

**New life in old concern over license renewal
Broadcast stocks rebounding ahead of the market**

Broadcasting Jan 26

The newsworthy of broadcasting and allied arts

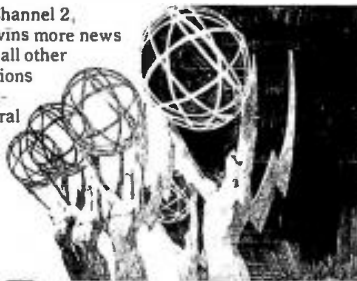
Our 45th Year 1976

NEWSPAPER

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SERIAL ACQ SECTION
MONTGOMRY AL 36112

**For 26 years,
we've been making or breaking
the news in Houston.**

1949-1975 Channel 2, KPRC-TV, wins more news awards than all other Houston stations combined, including several Emmys and a Peabody.



1969 KPRC-TV is on the scene with extensive, award-winning coverage of a major and controversial phenomenon: The Houston heart transplants.



1947 KPRC-TV is news. Channel 2 presents the first television newscast in Houston. It's soon to boast the city's first full-time TV news staff. And later, the first full-color news telecast in the city.



1973 KPRC-TV breaks the Dean Corryl Story. On the scene coverage of the largest murder case in modern history.

1969 KPRC-TV aids all networks in presenting live coverage from NASA of man's first steps on the moon.

When it comes to news, people in Houston turn to TV 2. They've been doing it for 26 years now. And the best is yet to come.

2

KPRC-TV HOUSTON

PETRY TELEVISION, INC., NATIONAL REPRESENTATIVES NBC AFFILIATE

The Perfect All-Family Entertainment!



The Perfect Show For Prime Time Access

The only half-hour series to perfectly fulfill the original intent of the FCC Prime Time Access Ruling.



The Fastest Selling Half-Hour

New York	WCBS-TV (CBS)	Los Angeles	KNXT (CBS)	Chicago	WBBM-TV (CBS)
Detroit	WWJ-TV (NBC)	Cleveland	WJW-TV (CBS)	Washington, D.C.	WMAL-TV (ABC)
Houston	KPRC-TV (NBC)	Miami	WTVJ (CBS)	Atlanta	WAGA-TV (CBS)
Kansas City	WDAF-TV (NBC)	Cincinnati	WLWT (NBC)	Milwaukee	WTMJ-TV (NBC)
San Diego	KFMB-TV (CBS)	Charlotte	WBTV (CBS)	Phoenix	KTAR-TV (NBC)
Wichita, Kansas	KTVH (CBS)	Knoxville	WATE-TV (NBC)	Omaha	WOWT (CBS)

Come see us and meet Jim Henson in person at the NATPE-Stuart Suite, 23rd floor, Fairmont Hotel Tower

24 Brand New Perfect Comedy • Musical • Variety Half-Hours

Perfect Stars

Starring Kermit, the Frog, as host,
and the world-famous Muppets.

Guest starring the greatest
entertainers in show business. *

Perfect Format

"A show within a show!"

On-stage, Kermit, the Frog, plays
host to the greatest entertainers in
show business in extraordinary song,
dance and comedy numbers.

Backstage things are hilariously
entertaining as Kermit and his
loveable multi-talented Muppet
family prepare for the show!

Perfect Production And Writing Talent

Jim Henson,
executive producer, multi-Emmy Award
winner, Oscar nominee and three time
Grammy nominee

Jack Burns,
producer- head writer, WGA Award winner

Jack Burns,
Jerry Juhl,
Jim Henson,
writers

Gary Smith—
Dwight Hemion
Productions, Inc.

creative consultants for ITC, multi-Emmy
Award winning producer and director team

*Guest stars will be top entertainers like those shown below and others of similar caliber.

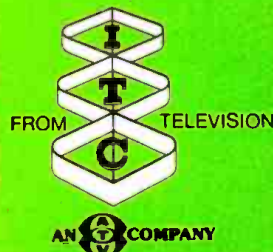


Series In The History Of TV

Philadelphia WCAU-TV (CBS)
Pittsburgh WIIC-TV (NBC)
Seattle KOMO-TV (ABC)
Portland, Ore. KATU (ABC)
Grand Rapids WOTV (NBC)
Rockford WREX-TV (ABC)

Boston WCVB-TV (ABC)
St. Louis KMOX-TV (CBS)
Indianapolis WLWI-TV (ABC)
Denver KMGH-TV (CBS)
Scranton/ WNEP-TV (ABC)
Wilkes-Barre

San Francisco KRON-TV (NBC)
Minneapolis WCCO-TV (CBS)
Baltimore WJZ-TV (ABC)
Columbus, Ohio WTVN-TV (ABC)
High Point/ WGHP-TV (ABC)
Greensboro/ Winston-Salem



An ITC/Henson Associates production. Developed in cooperation with the CBS owned stations



**The Six Million Dollar Man^{*}
is headed your way! Grab him!
The number one series on ABC-TV
and the number one 18-49 show
in all of network television!**

mca tv

Source: NTL, 1975-76 season averages through 1st Dec. 1975 Report. (Subject to survey limitations.)
^{*}Or another appropriate title.

See you at NATPE! Fairmont Hotel, Suite 210.

Broadcasting Jan 26

BISCAYNE BUSINESS □ *National Association of Broadcasters joint boards were busy in Florida last week. Among top items handled: decision to support radio-only renewal bill, if one gets anywhere in Congress. That was only one of many matters considered.* **PAGE 20.**

WHAT, IF ANY, CONNECTION? □ *Rumors were rife last week following published reports that newsmen, some broadcast newsmen included, were cooperating with the CIA.* **PAGE 21.**

INTERFERENCE CLAIM □ *Court rejects allegations of Committee for Open Media that continued operation of KRON-TV San Francisco—over long period while license renewal was in hearing—restricted citizen group's legal recourses.* **PAGE 22.**

FCC FEES □ *National Cable Television Association argues in appeals court that operators derive no benefits from annual charges levied by commission. Also opposing fee schedule are AT&T, EIA and number of common carriers.* **PAGE 22.**

TIME FOR CHANGE □ *FCC decides that radio network rules promulgated many years ago need to be re-evaluated. Multinetwork operations is one area of particular concern.* **PAGE 23.**

PASTORE'S PRIORITIES □ *In senator's last year on Hill, his communications subcommittee will push for action on EEO, public broadcasting, UHF quality, cable legislation, TV violence and daylight time extension.* **PAGE 25.**

WILEY SUPPORT □ *FCC chairman testifies in favor of bills that would increase commission power to assess penalties, reduce conflict-of-interest restrictions, allow translators to originate programming.* **PAGE 25.**

LUKEWARM TO BURDEN □ *FCC is unimpressed by broadcaster's request that he get his stations back so that he can sell them to minorities at low prices.* **PAGE 28.**

STATUS FOR TV CODE □ *New York court dismisses AFTRA suit against rule that bars host-selling on children's TV. It's seen as establishing legal standing for code.* **PAGE 30.**

ABC-TV'S BIG WEEK □ *Network snares top Nielsens in 19th week, thanks largely to Robert Redford movie,*

Happy Days anniversary show and new Bionic Woman. **PAGE 51.**

HANGING IN BALANCE □ *At NCTA executive committee meeting, cable leaders express fear that broadcasters' anti-pay efforts aren't being effectively countered.* **PAGE 54.**

UNITED THEY STAND □ *Convinced that First Amendment rights are at stake, broadcast and print representatives join in urging the U.S. Supreme Court to overturn Nebraska gag order.* **PAGE 55.**

REPLY TIME □ *Network executives rebut House Speaker Albert's charge that television time is arbitrarily granted to President without fair treatment for opposition.* **PAGE 55.**

HARDEST PART OF AN INTERVIEW □ *That appears to be getting subject before camera—at least in CBS reporter Mike Wallace's case. Twice now, he's thought he's had Gerald Ford lined up but wires kept getting crossed.* **PAGE 56.**

RINGING IN HIGHER PRICES. □ *FCC's Common Carrier Bureau doesn't support AT&T's proposal for long-run incremental costs. It boils down to possibility of much bigger tab for broadcasters.* **PAGE 57.**

