Medium to large market. Ambitious, dedicated, looking for future. Jody Duke 314-474-5641.

Communicator. Innovative, college grad, first phone, 23, experienced in contemporary, MOR, progressive, and free-form. Will relocate. Bryan St. Peters, 2148 Anchor, Anaheim, CA 92802. 714-634-9127.

I like work! 3 years experience MOR, Oldies, C&W, Broadway, classical. Great copy, production, 3rd, college degree. Ready to move. Bill Cater, 78 Sagamore Rd., Millburn, NJ 07041.

Attention Midwest, want to return. Nineteen years professional radio background. Strong production. Fine news airwork, covering beat writing. Veteran with college. Third ticket endorsed. Phone, 512-997-3680.

Situations Wanted Technical

First phone, age 22. Production transmitter and board experience. Versatile broadcast background. Excellent references. Box A-1, BROADCASTING.

First phone young maintenance-repair potential. Good broadcast electronics education, some experience. Box A-7, BROADCASTING.

Experienced all phases, broadcast engineer with excellent references seeks position as technical director, or chief. Box A-65, BROADCASTING.

First phone. 15 years experience. 911 Tanner Drive, Scottdale, GA 30079. 404-294-1585.

Situations Wanted Technical Continued

Temporarily resigned field engineer-chief, AM-directional, FM stereo, quad, automation, proofs, construction, single, will relocate. Paul Sokoll 617-992-9677.

Superb engineer plus. Since 1942. Voice of America consultant, administrator, sales. Seeking small market position, competent associates. 206-424-3637.

Situations Wanted News

Reporter-lawyer. Strong beat coverage. 3 years television experience in medium market wants to move up. Box A-71, BROADCASTING.

Talking now in Top 25 market. News oriented who is "red-hot" but made more dollars in 1966! Inflation forces me to relocate. Am own producer. Give me a talk show and forget "ascertainment" problems. Your confidential reply gets yesterday's aircheck etc. Box A-74, BROADCASTING.

Growth opportunity sought by thoroughly experienced newsman (14 years). Now in NYC suburban. Organized administrator. Like public affairs. Box A-80, BROADCASTING.

News is my forte. Experienced digging, writing, airing; also talk; some TV. College. Looking for medium market. 813-689-9171.

Southern California news directors: make our days brighter; hire me. Let's get together early this year; chances are we've already met. Call 714-539-9093 evenings/weekends, or keep ad handy for future opening. Five years on current job.

News Broadcasting, sales. Permanent position wanted. College grad., 3 yrs. Voice prep., post graduate study in journalism. Strong re-write, strong voice. Tape avail., 3rd ticket. Own car. Will relocate. Single. West Coast Pacific Northwest, Southwest desired. Small or medium size station. Contact: Alexander Simis, 333 West End Avenue, New York, NY 10023.

Reporter seeks midwest/east station with strong news commitment. 3rd endorsed. 3 1/2 years radio/media. Degree. SDX. Joy Lovejoy 716-489-0366.

Seeking news or program directorship at small market station. Experienced, employed, AP award, sales experience. Prefer Northeast. Carl. 201-859-6605.

Newsman, up sound, good writer, digger, editor. Major market experienced! Susan McNett, 14306 Lowe, Riverdale, IL. 312-849-2303.

Situations Wanted Programing, Production, Others

Radio copywriter continuity director with 4 1/2 years experience seeking position at station that appreciates talent and pays accordingly. If you want the best, write Box A-46, BROADCASTING.

Black programmer, administrator, jock, successful, winner. Working, looking for bigger challenge. Box A-60, BROADCASTING.

Modern country: Take-charge PD or operations. Many years experience, first phone, now with top rated 50,000 watt AM. All market sizes considered. Box A-68, BROADCASTING.

Top 80 market contemporary PD. After 7 years and best ratings here, time to move. Will sustain and improve good Top-40 or create one for your market. Responsible experienced, good. Composite format tape available. Box A-90, BROADCASTING.

Contemporary MOR, AM or FM pro. Heavy on production. Friendly, even tempered, strictly professional. 12,500 to start. Box A-102, BROADCASTING.

Experienced PD and morning man looking for similar position with MOR or CW station. Prefer New York or New England states. 603-532-6401.

Air personality 12 years experience in small to major markets looking for first job as program director, Top 40 or MOR. Creative and plenty of ideas. Consider any size market. Call CB 907-278-1375.

Situations Wanted Programing, Production, Others Continued

Creative, innovative writing by experienced pro., in news, production, publicity and public affairs. Willing to do free-lance. N.Y. metropolitan & New England areas only. Contact Stan. 212-526-1831 after 4 p.m.

TELEVISION

Help Wanted Sales

Immediate opening for experienced, aggressive TV salesperson with highly-rated mid-America network station in sparkling city of 300,000. Strong emphasis on local programming and creative production, meaning pre-sold opportunity for profitable selling. Excellent incentive remuneration plan. Other company benefits, including profit-sharing plan. Send resume to Box A-19, BROADCASTING.

Southeastern Public radio station seeks radio development manager to be responsible for established listener membership program, corporate and foundation solicitation, major fund-raising events including annual Art Auction, establishing Friends organization and complete records of all above. Position now available. An Equal Opportunity Employer. Box A-47, 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 earning record to Don Meinkeke, General Sales Manager, WLWD/TV 2, 4590 Avco Drive, Dayton, OH 45401. An Equal Opportunity Employer M/F.