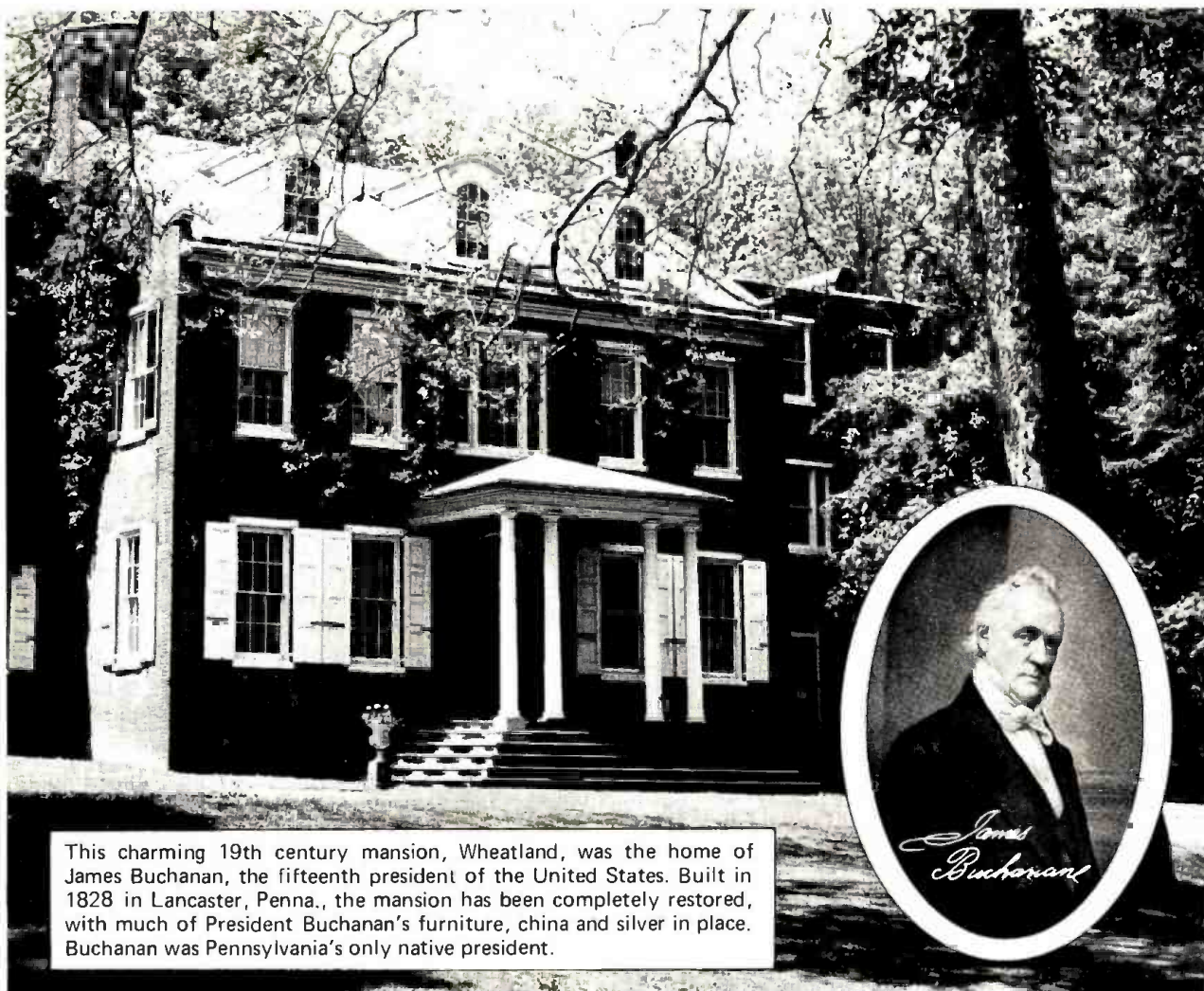
LESS IS MORE □ *Thomson-CSF Laboratories uses Society of Motion Picture and Television Engineers conference to introduce new eight-pound electronic color-TV camera.* **PAGE 58.**

EYES ON UHF SPACE □ *Development of U.S. position for WARC-79 gives private land mobile interests chance to push for a greater share of spectrum.* **PAGE 59.**

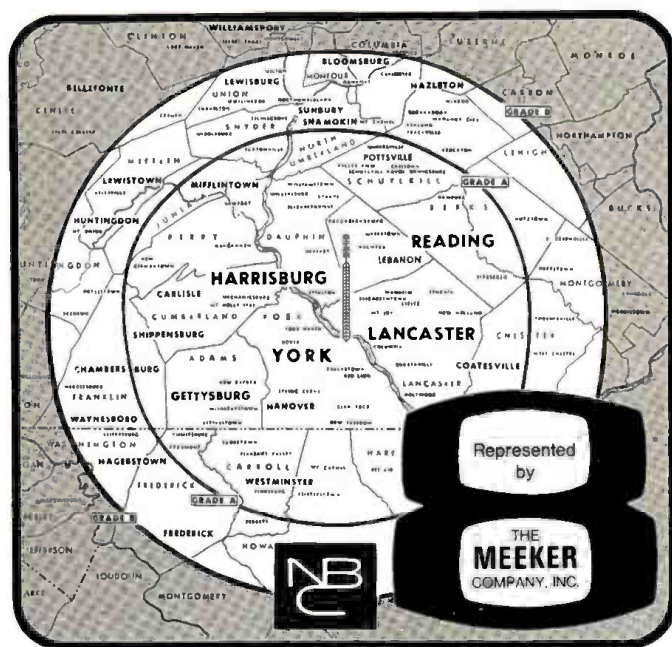
HAPPY DAYS ARE HERE AGAIN □ *Riding the crest of bullish stock market are broadcasting, cable and allied stocks which are rebounding from last year's lows.* **PAGE 60.**

FROM GALLERY TO BOARD ROOM □ *Ray Scherer, who dodged bullets in Northern Ireland and travelled the Texas hill country with Lyndon Johnson, reflects on his transition from NBC News correspondent to RCA executive VP and top man in Washington.* **PAGE 81.**

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This charming 19th century mansion, Wheatland, was the home of James Buchanan, the fifteenth president of the United States. Built in 1828 in Lancaster, Penna., the mansion has been completely restored, with much of President Buchanan's furniture, china and silver in place. Buchanan was Pennsylvania's only native president.



PENNSYLVANIA

Pioneer and still the Leader

WGAL-TV was the first television station in this historic area. Today, after more than twenty-five years, it is still first in that it delivers more audience than all other stations in the Lancaster-Harrisburg-York-Lebanon market combined.* The result of this impact is increased sales results for advertisers.

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* ARB Station Index, Nov. '75, Sun. through Sat., 7:00 AM to 1:00 AM. Audience estimates subject to limitations published by ARB.

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

STEINMAN TELEVISION STATIONS

Closed Circuit[®]

Insider report: behind the scene, before the fact

Election year

Politics was in balmy air of Key Biscayne, Fla., during National Association of Broadcasters winter board meeting last week. After TV board chose Robert Gordon (WCPO-TV Cincinnati) chairman and Kitty Broman (WWLP-TV Springfield, Mass.) vice chairman in special election (see page 20) talk turned to radio board elections to be held next June. Best guesses: Donald A. Thurston (WMNB-AM-FM North Adams, Mass.) to be unopposed for chairmanship; Virginia Pate Wetter (WASA-AM-WHDG-FM Havre de Grace, Md.) and William O'Shaughnessy (WVOX-AM-FM New Rochelle, N.Y.) vying for vice chairmanship.

Behind scene

Extent of alarm raised among broadcasters by report that White House was inclining toward de-regulation of cable (BROADCASTING, Dec. 15, 1975) is only now becoming evident. Last week it came to light that whole line-up of ABC-TV affiliates, acting through Tom Goodgame, of KTUL-TV Tulsa, Okla., chairman of ABC Affiliates Association, protested to Robert T. Hartmann, counselor to President.

Wire from ABC-TV affiliates followed release of letter from Paul MacAvoy, member of President's Council of Economic Advisers, that was interpreted by recipient, Wilson Wearn, chairman of National Association of Broadcasters, as expressing willingness to see TV broadcasting go into decline in favor of cable development. Mr. Goodgame, speaking for "185 television stations on this crucial issue," told Mr. Hartmann: "We will work to make our views known and we believe that the public will agree with us." Mr. MacAvoy issued denial that he or associates had made up minds on cable regulation (BROADCASTING, Dec. 22, 1975).

The bell ringers

Four of CBS's five owned TV stations have renewed Sandy Frank's-Chuck Barris's *The Bobby Vinton Show*, variety half-hour, for 1976-77 prime-access season. (CBS's WBBM-TV Chicago runs local news in access time.) ITC's *The Muppets* will probably be only new CBS-owned stations prime-access series for 1976-77, according to CBS sources, whereas NBC-owned stations have already firmed up two new ones to begin next September: *Andy Williams Show*, variety half-hour syndicated by Grey Advertising Inc., and 20th Century-Fox

Television's *Celebrity Sweepstakes* game.

In addition, NBC stations reportedly may pick up two more new ones: *The Unexplained*, Columbia Pictures Television's documentary series exploring mysterious phenomena (Bermuda Triangle, UFO's, etc.), and Viacom's *Don Kirshner Presents New Stars*, talent-scouts-type half-hour with singer Frankie Avalon as host. ABC O&O's are considering several diverse possibilities ("Closed Circuit," Jan. 12).

Green light

Now that FCC has ratified transfer of control of Washington Star Communications to Joe L. Allbritton (story page 24), negotiations for sale of certain of broadcast properties formally will get under way. First to be sold (although FCC has given new owner three years to comply with crossownership rules) are expected to be WMAL-AM-FM Washington, offered as package. Asking price reportedly is eight to 12 times net before taxes. Based on current \$2 million annual return, that would be \$16-to-\$24 million.

It's doubted that Mr. Allbritton, sole owner after transfer, will be disposed to sell channel 7 WMAL-TV until radio stations' sales are closed. ABC affiliate, with 316 kw visual, 48 kw aural, is one of four V's in Washington market. Also to be sold under rules is either WLVA(AM) or WLVA-TV Lynchburg, Va., and likelihood is offers will be entertained for radio only. Star's ownership of channel 4 WCIV-TV Charleston, S.C., isn't involved because it has no companion radio outlet. Handling all negotiations for Mr. Allbritton is John O'Connell, Houston investment consultant, with whom Houston banker Allbritton had business relationships. Mr. O'Connell had been identified with Houston's Astrodome and Roy Hofheinz.

Full text wanted

Political party officials have been advised that Public Broadcasting Service won't provide live coverage of national conventions this year, and they're unhappy. Some highly connected Democratic advisers are known to believe that full-text coverage of such events is kind of assignment noncommercial system was created to perform, and they're expected to argue that point forcibly. PBS explanation that it lacks funds for gavel-to-gavel coverage is answered with suggestion that PBS could tap network pool and avoid costs of special commentators, booths and sidebar remotes, all of which are stock in trade of commercial networks.

Come stays home

FCC has collected data indicating Canadians are losing about \$11.5 million in advertising revenue to American television stations along border, not \$20 million Canadian government claims. Canadians cite larger figures in defending policies aimed at cutting off export of advertising dollars. Figures FCC has obtained from 16 stations stretching from Washington state to Maine indicate that in 1974 Canadians spent about \$18 million on U.S. stations but that \$6.5 million stayed in that country.

Some of that \$6.5 million was in agency and rep commissions. But most of it, those familiar with figures assume, was money spent with Canadian subsidiary of KVOS-TV Bellingham, Wash., which serves Vancouver, B.C.

Name on the door

Richard D. Kleindienst, attorney general (1972-73) during Nixon administration, has become full partner in long-established Washington communications law firm, which now becomes Welch, Morgan & Kleindienst. Mr. Kleindienst, 52, prominent in Arizona Republican politics before going to Washington, will engage in general corporate practice. Since last spring he had been of counsel to firm.

Contraband?

FCC staff is grappling with question of whether U.S. cable importation of Mexican television broadcasts that contain cigarette commercials violates U.S. law against broadcast advertising of cigarettes. Issue was raised by permittee of KORO-TV Corpus Christi, Tex., in opposing importation by cable systems in nearby Bishop and Kingsville of Mexican television signals that would compete with Spanish-language programs new station intends to air.

FCC's Cable Television Bureau thinks U.S. law does not apply but would refer question to Justice Department. General counsel's office thinks law applies. FCC itself will have to decide.

Unfrozen north

Announcement expected soon that KROC-TV Rochester, Minn., has been sold for reported \$4.25 million to Tom Oakley, president of WGEM-AM-FM-TV Quincy, Ill., and *Quincy Herald Whig*. Seller is G. David Gentling, who also owns KROC-AM-FM Rochester. KROC-TV is NBC affiliate on channel 10 with 316 kw visual, 46.8 kw aural and antenna 1,260 feet above average terrain.

Business Briefly

Bristol-Myers □ Ban Basic, pump-spray antiperspirant that has been in test on West Coast via spot TV and print, is set for national roll-out, probably in early spring, with spot TV expected to be used heavily. Boclaro Associates, New York, in-house buying unit of Bristol-Myers, will handle purchases to reach men and women, 18 and over, with creative and marketing functions handled by Daniel & Charles, New York.

Boise Cascade □ Idaho-based manufacturer of modular homes is planning spot-TV campaign in long list of markets in Oregon, Colorado, Idaho, Montana and California, starting in early March for six weeks. Campaign is being created and placed by Hall Butler Blatherwick Inc., Los Angeles, to reach men and women, 25 to 49.

Deere & Co. □ Moline, Ill.-based manufacturer is preparing extensive spot-TV campaign in support of lawn and garden equipment to begin in mid-March for six weeks in substantial number of markets. N.W. Ayer, Chicago, is zeroing in on men and women, 25 to 49.

U.S. Borax □ U.S. Borax & Chemical's Borteam will get one-week promotion starting March 8 in number of markets. Prime-time 30's are being handled by McCann-Erickson, Los Angeles.

John Morrell & Co. □ Processed meat

Rep appointments □ Avery-Knodel has been named national sales representative for KKIS(AM) Pittsburg and KDFM(FM) Walnut Creek, both California. Eastman Radio has been appointed sales rep for WOIC(AM) Columbia, S.C.; KEYS(AM) Corpus Christi, Tex., and KLLI-AM-FM Lubbock, Tex.; Katz Radio has been appointed by WISN-AM-FM Milwaukee. McGavren-Guild has been named WEWZ-FM Wauwatosa, Wis. Meeker Co. has been chosen by WUHO-TV Battle Creek, Mich. The Queen Co. has been appointed for New England area by WATR-TV Waterbury, Conn.

products will be advertised via spot radio in six major markets in Midwest for five weeks, starting Feb. 23. Radio effort supplements spot-TV push launched in January in same markets. Campbell-Mithun, Chicago, is aiming for women, 18 to 49.

Life Saver □ Kids 6 to 11 are target for Life Saver's Carefree Gum campaign, with TV 30's scheduled for 12 weeks beginning March 1, in number of markets. BBDO, New York, is agency.

Stouffer Foods □ Various prepared foods will be featured in four-week spot-TV spree to run in 28 markets starting in mid-February. Commercials will be aimed

in daytime and fringe periods at women, 25 and older, with placement and creative work by Ketchum, MacLeod & Grove, Pittsburgh.

Standard Brands □ In first campaign under aegis of Benton & Bowles, firm will advertise potato chip products on spot TV in 60 markets for 13 weeks, with starting dates in early and mid-February. Agency is seeking daytime, fringe and prime periods to hit target audience of women, 18 to 49.

Sara Lee □ Six-week flight in ongoing campaign begins Feb. 2 in network and spot TV for various Sara Lee bakery products. Fringe 30's will be placed in 75% of U.S. spot markets. Benton & Bowles, New York, is agency.

Borden □ Fringe 30's in 25 Midwestern and Southern markets will begin Feb. 2 in four-week flight for Borden's (Columbus, Ohio) Cheese Kisses. Women, 18 to 49, are target for spots with theme, "Cheese Kisses... instead of sweets and stuff." Ross Roy, New York, is agency.

Renault □ Roll-out campaign (Northeast, Midwest of West as import autos arrive) is tentatively set for period of 19 weeks beginning Feb. 2 for Renault, Englewood Cliffs, N.J. Approximately 30 markets for TV and radio spots, geared to men 18 to 34, are handled by McCaffrey & McCall, New York.

Alfa Romeo □ Flight of two to three alternating weeks for Alfa Romeo autos (Englewood Cliffs, N.J.) will begin Feb. 2 in some 60 markets TV fringe 30's are being placed by Allscope, New York buying service; John Paul Itta, New York, is agency.

Booth Fisheries □ Division of Consolidated Foods, Chicago, is backing Shrimp Sticks in 15 midwestern and eastern markets, with starting dates varying from early February to mid-March and flights lasting from six to 11 weeks, depending on market. Arthur & Wheeler, Chicago, is angling for total women and women, 25 to 49, and using 10- and 30-second spots in fringe periods.

Mitchum Thayer Inc. □ Division of Revlon Inc. is planning spot-TV campaign in long list of major markets in support of anti-perspirant products to begin in early February and continue through first half of 1976. Marschalk Inc., New York, is seeking fringe time periods to reach men and women, 18 to 34.