CBS Affiliate in medium sized market has immediate opening for aggressive, knowledgeable salesperson. An Equal Opportunity Employer. Call 614-282-0911 ext. 210.

Help Wanted Announcers

Announcer for group-owned VHF NBC-TV affiliate, experienced in commercial announcing and weather. Applications should be accompanied by resume and audition tape (2" or 3/4" cassette). Write Director of Broadcast Operations, WFAA-TV, Montgomery, AL 36105. An Equal Opportunity Employer.

Help Wanted Technical

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.

Broadcast Engineer w/1st class phone experienced maintenance of color cameras, VTR/helical scan equipment. Union scale to start. Send resume to Personnel, KIRO, Inc., Third and Broad Streets, Seattle, WA 98121.

Television Technician. 1st class FCC license. Experience in television studio or transmitter operations and maintenance. Contact Don Smith, Chief Engineer. Phone 803-278-1212 or write WRDW-TV, Drawer 1212, Augusta, GA 30903.

New patented MATV system needs part-time installation supervision your city. \$200.00 per day possible. Send resume: Melvin Cohen, 1620 N. Federal Highway, Boynton Beach, FL 33435. Enclose 13c addressed envelope.

Home box office, a subsidiary of Time, Inc. The national terrestrial and satellite program distributor to the cable industry, is looking for an experienced TV & audio engineer with background in microwave, cable & pay TV hardware. Duties include signal quality control & interfacing with cable systems. 30% travel in the Northeast anticipated. Send resume to Mr. George Gilbert, Director of Network Operations, Time/Life Building, Rockefeller Center, NY, NY 10020.

New VHF station in Black Hills needs transmitter supervisor and technicians with design installation maintenance experience. Resume, Chief Engineer, Dakota Broadcasting Company, Box 677, Rapid City, SD 5805-348-7777.

Help Wanted Technical Continued

Production/Maintenance Engineer. Excellent opportunity with a commercial production facility for a well qualified engineer familiar with RCA tape, RCA and Norelco cameras, and Grass Valley switching. Top salary and benefits. Qualified applicants only, apply to: Chief Engineer, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008. 215-543-7600.

Engineering Maintenance Supervisor, KPBS-TV, San Diego has an opening for an experienced television engineer to supervise and be responsible for the installation, and maintenance of a broadcast color teleproduction facility. FCC First Class license required. Minimum of five years experience in maintenance of broadcast color cameras, Ampex VR 1200/2000 video tape recorders, television switching and terminal equipment. Supervisory experience desirable; thorough understanding and practical working knowledge of solid state electronics and the NTSC color television system are essential. Contact Employment Division, Personnel Services, San Diego, State University, San Diego, CA 92182.

Help Wanted News

Experienced meteorologist with personable approach to weathercasting. Upper midwest station with a fully equipped weather office, weather radar and many benefits to the right person. Enthusiastic delivery important. Equal Opportunity Employer. Box A-38, BROADCASTING.

Top quality TV anchor talent wanted for southwest market. Experienced with future News Director ability. Market rank in mid-50's. Submit resume to Box A-89, BROADCASTING.

One of America's most prestigious TV stations looking for reporter with solid experience and good credentials. Must be a "digger", general assignments, ENG experience helpful. Also, need Assistant Assignment Editor with ENG experience. Good pay in a warm climate. Equal Opportunity Employer, female and minority applicants encouraged to reply. Reply to Box A-78, BROADCASTING.

Experienced reporter with anchor potential who desires challenging position with other news pro's. Mountain West TV and radio. Send resume and why you should have the job to Box A-83, BROADCASTING.

Weekend anchor/reporter for strong news operation in medium market. Send resume, and salary requirements. Box A-84, BROADCASTING.

Meteorologist: Excellent position for the right person. All forecasting and two shows daily. Progressive station. Great place to live. Other economic opportunities for dedicated worker. Replies to Box A-95, BROADCASTING.

Major SE market seeking dynamic interviewer, sparkling personality to host morning show. Take over for gal who moved to another market. Includes field reporting for news department. Good fringes. Equal Opportunity Employer. Box A-107, BROADCASTING.

Assignment Editor. Experienced person to take charge of day-to-day operation of growing News Department. Location is the best in the nation, sun, surf, and mountains. Person who performs in this position will eventually move to Assistant News Director. Network affiliate. Operated by major group owner. New facility. A growing station in an exciting growing market. We are an Equal Opportunity Employer. Send resume and salary requirements to Bill Peterson, KCST, 8330 Engineer Road, San Diego, CA 92111.

News Director, NTV Network, 4 station commonly-owned group in Nebraska. Call collect, VP/FM Jim Johnson, KHGI-TV, 308-743-2494.

Television news writer-reporter and weekend anchor. Midwest market. Contact News Director 612-546-1111.

Female or male reporter for general assignment work. Education and experience desired. Weather knowledge and production ability helpful. Long hours and low pay. 315-797-5220.

Help Wanted News Continued

Boise ABC affiliate seeks experienced person(s) to write, produce, and anchor news/talk show. Contact News Director 208-336-0500. No collect calls.

Help Wanted Programing, Production, Others

Top 10 market station seeking Producer-Director with emphasis on news and public affairs. Three to four years experience required. Send resume immediately to Box A-20, BROADCASTING.

Responsible, creative 16mm photographer needed immediately for Rocky Mtn. VHF station. 1 to 3 years experience in TV commercial photography a must! Also should be capable of SCR/MRC/VTR operations to complete productions. Send resume, references and salary requirements first letter. Box A-75, BROADCASTING.

Cinematographer, not a photographer, who would like to set up own shop at a TV station. Commercial and documentary work. Double system essential. If you supply equipment, you'll get a piece of the action. Send resume and salary needed. Equal Opportunity Employer. Box A-85, BROADCASTING.

Production Manager needed for network affiliate. Must be creative and experienced in all phases of TV production. Right person will be capable of making a good production team an outstanding one. Station is an Equal Opportunity Employer. Send complete resumes to: Box A-88, BROADCASTING.

Director wanted with minimum two years experience. To work in one-hour magazine news format with electronic news gathering facilities, some remote, and commercial studio production. Top 40 market, Southwest VHF, network affiliate. An Equal Opportunity Employer. Box A-92, BROADCASTING.

Mid-West CBS affiliate looking for an experienced commercial photographer. Processor operations and maintenance background a necessity. An Equal Opportunity Employer. Box A-108, BROADCASTING.

Great opportunities in Alaska, the great land. Young, dynamic public station staffing up for local programing. Immediate openings for TV meteorologist to host aviation weather program. Producer/director to take charge of prime time newsmagazine, and first phone engineers for operation and maintenance. Letter and resume to KAKM, 3211 Providence Dr., Anchorage, AK 99504. An Equal Opportunity Employer.

Creative producer director needed by progressive PTV station. Three years film and video production experience. ITV/PTV responsibilities. College degree equivalency. Resume and salary requirements by 1/19/78 to WDCN-TV, Box 12555, Nashville, TN 37212. Equal Opportunity Employer.

Producer-Director: 3 years experience, degree or equivalent experience. Available January 5, 1978. Salary \$12,000 annually. Reply to: Production/Engineering Manager, Auburn Television, Auburn University, Auburn, AL 36830. Auburn University is an Equal Opportunity Employer.

Situations Wanted Management

Administrative Assistant or assistant business manager for station or group operation. B.S., M.B.A. and engineering background. Box A-54, BROADCASTING.

Program Director position wanted by experienced production manager. Relocation no problem for a good opportunity. Excellent references. Box A-96, BROADCASTING.

Situations Wanted Sales

5 years television sales. Top 10 Midwest market. Degree, young, married, family. Top billing record and strong in new business. Presently earning 30K. Finest references. Interested in growth situations only. Box A-114, BROADCASTING.

Situations Wanted Announcers

Sunshine weatherman to brighten your news, your public relations. Box A-52, BROADCASTING.

Situations Wanted Technical

Chief Engineer experienced in all phases of television looking for new challenge. Box A-49, BROADCASTING.

VHF Chief or Director of Engineering. Experienced in all phases of TV engineering, AM directionals, FCC procedures, MSEE, 15 years experience, age 36, hands-on-engineer, Require 30K. Box A-77, BROADCASTING.

Black female first phone technician with college broadcast experience, looking for placement in TV production department. Flexible. Box A-81, BROADCASTING.

Situations Wanted News

News Director. Mature, 35 years experience all phases capable administrator, management oriented. Medium market. Call 405-364-6611 or Box A-91, BROADCASTING.

State capitol correspondent for major market, with management experience, seeks advancement to news director. Box A-99, BROADCASTING.

Meteorologist. AMS seal holder with strong meteorology background that is able to communicate. Knows the value of public relations and community involvement. Able to produce educational weather features. Box A-105, BROADCASTING.

Young newsman 24, three years experience in TV news as writer/photographer. Seeking reporting slot in small, medium market. Communications degree. Good nose for news. Box A-112, BROADCASTING.

Experienced reporter wants reporter or anchor position in medium market. Tony Pagnotti 717-347-1149.

Multi-talented individual, news, production. Award-winning cameraman. Prefer small station South or West. Excellent credentials. R. Forester, 302 Jackson, Wausau, WI 54401. 715-842-1262.

Finally, BA in Mass Comm. Three years commercial radio exp. I would like to learn TV news/prod. with you. Bruce Markman, 313-545-5459 or 353-0404.

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.

Serious journalist wants reporting/writing/production spot in news/public affairs. Strong research, interviewing, organizational skills. 3½ years TV/radio/media. AB journalism MS television. SDX. Prefer mid-west/east market. Joy Lovejoy 716-489-0366.

Top 50 anchorman/reporter available. Intelligent, degree, 31, family, award winner. 305-295-3024.

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.

Producer-Director seeks new challenge. 10 yr. background includes PTV, commercial TV/radio, news/public affairs & remotes. Available immediately. Salary open, will relocate. VTR/references upon request. Box A-37, BROADCASTING.

Experienced production person seeks new position. A.S. Degree in TV. Immediate availability. Willing to relocate. Michael Mosely, Litchfield, CT 06759.

CABLE

Help Wanted Sales

Salesperson-sales manager for EOE Jersey shore system. Salary plus commissions. Knowledge of CATV, sales promotion, and some administration helpful. Presently 3000 subscribers, expect 7000 next 12-14 months. Secondary involvement in community channel and advertising sales. Call Herb Hobler, 609-924-3600, or write Box 1350, Princeton, NJ 08540.

BUY—SELL—TRADE

Video jukebox programmer, Systamatics VB12-1, like new. Channel 2 Cablevision, Box 1, Oxford, MS 38655. Phone 601-234-3300, Ed Meek.

New and used tower. Also erection and painting. Angle Tower Company, PO Box 55, Greenville, NC 27834. 919-752-7323.

WANTED TO BUY EQUIPMENT

Need 5 or 10 KW FM transmitter and 1 KW AM transmitter. Box A-5, BROADCASTING.