BAR reports television-network sales as of Jan. 4

ABC \$7,385,200 (21.6%) □ CBS \$12,457,300 (36.5%) □ NBC \$14,296,700 (41.9%)

Day parts	Total minutes week ended Jan. 4	Total dollars week ended Jan. 4	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date
Monday-Friday Sign-on-10 a.m.	92	\$ 469,500	36	\$ 173,000	\$ 166,500
Monday-Friday 10 a.m.-6 p.m.	873	12,842,300	345	7,288,200	8,807,200
Saturday-Sunday Sign-on-6 p.m.	207	6,584,200	207	6,584,000	3,673,600
Monday-Saturday 6 p.m.-7:30 p.m.	102	3,616,600	52	2,248,600	2,623,900
Sunday 6 p.m.-7:30 p.m.	20	1,294,100	20	1,294,100	271,600
Monday-Sunday 7:30 p.m.-11 p.m.	410	23,848,600	237	15,043,300	17,085,700
Monday-Sunday 11 p.m.-Sign-off	172	3,385,200	80	1,508,000	1,478,800
Total	1,876		977	\$34,139,200	\$34,107,300

Source: Broadcast Advertisers Reports

Daytime sets pace. Network TV billings, up 7.7% to a record high of \$2.4 billion in 1975 (BROADCASTING, Jan. 19), made their most impressive gains in daytime, which rose 12.8% to \$829,744,500, according to details released by the Television Bureau of Advertising, based on estimates compiled by Broadcast Advertisers Reports. The details follow:

	December			January-December		
	1974	1975	% change	1974	1975	% change
Daytime	\$ 73,504.5*	\$ 80,651.1	+9.7	\$ 735,331.9	\$ 829,744.5	+12.8
Mon.-Fri.	43,246.8	50,633.3	+17.1	495,845.5	567,685.5	+14.5
Sat.-Sun.	30,257.7	30,017.8	- 0.8	239,486.4	262,059.0	+ 9.4
Nighttime	149,767.1	151,718.1	+ 1.3	1,521,187.2	1,600,922.7	+ 5.2
Total	\$223,271.6	\$232,369.2	+ 4.1	\$2,256,519.1	\$2,430,667.2	+ 7.7

	ABC	CBS	NBC	Total
January	\$ 59,183.6	\$ 70,017.4	\$ 71,642.3	\$ 200,843.3
February	58,915.3	67,291.2	62,353.2	188,559.7
March	65,313.5	77,795.9	68,459.7	211,569.1
April	59,488.5	75,237.7	67,688.7	202,414.9
May	59,183.3	78,195.3	69,516.1	206,394.7
June	50,388.5	59,283.6	59,694.3	169,366.4
July	43,566.3	54,177.8	51,055.2	148,799.3
August	43,472.4	53,059.1	51,049.6	147,581.1
September	60,206.0	70,161.3	67,419.5	197,786.8
October	72,545.2	90,313.8	99,679.5	262,538.5
November	76,679.7	95,162.9	90,101.6	261,944.2
December	67,596.0	81,741.0	83,032.2	232,369.2
Total	\$716,538.3	\$872,437.0	\$841,691.9	\$2,430,667.2

*Add 000.

Plumrose □ Imported Danish sliced and canned hams by Plumrose, Springfield, N.J., will be advertised in five TV flights over 21 weeks, beginning Feb. 2 in 40 markets. Daytime, early- and late-fringe, and prime-access 30's are handled by Scali, McCabe, Sloves, New York.

Kellogg's □ Cereal company and Nestle's candies, both through Leo Burnett, have signed as national sponsors of *Lassie* reruns, which Syndicast Services, New York, is bartering. Sixty-seven stations are stripping *Lassie*'s 130 half-hour episodes, mostly in late-afternoon fringe. Among them are WOR-TV New York, KCOP-TV Los Angeles, WGN-TV Chicago, WSBK-TV Boston and KTVU-TV San Francisco. Stations get *Lassie* free (with 60-second Kellogg's and 60-second Nestle's spots already factored in) and are accorded four minutes to sell locally.

RCA Consumer Electronics □ After 18-year association with J. Walter Thompson Co., New York, RCA Consumer Electronics, Indianapolis, is looking for new agency for its color television receivers. Account bills about \$10 million, of which estimated \$8 million is in broadcast. RCA Consumer Electronics praised Thompson's "recent 'ColorTrak' introductory campaign, which has been well received by both trade and public," but said "changing competitive nature of consumer electronics business required we make completely fresh start in planning our creative strategy for future RCA color television product lines." JWT will continue to handle RCA corporate

advertising and Banquet Foods, wholly owned subsidiary.

Standard Oil of Indiana □ Corporate spot-TV effort citing company's contributions to farming, industries and cities set to start in early February for five weeks in about 60 major markets. This campaign bolsters product advertising drive already started in about 50 markets and is scheduled to continue until mid-March. D'Arcy-MacManus & Masius, Chicago, is aiming to reach men, 18 to 49, via spots in prime time.

TWA □ Trans World Airlines, New York, will launch six-week flight beginning Feb. 17 on radio in at least 32 markets. Message varies market by market. Wells, Rich, Greene, New York, is agency.

Velcro □ Velcro Corp., marketers of hook-and-loop fasteners, has assigned its \$1 million account to Bozell & Jacobs, New York. Current ad campaign will encompass spot TV and print.

Borden Food Division □ Estimated \$3 million in billings from Borden's Wise Foods, Old London brands and Drake Bakeries has been shifted from Needham, Harper & Steers, New York, to Bozell & Jacobs, New York. More than \$2 million of total expenditures is in broadcast.

Penney □ Consumer financial services division of J.C. Penney Co., New York, has named Wells, Rich, Greene, New York, as agency for account.

When you want a small package delivered fast, it's in the bag.



Delta's DASH guarantees delivery on the flight or routing you specify between most Delta cities. Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90".

Bring your package to Delta's passenger counter or air freight terminal at the airport at least 30 minutes before scheduled departure time. Package can be picked up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points. Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA**
The airline run by professionals

Rate examples	(Tax included)
Atlanta-Washington.	\$21.00
Boston-Miami.	\$26.25
Los Angeles-New Orleans.	\$31.50
Dallas/Ft. Worth-Los Angeles.	\$26.25
San Francisco-Atlanta.	\$31.50
Philadelphia-Houston.	\$26.25
New York-Tampa.	\$26.25
Chicago-Orlando.	\$26.25
Detroit-Memphis.	\$31.00

For full details, call Delta reservations.

Delta is ready when you are:

Monday Memo[®]

A broadcast advertising commentary from Marce Mayhew, senior vice president, Bozell & Jacobs, New York

The bottom line starts at the very top in commercial production

The element of surprise is one factor an ad agency must insure itself against in the process of creating commercials. Production budgets are subject to painstaking cost analysis by clients as well as by our own internal dollar watchdogs. Today's clients are justifiably concerned about the cost factor in spot production, and it is imperative that we take special care even at the storyboard stage of commercial development not to suggest concepts or techniques that might backfire financially.

Feature-film production companies run into this problem quite frequently. The "Cleopatra" fiasco comes most readily to mind, but even moneymakers like "Jaws" and "The Exorcist" have run over budget. Feature filmmakers, however, have considerably more latitude than commercial makers in this respect. An agency can't afford that kind of budget-stretching luxury.

It has been Bozell & Jacobs policy to work out commercial budgets accurately prior to introducing a new spot concept. When one of our creative teams develops a new idea that looks great on paper, we'll research it carefully in order to be able to tell our client what the spot is going to cost going in to production. If we're talking about a \$25,000-\$35,000 shoot as part of a total campaign budget of \$250,000, we've got to be sure our bottom line quote is on target. If we're 10% or 15% off base, the mistake is going to have a dramatic effect on that total budget figure. If we've committed ourselves to a verbal quote and end up \$5,000 or \$7,000 high when the cameras stop rolling, we've got a serious problem.

Not only does a situation of this kind present an immediate budget crisis, it is an embarrassment as well. As professional commercial makers, it is our job to hone budgets down to the marrow. Even with the allowance for a reasonable cost flexibility based on the understanding that commercial production is an "art," we've got to strive for accuracy.

Occasionally an idea will present itself for which there simply are no "in-house" guidelines. In these situations I rely on a few close friends at a handful of the pro-



Marce Mayhew was born in Canada and educated in California. He has been in advertising for 20 years, having held creative posts with Kudner Advertising and Reach, McClintock Inc., both New York. When the latter agency merged into Bozell & Jacobs in 1958, he went along as creative director, and subsequently was appointed senior vice president of B&J.

duction companies I consider reliable for advice. I might call on Dick Wolf at Alan Brooks Productions or Arthur Williams and Mark Polyocan at Editing Concepts, both in New York, and plug into their wealth of production problem-solving knowledge.

Wolf is a particularly good example of the skilled production-house executive because he's worked on the agency side of the desk as well as the production side. There have been a number of situations where a pre-bid session conversation with a production house has resulted in altering the specs on a board.