Wanted: Used zoom lens for Ampex BC-230B camera. Must be at least x14. Also consider purchase complete used BC-230B camera chain in good condition. Write Box A-115, BROADCASTING.

We need used 250, 50, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

Schafer Automation, Model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC Card reader for programming carousels, presently running hitparade format, \$14,500.00 803-279-2330. WZZW, P.O. Box 1584, Augusta, GA 30903.

350 ft. IDECO self-supporting heavy duty galvanized triangular steel tower. Dismantled, with two beacons, clearance lights, photo electric controls and flasher, bolts and nuts. Bundled, ready to ship, \$35,000.00. Have prints, 608-784-7373. William Bruring, WWLA, La Crosse, WI 54601.

RCA Low band TV transmitter model TT30FL. Brand new. Less than 2000 hours. Also brand new ADC switcher 553 and television research Sony and IVC editors. Broadcast Automation Associates, 305-776-4762.

Two RCA TK-42 color cameras including Houston Fearless deluxe pedestals, controls, cable, monitor, waveform at \$10,000 each. Contact Luster King 618-253-7921.

CCA FM-10,000 DS, 10 kw FM, 2 years old, immaculate. Replacing due to power increase. Contact Clarence Beverage, Collins Radio, 10104-M Woodlake Drive, Cockeysville, MD 21030. 301-666-7059.

Hellax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

For Sale: (1.) 1 IVC 870 1" color video recorder editor; 1 IVC 825A 1" video recorder, color; 1 Spectra Vision Backspace for above. Good to excellent condition. \$7500 package, or best offer. (2.) 1 Sony VP 1000 Video cassette player, \$500. (3.) 1 RCA 25" color monitor receiver, \$380. (4.) 130 3M 460 & 461 (IVC, Ampex format, high energy tape) (1/2 hour and 1 hour reels). Good to excellent condition. Best offer. Contact John E. Rock, Sun Life of Canada, Wellesley Hills, MA. Phone 237-6030.

Videocassette reloading service. Reload your damaged 3/4" videocassettes at a considerable saving. Call or write for a quote. All cassettes reloaded with new 3M tape. American Cassette Corporation Division of J.D. Ivey Corporation, PO Box 2751, Orlando, FL 32802. 305-843-8982.

4 years old in excellent condition. Gates 12 Bay Circular FM antenna or 2 - 6 Bay Circular FM antennas. Call Sam Sherwood 612-633-9667.

For Sale Equipment Continued

Near new tascam model 10 12x4. TEAC 70-701 four track, Scully 280-B mono. Best offer. 213-874-9533, Norm.

CCA Exciter, tube type. Jampro 5 Bay Antenna with new connector cables; 120 feet, 3" Coax. RDC, 10 Gates remote; GEL Exciter; CCA, 10 channel stereo console; Six gray tone arms, 4 good, 2 fair. Two Ampex record, play cartage tape records (approx. one year old). Bogen Mixer pre-Amp model number MXM-A. Two 20 KW harmonic filters. One Gates, 20 KW FM 20B transmitter (need some work). Contact: Jimmie Joynt, KYKR Radio, 713-985-2543, PO Box 2307, Port Arthur, TX 77640.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

INSTRUCTION

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics. Over 98% of our graduates pass FCC exams in 5 weeks. Classes: 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.

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.

No FCC License? Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

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RADIO

Help Wanted Management

Sales Manager/Southeast—Strong street-selling Sales Manager needed for AM-FM in Nashville coverage area. Chance to earn 31K first year. Call or write Jim Mishler, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631, (312) 693-6171.

Help Wanted Technical

TOP-FLITE ENGINEER

Ready to take complete charge of directional station in New York City. Ability to direct the efforts of engineering staff plus do-it-yourself-know-how a must. Excellent salary plus fringe. All replies in complete confidence. Reply Box A-79, BROADCASTING.

Chief Engineer for radio stations KTTR-KZNN FM. We are stereo-fm; fm-automated (SMC DP-1); have our own weather radar. If you can handle it... send your resume to Bob McKune, Box 727, Rolla, Mo. 65401.

CHIEF ENGINEER—group broadcaster has opening for chief engineer for 25kw FM station in Eastern Long Island, N.Y. Must be technical school graduate, have 2-5 years experience and first-class license. Good salary and "special" company benefits. Please submit resume, including salary history, and cover letter to: MEDIA, P.O. Box 2776, Grand Central Station, New York, N.Y. 10017.

Situations Wanted Management

RADIO GENERAL MANAGER

I have operated successful powerhouse stations in the top five markets. P&L oriented. Available at once. No employment agencies. Will answer all replies in confidence.

Box A-59, BROADCASTING.

27 yr. old radio station mgr., NBC affiliate, currently working but looking for a more liveable situation. Experienced in all areas and still willing to learn.

Box A-70, BROADCASTING.

17 years all phases in major markets... seeking GM or Prog. spot. Best references.

Reply Box A-103, BROADCASTING
or

Call: 313-774-9532.

Situations Wanted Announcers

TOP FORTY or **CONTEMPORARY MOR.** Eastern Biggles looking for Top Talent and Not-So-Big-gles looking for an On-Air PD... A real live gut-buster can be yours! Currently employed Top 3 Market complete with 11 years experience, heavy resume, stability, creativity, even ratings. Looking for an excellent opportunity with a top flight operation. Reply in confidence to Box A-116, BROADCASTING.

TELEVISION
Help Wanted Management

SECTION MANAGER

TV RF (M.S. or B.S.E.E.)

We're a leading commercial electronics concern and a division of a Fortune 500 company, located in the midwest. We are currently seeking an individual with the degree plus at least 6 years experience in design of VHF or UHF transmitters above 10KW for television, radar, or other pulse applications. A working knowledge of TV signal content and pertinent performance criteria is required.

You also must have demonstrated a successful history of task and line management responsibility in a required technical discipline. Exposure to: triode or tetrode circuitry with distributed RF circuits; VHF and UHF transmission line circuits; high voltage, high-power DC supplies and their applications would be desirable.

You will be responsible for the overall administration, technical and project direction of a staff of engineers and technicians engaged in developing UHF and VHF television transmitters and accessories. You'll also be heavily involved in new product planning in cooperation with Product Management, Sales and Manufacturing to initiate innovative product ideas and to support the product through development, production and into the marketplace.

We offer a salary commensurate with your experience and an excellent benefits package. Rush resume by February 1st, with salary history and requirements, in confidence to:

Box A-120, BROADCASTING.
An Equal Opportunity Employer M/F

Help Wanted Sales

Sales Manager Wanted

Need experienced, aggressive individual for immediate opening with vhf affiliate in a top western market. Salary plus incentive. National and retail background useful with emphasis on successful record in the latter preferred, plus good administrative record and abilities. Advancement opportunity. An equal opportunity employer. Send complete details including resume to Box A-57, BROADCASTING.

Miscellaneous

P-A-I-N

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Read: **IN OUR VIEW**

For details, write to: 2019 Monroe
Belmont, CA. 94062

If you need help, the right job . . . or
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T.V. Broadcast Equipment

We're a leading producer of T.V. and radio broadcast equipment with 2 unusually interesting and rewarding career opportunities for:

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Each position calls for a minimum of a 2 years Associate's Degree in Electronics plus 3-5 years appropriately related experience. Technical strength, ability to work with a minimum of supervision, and willingness to travel are essential. After thorough training in our superior product line, you'll be given responsibility for T.V. studio equipment and transmitter installation and on-site troubleshooting.

You'll each enjoy a salary fully commensurate with your experience and abilities; excellent benefits including travel expenses, profit sharing, and hospitalization; stable employment; opportunities for advancement; and relocation expenses.

Send resume, indicating specific area of expertise in confidence to:

Box A-104, BROADCASTING.

An Equal Opportunity Employer M/F

**Help Wanted Programing,
Production, Others Continued**

CONTROLLER RADIO & TV

Outstanding opportunity in Central Minnesota community with NBC Television and radio affiliate. Successful candidate must have college degree and strong background in Accounting and Financial Planning. Excellent salary and fringe benefits. Please submit detailed resume including educational background, job experience and salary recommendations to:

Central Minnesota Television Co.
702 Hawthorne Street
Alexandria, MN 56308
All replies strictly confidential.
An Equal Opportunity Employer.

Situations Wanted News

TV REPORTER

Excellent major market experience.
Female.

Box A-106, BROADCASTING.

NEWSMAN/TALK HOST

Major market radio newsmen/talk host desires small or medium market TV news or interview program. B.A. & 6 yrs. experience. (414) 481-2609.

Business Opportunity

WANT GROWTH?

SUCCESSFUL FLORIDA BROADCASTER WANTS TO GROW AND EXPAND HIS INTEREST. DO YOU? IF YOU ARE SUCCESSFUL OR UNSUCCESSFUL, BUT ARE PROGRESSIVE, IT MAY BE POSSIBLE TO GROW THROUGH MERGER AND PUBLIC OFFERING. THIS COULD BE AN OPPORTUNITY TO PROGRESS TO TV, CATV, TOP TEN MARKET OR OTHER ENTERTAINMENT FIELDS. IF INTERESTED ... LET'S TALK.

Box A-8, BROADCASTING.

Public Notice

CABLE TV FRANCHISE APPLICATIONS are being solicited by Teaneck, New Jersey.

Teaneck is the largest community in Bergen County, with approximately 12,500 residential units, a density of 6,800 people per square mile and a median income of \$16,500 (as of 1972).

Formal applications, conforming to the regulations of the New Jersey Office of Cable Television, are requested to be submitted during the week of March 8, 1976 to:

*The Township Clerk
Municipal Building
Teaneck, New Jersey 07666*

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Authority on beautiful music programing is available on a consultation basis to build a proven Beautiful Music Format for 3 stations this year.

My past association has been with 2 of the nation's most successful stations, including major market. No contracts that will jeopardize your license.

Reply in complete confidence for a demonstration.

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West Palm Beach, Florida 33402

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Wanted To Buy Stations

Radio broadcaster wants to buy Class B or C FM, metro market, preferably in eastern half of United States but will consider West.

\$400,000 facility's, \$120,000 available downpayment. Please call our banker collect: Alex Steele 615-749-3556.

For Sale Stations

**MIDWEST AM,
PROFITABLE, DAYTIME PSA,
5000 WATTS, GOOD RATINGS,
1.4 X CURRENT BILLING LEVEL.
REPLY TO OWNER.**

Box A-23, BROADCASTING.

New England

1 KW single station market with FM potential. Excellent track record. \$50,000 down, cash flow will amortize remainder, \$350,000.

Box A-61, BROADCASTING.

ATLANTA, GA.

AM Daytimer with P.S.A. Analyses indicates high profit potential with switch to all black format due to 3 very important advantages of this facility. Price \$275,000. Must sell due to other interests.