I believe that the agency calling for the bids must be totally honest with the production companies as to exactly what they expect for and from the commercial. Hiding worrisome problem areas like "half-day" grab shots and other time-and-money-consuming extras can only result in strained budgets and tempers. It seems to me that many of these problems stem from a simple lack of understanding as to how the final spot should look.

The ultimate purpose of the bid session is one which is not always taken into consideration, and that is to clarify every

possible vagueness. Will we use any optical effects? What about locations? Are there special casting considerations? Do we need a back-up camera. What is the lighting like? Are there animals involved? Real people? Are there any special makeup or transportation problems?

The more specifics we can thrash out at the bid session, the better for all concerned. This is where a knowledgeable production company rep outshines the "can carriers." And, too, that is the true difference between a genuine producer/rep and someone who picks up storyboards as though they were lunch tabs.

I think a rep owes it to himself and his director to learn as much about his business as he possibly can, and that means much more than the order of the spots on his reel. I have a pretty sound cost sense, and there is nothing magic about a straight stand-up shoot or a simple endorsement, but when we start out on a new idea or concept, I appreciate being able to call on a nuts-and-bolts rep as a solid sounding board.

Knowing the right questions to ask at a bid session is an invaluable asset. Some time back we were calling for bids on a car shoot set in a desert. The commercial closed with 30 autos driving across the sand into the sunset. It seemed like a simple enough project, but when the production house rep asked how far the closest auto dealership was from the location site, whether the cars were going to be transported by truck, driver or pack horse, how they were going to be stored, fueled and cleaned, whether the agency or the production house was responsible for the cost of maintaining the autos, and a number of other questions that came readily to his mind, we had some very basic re-evaluating to do.

Production houses are as anxious to keep costs down as we on the agency side of the court are, and when a production house can show us how a cherry picker can perform the same task we had planned for a Titan crane, and save us half the cost in the process, everybody benefits.

I feel that with purse strings tightening, minds have got to start opening, and I'm very appreciative of help from whatever the source if it presents us with an opportunity to save money without compromising Bozell & Jacobs standards.

Sweepstakes!



CELEBRITY SWEEPSTAKES...Racing into a Second Successful Season with Top Stars and Top Cash Prizes!

36 New half-hours & 16 repeats
Available for prime-access January, 1976
Already bought by the NBC owned & operated stations





TRY TELLING HIM THAT THE BEST THINGS IN LIFE ARE FREE.

Storer stations are concerned about the aged and are doing something about it.

For many of the 22 million Americans 65 and over, life is becoming a struggle for survival.

Because most have fixed incomes, inflation is devastating them. Nearly one in six lives in poverty. It's estimated that one-third gets fewer than 3 meals a day. Some are starving. Others literally eat from garbage cans.

As rents rise, many are forced into "gray ghettos" in big city slums. Lonely and often ill, they become prey for drug pushers and other criminals when they venture out. Purse-snatching, for example, is especially common when Social Security checks arrive.

Storer Stations believe we must start making adequate provisions for our senior citizens. And

now. For when the year 2000 rolls around, it's estimated the average American will live to age 90.

WSPD-TV in Toledo is one with an ongoing commitment to the plight of the aged. Recently, for example, they produced a six-part mini-documentary series on the problems they face. Covered were prominent legislators, experts in Social Security, transit, housing and nursing homes as well as senior citizens.

WSPD-Radio, meanwhile, on successive "People to People" programs held discussions alerting Toledoans to two new area services: 1. home health aid for the elderly unable to clean their homes or leave them to buy food and medicines; and 2. the availability of meals three times a day for the elderly, particularly those unable to prepare food for themselves.

In Milwaukee, WITI-TV

programmed a half-hour special on elderly citizens as victims of crime. The program focused on federally funded Neighborhood Security Aides that could be used in high crime areas to patrol the streets. WITI-TV's "Contact Six" often comes to the rescue of senior citizens, too.

All Storer Stations believe it's important to get involved in the affairs of the communities they serve.

The way we see it: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

■ indicates new or revised listing

This week

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

■ **Jan. 26—Federal Communications Bar Association** luncheon meeting. Robert Schmidt, president, National Cable Television Association, will speak. Army-Navy Club, Washington.

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. 28-30—National Cable Television Association's fourth annual state and regional association presidents' meeting. Stouffer's hotel, Crystal City, Va.

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 & 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 *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. Elton Rule, ABC-TV, will be keynote speaker. Newporter Inn, Newport Beach.

Feb. 2—FCC's new deadline for filing comments on proposed amendment of parts O and 1 of adjudicatory re-regulation rules (Docket 20626). FCC, Washington.

Feb. 2-4—National Cable Television Association board meeting. Beverly Wilshire hotel, Los Angeles.

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 Delmer C. Ports, NCTA, and Dr. Robert Powers, Cable Television Bureau, FCC. Holiday Inn, City-Line, Philadelphia. Registration: James Herman, Jerrold Electronics, 200 Wilmer Road, Horsham, Pa. 19044.

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

Feb. 8-11—National Friends of Public Broadcasting fifth annual conference, concurrent with *Public Broadcasting Service* annual membership meeting. Century Plaza hotel, Los Angeles.

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 Wilbur 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 Asso-

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Regional Managers

Bob Dalchau
214-233-4334
Dallas

Neil Sargent
602-264-7459
Phoenix

Don Malcolm
214-324-4231
Dallas

Stable, medium market.
Profitable, well-equipped.
Less than 2 times gross; terms to highly
qualified buyer.
Call (214) 233-4334.



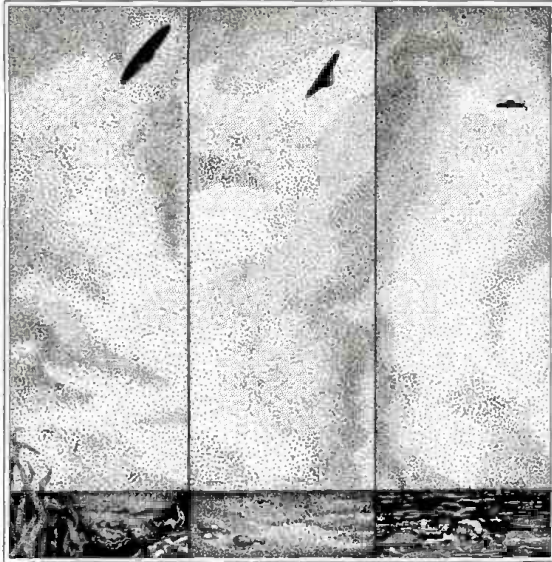
Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties

'THE UNEXPLAINED'

A Dramatic Breakthrough In Access Programming By
Multiple Award-Winning Wolper Productions.

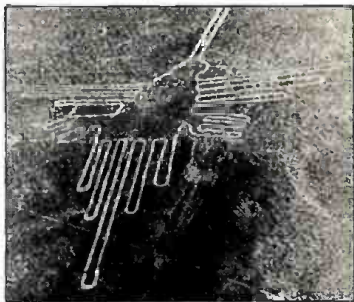
Wolper Productions and Columbia Pictures Television are embarking on a unique television adventure... "The Unexplained"... a half-hour series that explores those mysterious and dramatic events for which no rational explanations exist.



The UFO Phenomena. An Air Force fighter pilot swears he has been chased by one, and 15 million Americans believe they have seen "flying saucers."



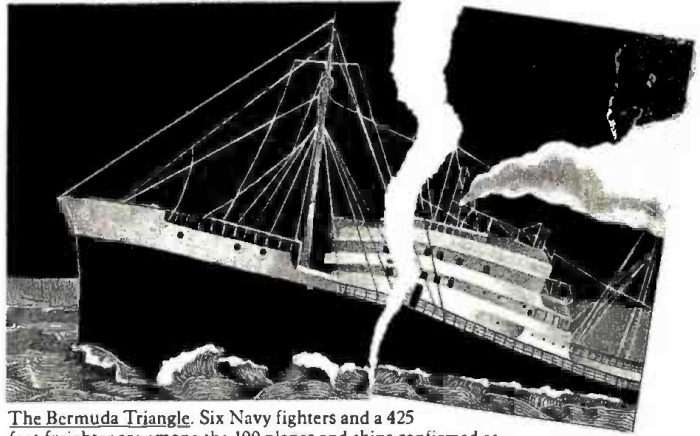
The Loch Ness Monster. It surfaces at least once a year and is sighted by many, including priests and statesmen, but remains elusive to the professional hunters who search the cold, deep waters it inhabits.



The Nazca Lines. Hundreds of square miles of precise ancient drawings that can only be seen from the air. Did creatures from another planet create them?



Bigfoot. Whether the Man-Ape of America is a throwback to King Kong or a bizarre mutation, over 300 eyewitness reports and photographs bear witness to his continuing existence.