Box A-87, BROADCASTING.

You belong in

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For Sale Stations Continued

Qualified buyer interested in majority ownership in profitable medium market AM or AM/FM operation. Can pay all cash if required. Send complete market and financial information with response. All replies held in confidence.

Box A-119, BROADCASTING.

KBET, AM, Reno, Nevada
1M Watt daytime,
250 Watt nighttime.
Price includes excess real estate.
For details phone (702) 784-3292
or (702) 784-3266.

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Atlanta, Georgia 30341

For Sale Stations Continued

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Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
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Washington, D.C. 20036
202-273-1553



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DALLAS, TEXAS 75231 (214) 369-9545

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Profitable small-market AM with FM CP in excellent, growing business area. Asking \$285M with 29% down, balance over 10 years. Contact Horton Associate Bob Kime! at 802-524-5963, Box 270, St. Albans, VT 05478.

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Low-frequency AM and fast-growing power FM facilities in a strong, desirable market. Good cash flow. Attractive terms available to qualified buyer. Asking \$2MM. Contact Ken Chapin in our Syracuse, NY office at 1100 Maiden Road, 13211, or call Ken for details at 315-454-4144.



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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.

A foot in the door opens it wide for Don Saraceno

Don Saraceno embarked on a new career last week as general manager of KCRA-TV Sacramento, Calif., snapping a 23-year association with John Blair & Co., where he had climbed to the presidency of Blair Television Station Division in New York.

Under normal circumstances the transfer of a superstar athlete or top-level executive from New York to Sacramento might be construed as a demotion. But Mr. Saraceno weighs in with a reasonable explanation.

"I've always wanted to run a prestige television station and I consider KCRA-TV one of the best," he said. "And this move puts me in striking distance from my children who live in San Francisco."

In more ways than one, Mr. Saraceno's career has been influenced by his family. He was recruited into broadcasting not by some executive with a sharp eye for young talent but by his girl friend (and future wife). She had located a bottom-rung job for him in the mailroom at WLS(AM) Chicago in 1944.

Mr. Saraceno did make it clear to her, however, that he would take the job only if provided the opportunity to move upward. And shortly after he began at the lower levels at WLS, he did, advancing to the sales traffic department and shaping the future direction of his career—though at the time, he wasn't so sure of himself.

"I had no idea of what I would or could do in the radio field," Mr. Saraceno says. "I had come from a working-class family in Chicago. My father was a laborer, and I was happy just to be working in a white-collar environment. But that initial exposure in sales traffic did move me into the direction of sales."

The young Mr. Saraceno may have lacked direction, but he made up for that with motivation. He was determined to become a radio salesman and he steeped himself in the support services of this sector.

Mr. Saraceno, tall and trimly built at 49, does not fit the stereotype of the fast-and-smooth-talking salesman. He radiates a quiet confidence, a passion for the work ethic and a penchant for organization.

Harry Smart, president of Blair Television's Market Division and a longtime business associate and friend, remarked that he is not surprised by Mr. Saraceno's success.

"He is quietly aggressive—but aggressive," Mr. Smart said. "He has good business judgment in sizing up people and situations. And he'll work hard. I remember one time he had worked 14 nights in a row but we asked him to fly down to San



Don Saraceno—general manager, KCRA-TV Sacramento, Calif.; b. April 24, 1926, Chicago; attended DePaul University, Chicago, 1945-48 (evenings); mailroom, sales traffic, WLS(AM) Chicago, 1944-48; ABC Central Division, Chicago, as local sales traffic manager, network television sales services, local salesman for ABC's WENR-TV (now WLS-TV) and salesman, ABC-TV Spot Sales, 1948-53; with Blair Television since 1953 as account executive, Chicago, 1963-66, VP, sales, Chicago, 1966-68; VP, manager, Blair Television, San Francisco, 1968-73; VP, general manager, Blair Television's Station Division, New York, 1973-74; president of division, 1974; in new post since first of this year; m. Rita Blasucci of Chicago, 1947; children—Judy, 26 (Mrs. Charles Pfaff); Diana, 25; Barbara, 23 (Mrs. Robert Landucci); Don Jr., 19.

Antonio on business and he accepted the assignment without hesitation.

"Another thing about Don—once you've become a friend of his, you're a friend forever. He has a strong sense of loyalty."

Mr. Saraceno's upward climb was a steady but gradual progression. Along the way, he confides, there were a number of associates who were helpful in advancing his career growth.

"Glenn Snyder and George Cook of WLS(AM) Chicago kept their word and promoted me into sales," he said. "John Norton, who is now retired, gave me my first on-the-street sales job with ABC-TV in Chicago. Harry Smart kept me from joining NBC Spot Sales and helped me to get into Blair. And Jack Fritz promoted me to New York and to the presidency of Blair Television's Station Division."

Mr. Saraceno was with Blair since 1953 though he tried to join the company even sooner. "While I was working for WLS I ran into salesmen for Blair and wanted so much to work for them," he says. "And, finally, I got my chance."

Mr. Saraceno was a home-town boy until

1968, remaining in his native Chicago for the first 24 years of his broadcast tenure. Wanting to widen his horizons, Mr. Saraceno accepted an offer from Blair Television to become vice president and manager of the San Francisco office in 1968.

"I love San Francisco and still have a home there where one of my married daughters lives," he says. "But I wanted the challenge of working in New York in an important job. And I was overjoyed when I was offered the job of vice president and general manager of the Station Division in 1973."

Mr. Saraceno says his principal mission as president of the division was the acquisition of new stations and the retention of old ones. (Blair Television's Station Division operates in the top 45 to 50 markets, while the Market Division, under Mr. Smart, functions in the remainder.)

During his three-year stewardship of the division, Blair landed eight TV stations while losing or resigning three. Added to the Blair roster were WNGE-TV Nashville; KCRA-TV Sacramento, Calif.; WBAL-TV Baltimore; WRGB-TV Albany, N.Y.; KXAS-TV Dallas; WLWI-TV Indianapolis; KTVX(TV) Salt Lake City and WTOL-TV Toledo, Ohio. Mr. Saraceno's domain stretched over 11 offices, which employ 45 to 50 sales executives and a research and promotion complement of 35 to 40, plus secretarial and clerical help. The division represents 28 TV stations, most of which are owned by group operators including Capital Cities, Scripps-Howard, Genral Electric Broadcasting, LIN Broadcasting, Hearst Broadcasting, King Broadcasting and 20th Century-Fox.

Mr. Saraceno estimates that his division's sales in 1975 topped 1974 by about 12%. He is optimistic over prospects for 1976, pointing out it is a national election year as well as the Bicentennial.

During a work day that began at 8 a.m. and continued through 7 p.m., Mr. Saraceno was occupied with myriad responsibilities, including overseeing sales and financial administration. A new activity falling within his command was the installation of computer systems at the 11 Blair offices.

Though he confesses he lost his heart to San Francisco, he was stimulated by New York, saying "That is where it all happens." He and his wife, Rita, lived in Manhattan while he was with Blair.

Mr. Saraceno relaxes by playing handball and occasionally golf. But his favorite pastime is to visit with his children.

His closeness to his children and his penchant for visiting them often led some Blair executives to refer to Mr. Saraceno fondly as "The Don."

The club

There is, it seems to us, a fundamental misconception in the National Press Club's survey of White House relations with the press. The survey, as reported here a week ago, assumes that Presidents ought to be unfailingly candid and accessible and their press secretaries fountains of objective information to be turned on at the approach of any deadline.

Those conditions may prevail some day, but not while humans inhabit the White House.

The press club, as noted, has conceded that Gerald Ford and his administration are a welcome contrast to the Nixon regime which engaged in calculated efforts to manage news and discredit news media. Still, things could be much better, in the press club's eyes. A yearning is expressed for more "openness and candor" from the President. Ron Nessen, the press secretary, is criticized for ignorance in foreign affairs and inadequate knowledge of other subjects.

There is in all of this an addled idealism that ill suits professionals who are supposed to be telling the public what really goes on in Washington. Journalists are losing touch with political realities if they begin to hope that Presidents will answer every question fully or that information officers in presidential employ will suddenly begin acting like disinterested gatherers of unadulterated news. However high minded a President or his press secretary, their perceptions of the public good will often differ from the journalists'. It is often the conflict between those perceptions that makes news.

For the National Press Club's next study of White House news coverage, things might usefully be turned around. How much hard grubbing are reporters doing in the White House outside the oval office or Mr. Nessen's briefing room? Is television devoting enough time to the reporter's unillustrated report, based on sources that cannot be pictured? Is the abrasiveness of questions and answers at daily briefings distracting reporters from their basic job of getting at the facts?

Is the press club ready for that survey?

Star performance

Washingtonians, bureaucrats and ordinary citizens alike witnessed a unique demonstration of adversary journalism at its best at the year end. It was unusual because the opponents are under the same corporate tent.

On Dec. 30 the *Washington Star* in a lead editorial laid it on the government, National Association of Broadcasters and the networks for throwing blocks in the path of pay television. It was an inaccurate, outdated and inept portrayal of the existing conditions, although correct in the premise that most broadcasters oppose siphoning of programs.

Came Richard S. Stakes, president of the Washington Star Station Group, who also happens to be chairman of the NAB Committee on (against) Pay Television, with an op-ed rejoinder using double the space occupied by the *Star's* eruption. It answered the newspaper's attack with arguments largely familiar to all broadcasters—and cable operators.

The *Star's* new owner—Joe L. Allbritton—is under FCC mandate to dispose within three years of all broadcast properties whose ownership involves him in violation of the commission's crossownership rules. These include WMAL-AM-FM-TV Washington and WLVA(AM) or WLVA-TV Lynchburg, Va. These, plus

WCIV(TV) Charleston, S.C., are the properties directed by Mr. Stakes.

What happened here does not establish precedent. These days it isn't unusual for newspapers and stations under the same top ownership to take opposing positions on local issues or even on candidates for public office. Most newspaper ownerships have completely separated broadcast operations from their newspapers with separate corporate entities in separate buildings.

That was not how it was two decades ago. While it is perhaps after the fact, it is now evident that whatever misgivings government might have had about concentrations of media in the same market have to a great degree been voluntarily dispelled.

Hardy perennials

Television soap opera was discovered all over the press last week, as though it had suddenly emerged as a new quirk on the cultural scene. *Time* had a cover story of unusual length of the whole genre. Newspapers coast to coast were full of previews of Norman Lear's new *Mary Hartman! Mary Hartman!*, starting in syndication.

If any significance can be read into this, it is that television itself is always a dependable subject for journalistic treatment. In a slow news week, how better to sell magazines than with a cover piece headlined "Sex and Suffering in the Afternoon"? Almost as sure-fire as that sex-and-violence-in-prime-time speech that politicians have used so dependably in slow legislative periods.