The Bermuda Triangle. Six Navy fighters and a 425 foot freighter are among the 100 planes and ships confirmed as lost in this "devil's sea" since 1945.



The Haunted Houses. A sailor and a little girl died a century ago in the house at Clinton Court in New York City — but their spirits remain. Professional ghost hunters seek answers in this and other houses, from Inverary Castle to Versailles.



The list goes on. And it is curiously long. Even now, in our time of giant technological leaps and mind-boggling discoveries in science, these phenomena continue to provoke our curiosity, imagination and interest, and remain... unexplained.

Hosted by Leonard Nimoy, of "Star Trek" fame—"The Unexplained" combines drama, imagination, suspense and mystery with subjects of proven interest to television audiences.

"The Unexplained" is a different kind of access series that can unravel the secret of good family entertainment and the riddle of high ratings.

'THE UNEXPLAINED'

VISIT US AT NATPE, THE FAIRMONT HOTEL, SUITE 562

Distributed exclusively by

Columbia Pictures Television



Let us Entertain you.™

ciation 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. South Carolina Governor James B. Edwards 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. 13-15—Women in Communications Inc. career conference and faculty adviser session. Sheraton Chicago, Chicago.

Feb. 16—Idaho Cable Communications Association annual meeting. Downtowner motel, Boise, Idaho.

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

Feb. 18—Washington State Cable Communications Association annual meeting. Tyree Motor Inn, Olympia.

Feb. 19—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 3. FCC, Washington.

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. 26—Community Antenna Television Association board meeting. CATA offices, 4209 N.W. 23rd Street, Oklahoma City.

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.

Major meetings

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, Fontainebleu hotel, Miami.

March 21-24—National Association of Broadcasters annual convention. Chicago. 1977 convention will be March 27-30, Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2.

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.

May 12-15—Annual meeting, American Association of Advertising Agencies. Greenbriar hotel, White Sulphur Springs, W. Va.

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

June 15-20—Broadcasters Promotion Association 21st annual seminar, Statter-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.

Oct. 13-16—Annual meeting, Association of National Advertisers. Broadmoor hotel, Colorado Springs.

Oct. 24-27—National Association of Educational Broadcasters 52d annual convention. Conrad Hilton hotel, Chicago.

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

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.

Feb. 27-29—Special seminar on the courts and criminal justice for members of the news media, co-sponsored by the American Bar Association's Section of Criminal Justice and the ABA's National College of the State Judiciary. University of Nevada in Reno.

March

March 1—Deadline for radio and television entries in 19th annual competition for Gavel Awards of the *American Bar Association* for programming "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 2—New York State Broadcasters Association annual meeting and legislative reception. Turf Inn, Albany.

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. Sheraton-Blackstone hotel, Chicago. Information: Andy Orgel, AER president, c/o CBS Radio, 524 West 57th Street, New York 10019; (212) 765-4321, ext 2021.

March 18—FCC's deadline for comments on AM clear channel proceedings to allow I-A clears to operate with greater than 50 kw. Replies are due April 19. FCC, Washington.

March 18—Women in Communications Inc.'s Jacob Scher Awards dinner. Ritz-Carlton hotel, Chicago.

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, former 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 29—Kickoff banquet for *The Personal Communications Two-Way Radio Show* (March 30-April 1). FCC Commissioner Robert E. Lee will be keynote speaker. Las Vegas Convention Center, Las Vegas.

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

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

April

April 1—Deadline for applications for fellowships in the humanities for journalists for the 1976-77 academic year, sponsored by the *National Endowment for the Humanities*. Twelve will be at the University of Michigan, 12 at Stanford University. For applications or information: Director, Fellowships in the Humanities for Journalists, 3564 LSA building, University of Michigan, Ann Arbor 48109, or C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

April 2-3—Region 7 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in South Dakota, Nebraska, Kansas, Iowa, Missouri and at Southern Illinois University-Edwardsville. Wichita, Kan.

April 2-3—Region 10 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Washington, Oregon, Idaho, Montana and Alaska. Alderbrook, Wash.

April 2-4—Region 11 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in California, Nevada, Arizona and Hawaii. Nugget hotel, Reno.

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 9-10—Women in Communications Inc. Southwest region meeting. Holiday Inn, Denton, Tex.

April 9-10—Region 2 conference, The Society of Professional Journalists, Sigma Delta Chi, for members in Maryland, District of Columbia, North Carolina,



If you can get Moore, why settle for less?

VIACOM

Virginia. University Maryland, District of Columbia. North Carolina. Virginia. University of Maryland, College Park.

April 9-10—Region 4 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Michigan, Ohio, western Pennsylvania and West Virginia. Ramada Inn, Morgantown, W. Va.

April 9-10—Region 5 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Illinois, Indiana and Kentucky. Ball State University, Muncie, Ind.

April 9-10—Region 6 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in North Dakota, Minnesota and Wisconsin. University of Wisconsin-Madison.

April 9-10—Region 9 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Wyoming, Utah, Colorado and New Mexico. Little America motel, Cheyenne, Wyo.

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 16-17—Region 12 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in Arkansas, Louisiana, Mississippi and western Tennessee. University of Arkansas, Little Rock.

■ **April 16-17**—*Georgia UPI Broadcasters* conference. Royal Coach Inn, Atlanta.

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

April 23-24—SDX Distinguished Service in Journalism Awards and Region 1 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for members in New York, central and eastern Pennsylvania, New Jersey, Delaware and all of New England. Rochester, N.Y.

April 23-24—Region 8 conference, *The Society of Professional Journalists, Sigma Delta Chi*, for mem-

bers in Oklahoma and Texas. Austin, Tex.

■ **April 23-24**—*New Mexico Broadcasters Association* annual meeting. Hilton Inn, Albuquerque.

■ **April 23-25**—*Women in Communications Inc.* Northeast region meeting. Chatham Center, Pittsburgh.

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. Lhotel 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 12-15—Annual meeting, *American Association of Advertising Agencies*. Greenbriar hotel, White Sulphur Springs, W. Va.

■ **May 12-16**—*Pennsylvania Association of Broadcasters* annual convention. Britannia Beach hotel, Paradise Island, Nassau.

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 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 14-18**—Broad/Comm '76, exhibition of broadcasting and communications equipment. Participation is limited to U.S. manufacturers. U.S. Trade Center, Mexico City. Information: Mary R. Wiening, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

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

■ **June 20-23**—*NBC's* 50th anniversary meeting of TV and radio affiliates. Waldorf-Astoria, New York.

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

June 26-29—*Georgia Association of Broadcasters* annual convention. Lanier Lake Islands.

July

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

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

August

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

OpenMike®

The Jan. 5 Issue

EDITOR: Like the industry itself, superb is the best adjective for your Jan. 5 review of how it all began and where it's gone.

Broadcast journalism has changed the world—made it smaller—and brought its people closer with information and education.—*Gale McGee, U.S. senator (D-Wyo.)*.

EDITOR: I found the series on the development of broadcasting issues such as the fairness doctrine to be very interesting. I find the information [in BROADCASTING] to be extremely helpful as regards the communication legislation that we deal with here in the Senate.—*Thomas F. Eagleton, U.S. senator (D-Mo.)*.

EDITOR: The comprehensive history of the "Fifth Estate" was both enlightening and enjoyable. The series in my estimation was

well prepared and certainly presented the highlights in the evolution of broadcast journalism. BROADCASTING is to be commended for undertaking and completing this Herculean task.—*Bill Brock, U.S. senator (R-Tenn.)*.

EDITOR: ... interesting and informative ...—*Bob Dole, U.S. senator (R-Kan.)*.

EDITOR: I have been fascinated reading about the issues that have faced and continue to face American broadcasters. And, it was fun to reminisce about the personalities who have been so much a part of broadcast journalism.—*Charles Thone, U.S. congressman (R-Neb.)*.

EDITOR: In this period when broadcasting freedom is severely criticized by a disturbingly large number of our citizens, I feel it is important to keep in mind the long struggle which extended First Amend-

ment protection to broadcasting. The gains from this struggle must not be sacrificed.—*Carroll Hubbard, U.S. congressman (D-Ky.)*.

EDITOR: The information provided by this comprehensive history of broadcast journalism will greatly assist my analysis of the issues involved in the communications industry.—*Yvonne Brathwaite Burke, U.S. congresswoman (D-Calif.)*.

EDITOR: I found the series of articles on the history of broadcast journalism to be both informative and interesting and want to congratulate you for undertaking the effort of publishing it.

In this Bicentennial year, we have an especial reason to contemplate just how it was that we got where we are; that applies to the nation as a whole and as well to the various segments of the nation which make its fabric so rich and colorful. Surely,

broadcasting is one of the finest of these. A remarkable story, remarkably well told on the pages of BROADCASTING.—*Robert H. Michel, U.S. congressman (R-Ill.)*.

EDITOR: I read and clipped the Jan. 5 special report and circulated it to our management. It was excellent and a great service.—*Donald H. McGannon, chairman and president, Westinghouse Broadcasting Co., New York*.

EDITOR: Congratulations for the concept and execution of the "First Amendment and Fifth Estate" theme. It is the most concise, accurate and inclusive of any treatment of the inside of broadcast journalism today.

Your support of the profession has helped to shape the professionalism in our ranks and brought sooner the day that management recognized our worth and its public responsibility to inform America.—*Ralph Renick, vice president and news director, WTVJ(TV) Miami*.

EDITOR: It should be "must" reading for everyone in broadcasting, particularly in management.—*Norman P. Baguella, vice president and general manager, KTVY(TV) Oklahoma City*.

EDITOR: It's been a long time since my introduction to the news in 1938, and very often it's hard for young reporters when they come out and talk to us to even conceive of what we're reminiscing about. Most of that problem was overcome in your thorough analysis, and everybody deserves congratulations.—*Philip L. McHugh, McHugh & Hoffman, McLean, Va.*

EDITOR: Fascinating and thorough as usual.—*Steve Labunski, executive vice president, Merv Griffin Radio Group, New York*.

EDITOR: I thoroughly enjoyed your feature on broadcast journalism in our country. It provided a good insight into how we started, where we are and hopefully where we are going.—*Larry Kane, anchorman, WPVI-TV Philadelphia*.

EDITOR: A tremendous and invaluable compilation.—*Jean Boutyette, vice president and director of corporate and financial relations, Foote, Cone & Belding, New York*.

EDITOR: I think the Jan. 5 issue of BROADCASTING is great—one of the best. It does a needed job for broadcast journalism and especially for those of us involved in teaching it.—*Joe Beck, Sam Houston State University, Huntsville, Tex.*

Who's the pro?

EDITOR: Over the past several years, we have seen a not so subtle change taking place right before our eyes and ears. With every professional sports game that is telecast or broadcast comes the ever present expert commentary from retired players who have suddenly taken on the

trappings of a microphone and headset and have been inserted into a press box.

Suddenly the professional broadcasters who have reported sports accurately over the years are pushed from the broadcast booth and are replaced by ex-quarterbacks, running backs, offensive and defensive linemen, coaches, second basemen, catchers and right on down the line.

I have nothing against the expert commentator and ex-athlete doing the game along with the regular announcer—so long as the expert is, in fact, an expert and can add something genuine to the broadcasting of the game. My bone of contention is the presentation of such a celebrity just for the sake of his being there.

Without question, some of the ex-athletes turned broadcasters do an outstanding job. On the other hand, some of the supposedly professional broadcasters are so inept that it defies the imagination.

The whole point is that the audience doesn't turn on their sets to listen to announcers talking about themselves. They turn them on to watch or listen to a sporting broadcast. They don't really care whether or not a particular player on the field spat upon Alex Karras in 1963 or how Curt Gowdy catches minnows in the Atlantic Ocean or even when the last time was that Howard Cosell had an in-depth conversation with God.—*Jack Cornell, sports director, WKSJ(AM)-WHUG(FM) Jamestown, N.Y.*

The wrong man?

EDITOR: So Teleprompter is enforcing the New York state law that can nick a guy for \$1,000 fine and 45 days in jail for tapping into Teleprompter's Manhattan cable without paying for it.

This has got to be the absolute epitome of ironic injustice.

The cable guys in New York manage to get a law passed that prevents thieves from stealing a product that they stole in the first place from the free television industry. How about that?—*Marshall H. Pengra, Palm Desert, Calif.*

All together now

EDITOR: On July 4, 1976, every radio station in the United States should read the Declaration of Independence. No better use can be found for our free airwaves on this momentous date.

We are not going to be around for our 300th, so it behooves us to go all out this time.—*Joseph Ray, Whitesboro, N.Y.*

In agreement

EDITOR: Re Joseph Heston's Jan. 12 letter that he could not find employment within the broadcasting industry because he is "a white male." It is sad but true. Mr. Heston is wrong in thinking the FCC can rectify this dreadful situation. Only the broadcasters can.

Hats off to Joe for writing the letter and to you for printing it.—*Steve King, Bethesda, Md.*

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Top of the Week

Storm brews, passes over Key Biscayne, NAB boards

Radio members rise up, express dissatisfaction with their treatment; In the end, committee is appointed to improve relations, and joint board passes resolution to work for radio-only bill, if there is one

The National Association of Broadcasters last week retreated from its earlier stance that license renewal legislation must address both radio and television and instead decided to support a radio-only renewal bill if such a bill is introduced in Congress.

The idea of a radio-only bill originated with the National Radio Broadcasters Association, formerly the National Association of FM Broadcasters, which announced last fall it would seek passage of such a bill. The NRBA announcement was greeted at the time with derision by NAB officials, who argued that a radio bill would undermine NAB efforts to seek relief for the entire industry.

The vote to support a radio bill was taken by the NAB board at its semiannual meeting in Key Biscayne, Fla., last week.

Following what was termed "spirited discussion" during the opening joint board meeting Tuesday, board chairman Wilson Wearn of Multimedia Broadcasting, Greenville, S.C. appointed a special committee that ultimately drafted this resolution: "NAB reaffirms its commitment to license renewal stability and a lengthened license term for all broadcasters. However, should Congress decide first to direct its attention to renewal relief for the radio industry, NAB would support such appropriate legislation." The resolution was approved by the joint board Friday.

Radio issues dominated the board meeting, at which a loosely organized group of disgruntled radio members, mainly from small markets, presented the joint board with a bill of 16 particulars designed to increase their input in NAB decision-making and to give NAB greater prominence in the national eye.

The NAB staff, including President Vincent Wasilewski, was dismissed from the

joint board meeting Friday, while the radio group, led by George Brooks of KCUE-AM-FM Red Wing, Minn., made its presentation. Among the particulars were demands that the NAB president make at least one key-issue speech to a national forum other than the NAB convention, that the NAB president and staff set aside at least one hour at the annual convention March 21-24 in Chicago for a question-and-answer session with the membership, and that the NAB executive committee refrain from making decisions that are presented as faits accomplis for the rubber stamp of the NAB board. This item reflected complaints earlier in the week about the NAB executive committee's decision to underwrite the participation of the Radio Advertising Bureau and the Television Bureau of Advertising at this year's convention in Chicago.

The list also included a suggestion that NAB establish Midwestern and Western offices to bring the association in closer touch with the membership. And there was this expression: "It is the sense of this board that the government and legal staffs should seek to banish within themselves the insidious ideology that compromise is the sole of everything. The era of retreat, retrenchment and cringing under every assault will only be over when we at NAB will that it be so."

Discussion at the meeting Friday, termed a "frank exchange" by Mr. Wearn, led to the rejection of the 16 points and the passage instead of a resolution calling for the appointment of a special committee, to be headed by Mr. Brooks, to examine ways to improve communications between NAB and the membership and to make more efficient use of the NAB staff. The special committee will meet the NAB committee in March. The resolution also thanked the NAB staff for its work.

The board voted NBC Chairman Julian Goodman as recipient of the NAB Distinguished Service Award this year ("Closed Circuit," Jan. 12). The award will be made at the Chicago convention. It also voted to restrict the Distinguished Service Award to people involved in broadcast operations. Broadcast newsmen would not be eligible and further there would be no posthumous awards.

The TV board elected a new chairman, Robert Gordon of WCPO-TV Cincinnati, who is currently vice chairman of that board, and a new vice chairman, Kathryn Broman of Springfield Television Broadcasting Corp., Springfield, Mass. Board leadership elections usually take place in June, but this one was held because the current TV board chairman, Walter Bartlett of Avco Broadcasting, will move

shortly to a new job of Multimedia Broadcasting, the same firm Mr. Wearn heads. NAB by-laws forbid membership on the board of two persons from the same firm. The change in TV board leadership takes effect March 1.

Other board actions:

President Wasilewski briefed the radio board Wednesday on NAB's various activities for radio. Among other things he announced that Charles Jones, NAB vice president and director of the Radio Information Office, has been made vice president for radio affairs and that two more staffers will be added to the Radio Information Office. Mr. Wasilewski also announced that one staffer each in the legal and government relations departments will be designated specialists in radio affairs.

The radio board appointed an ad hoc committee to be headed by Robert Hilker of the Suburban Radio Group, Belmont, N.C., to make nominations for a new NAB Radio Hall of Fame. That award will be presented annually at the NAB convention.