N for nothing

Now that the laughter has subsided after the discovery that NBC paid "well under \$1 million" for a corporate symbol that a staff artist ran up for the Nebraska educational television network while working on company time, an accommodation must be reached. If the Nebraska people are as smart as they seem to be, they will abandon their use of the logo in exchange for one concession from NBC.

In its promotion accompanying its introduction of the new logo, NBC asserted that Lippincott & Margulies submitted 1,000 designs before the N was ultimately chosen. Having already rejected them, NBC would surely be willing to let the Nebraska educational television network take its pick from the discarded 999. Designers we know say Nebraska couldn't lose.



Drawn for BROADCASTING by Jack Schmidt

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The CR-6300U video cassette recorder. The only VCR for the money that can "FREEZE" Frame.



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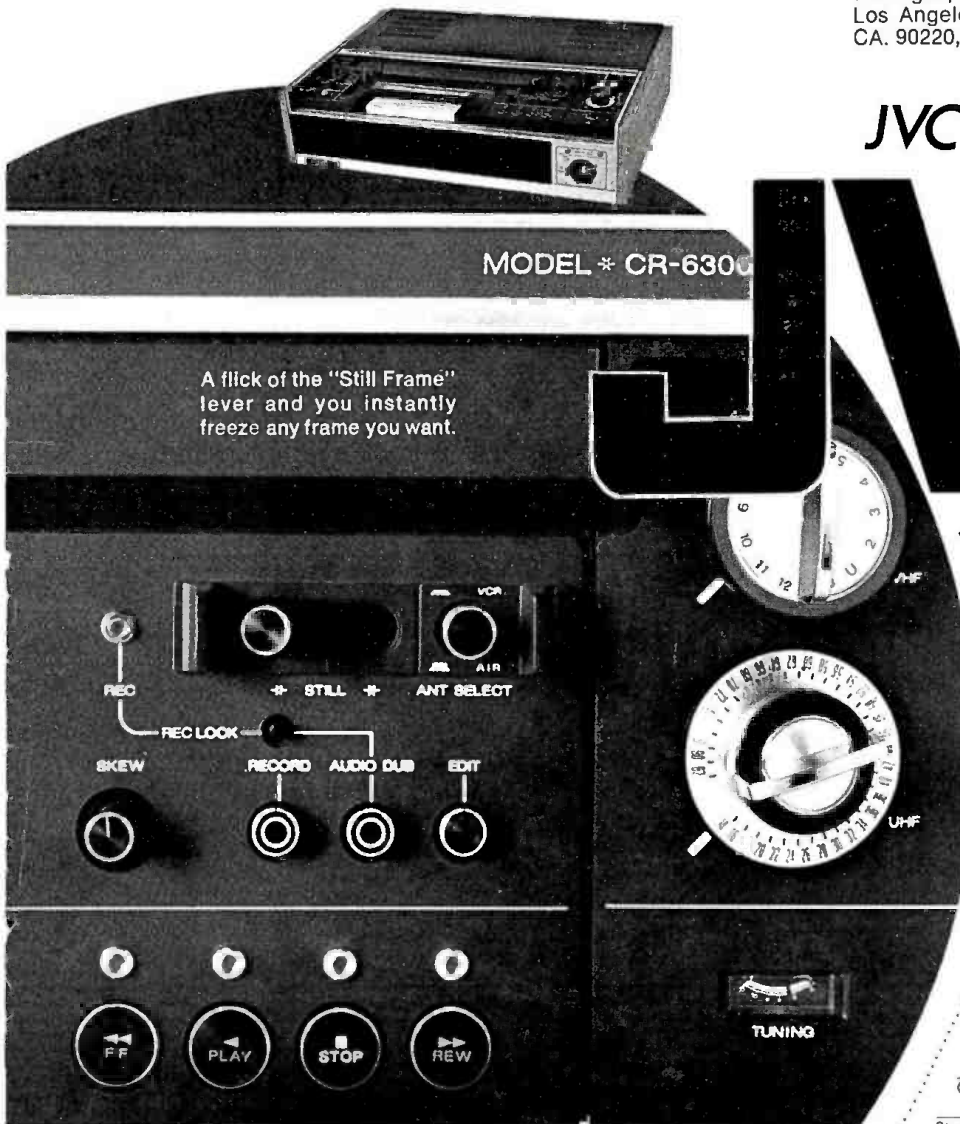
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A new television series on PBS

THE ADAMS CHRONICLES



Photo: Carl Samrock

"The story of the Adams family runs like a scarlet thread of moral courage and strength of character through the whole fabric of American history."

John F. Kennedy

Beginning on January 20, 1976, the Public Broadcasting Service will present a series of 13 hour-long television episodes dramatizing 150 years in the lives of America's history-making Adams family.

The series will bring to life the ambitions and desires and tragedies and triumphs of four generations of Adams men and women. Through these events we will discover how this unique family helped shape the destiny of our nation.

Tune in January 20. Make sure you see this engrossing TV drama from the very beginning.

The outstanding cast includes (above, clockwise from upper left) Steven Grover (John Quincy Adams), Lisa Lucas (Nabby Adams), Kathryn Walker (Abigail Adams), J.C. Powell (Charles Adams), George Gizzard (John Adams), and Asher Pergament (Tommy Adams). An original production by WNET/13, New York.

The Adams Chronicles has been made possible by grants from the National Endowment for the Humanities, The Andrew W. Mellon Foundation, and Atlantic Richfield Company.



Atlantic Richfield Company