NAB Research Vice President John Dimling presented the board with the findings of a survey of 323 members of radio stations with cable systems in their areas. The survey found that 60% of the stations with cable in their areas that carry radio signals were not being carried on those systems, particularly the AM stations. About one-fifth of the radio stations in markets with cable systems reported the systems were originating audio programming. That however, was not found to be as great a problem as that some cable systems are competing with radio stations with video coverage of local and regional sports events. About 57% of all the stations with cable systems in their markets reported they foresee possible loss of spot revenues to cable in 10 years, although few have that difficulty now.

It was the consensus of the radio board that locally originated signals on cable systems should be subject to the same ASCAP and BMI payments as broadcast signals are.

The radio board directed the NAB staff to work for the inclusion of radio in the pending FCC inquiry into minimum standards for TV receivers.

The radio board rejected the radio code board's ban on fireworks advertising and ordered the code board to reassess the issue. The television board, on the other hand, upheld the TV code review board's ban on fireworks ads.

The radio board voted \$30,000 for a study on the future of radio planning.

The television board, as expected, voted

to raise the dues for NAB TV members. They voted a new dues structure based on market share of nationwide TV revenues. Under the new system, network-affiliated VHF stations would have to pay 100% of the FCC market figure, network-affiliated UHF's would pay 50%. As an example, VHF affiliates in the number-one market, New York would have to pay \$3,070 per month, UHF affiliates half that. Independent VHF stations would pay 50% and independent UHF's would pay 25%. No station's dues will be increased by more than 15% in any calendar year and there will be no decreases in dues for any stations. Effective April 1, the new dues structure is expected to increase TV dues by \$150,000 in the first year.

The TV board approved a TV code clarification that prohibits the advertising during children's viewing hours of feature films not deemed appropriate for family viewing. Wayne Kearl of Harte-Hanks Television, San Antonio, Tex., reported that all is well with the implementation of family viewing, and that in his opinion the concept should be strengthened. Mr. Kearl completes four years as chairman of the TV code review board this year. New appointments to the radio and TV code boards will be named sometime before the board's June meeting.

The joint board voted formal opposition to proposed eight-week TV ratings sweeps and voted support for four-week sweeps.

The joint board voted to open NAB associate membership in two new categories—lawyers and consulting engineers. The rates for both would be the same: firms with one to five members would pay \$250 annually, those with six to 10 members would pay \$500 and those with more than 10 would pay \$750.

It also restructured the manufacturers' rates so that firms with annual revenues of \$1-5 million would pay \$1,250, firms with revenues of \$5-10 million would pay \$1,500. Firms with revenues higher than \$10 million would pay \$2,000. The top rate used to be \$1,250.

In a report to the joint board, Mr. Dimling recommended that NAB get together with the Broadcast Ratings Council and the ratings services to discuss the future of ratings. Mr. Dimling said NAB hasn't the resources to research its own ratings.

The board was told that LaRue (Bud) Courson, NAB director of special services has been named vice president for administrative services. A member of the NAB staff for 24 years, Mr. Courson manages the NAB headquarters in Washington.

The next NAB board meeting will be June 13-17 in Washington. The site for next year's January meeting will be Hawaii, the board decided Friday.

NAB approves budget for next FY with increase of nearly \$500,000

The joint board of the National Association of Broadcasters, meeting in Key Biscayne, Fla., last week, approved a budget of nearly \$5 million for the association for the 1976-77 fiscal year. The staff's

painstaking efforts to balance the scales, if adhered to, will produce a surplus for the association next year of \$68. Following are the breakdowns of the new budget, with comparisons to the one for the fiscal year ending in March. Because the 1975-76 fiscal year does not end until March 31, the actual income and expenditure figures for that year are estimates.

The association's budgeted total income for 1976-77, including the radio and television codes and special accounts is \$4,869,250, and the total expenditures are \$4,869,182.

In the current fiscal year, 1975-76, total income is \$4,372,456. Total expenditure is \$4,269,924, yielding a surplus on paper of \$102,532. (BROADCASTING, Jan. 19).

For the radio code, this year's income (from here on all figures are rounded to the nearest \$1,000) is \$248,000; expenditures are \$210,000. The new budget calls for \$249,000 income and \$241,000 expenditure.

The television code shows actual income this year of \$660,000, actual expenditures of \$651,000. The budgeted income for 1976-77 is \$670,000 and expenditures are \$696,000. The budget anticipates, then, a \$26,000 deficit next year for the TV code.

The government relations department is under its budget of \$694,000 this year with actual expenditures of \$673,000. It receives a \$111,000 increase in the new budget to \$784,000. Of that increase \$94,000 is for salaries.

The public relations department, with a budget of \$853,000 this year, has actual expenditures of \$727,000. Its budget will increase to \$870,000 in fiscal 1976-77. Within the public relations budget is included \$87,500 for the Television Information Office, the same next year as it is this year. The Radio Information Office is over its budget of \$120,000 this year with actual expenditures of \$135,000. In the new budget, RIO gets \$149,000.

Also within the public relations budget fall several special accounts, including the NAB special committee on pay television. It spent \$88,000 of the \$200,000 budgeted for it this year and will have \$190,000 at its disposal next year.

Another special account is the community affairs division. Budgeted this year at \$42,000, it spent \$31,000 and will have \$32,000 next year.

The station relations department overspent its budget this year by \$29,000. Actual expenditures are \$822,000 on a budget of \$793,000. It is budgeted for \$880,000 next year. About \$30,000 of that increase goes for salary increases.

The general administrative division of the budget is the largest with a budget next year of \$1,399,000. It spent \$1,305,000 this year, which is \$58,000 more than the \$1,247,000 it was budgeted. Of the increase for next year in this budget, \$42,000 goes for salaries. And included in that budget is NAB President Vincent Wasilewski's salary, estimated to be between \$90,000 and \$95,000. Also listed is an expenditure of \$20,000 for the president's key-man insurance.

Networks deny assertions that their newsmen aided CIA, FBI

Leaks from congressional probes of intelligence activities are compounded by former CBS, ABC newsmen Sam Jaffe's statements that others were involved; no hard evidence yet produced

Investigations into contacts between U.S. journalists and the nation's intelligence agencies—or outright employment of newsmen as agents or informants—produced a fallout of assertions and innuendo last week, although few hard facts.

■ The *Washington Post* reported that a draft report of the House Intelligence Committee headed by Representative Otis Pike (D-N.Y.) says "15 television, radio, newspaper and magazine companies cooperated with [the Central Intelligence Agency] in arrangements whereby the CIA agents 'wrote nothing at all,' although five of them were supposed to be representing organizations of 'major general news impact.'"

■ Former CBS and ABC newsmen Sam Jaffe, now a freelance in Washington, said he had told Senate and House intelligence investigators that he cooperated with the Federal Bureau of Investigation while in the employ of both news organizations.

In an interview with BROADCASTING, Mr. Jaffe alluded to the existence of a Nixon White House list of journalists who had cooperated with the CIA, and said he understood it contained the names of CBS's Walter Cronkite, NBC's John Chancellor and ABC's William Sheehan, among others.

Responded Mr. Cronkite:

"I have never knowingly had any contact with the CIA in any capacity whatsoever except as a reporter seeking information. I have never knowingly been briefed or debriefed by that organization. Nor have I worked in any capacity, paid or unpaid, with the FBI or any other intelligence organization. The entire idea of newsmen serving as government informants is abhorrent to me. The practice is a clear violation of journalistic ethics and can only serve to impede the collection and free flow of information."

Mr. Sheehan, now the president of ABC News, denied "without qualification" that he was now or had ever been associated with the CIA, either "paid, unpaid, ad hoc or otherwise." He told BROADCASTING that he became disturbed about allegations of newsmen involvement after reports that CIA Director William Colby had admitted such arrangements in executive session before the Pike committee last November. He subsequently received written assurances from Mr. Colby that the agency had never utilized "regular, full time staff members" of American general circula-

tion news agencies, and that "clearly includes such employees of ABC News," Mr. Sheehan acknowledged that assurance did not cover stringers, but said another letter from Mr. Pike said no ABC employee need be disturbed by any evidence in the hands of the committee.

President Richard S. Salant said CBS News over the years had "repeatedly" asked for and has been given assurances that "no one connected with CBS has been involved" with the CIA. He noted that "CBS News terminated its relationship with Mr. Jaffe in 1961—15 years ago. That action was taken on the determination by CBS News that his reporting, the procedures he followed and his general conduct fell short of CBS News standards."

Of the "CIA list" charge, Mr. Salant called it "as irresponsible and outrageous as it is false ... My confidence in Mr. Cronkite is as complete as my contempt for Mr. Jaffe is total."

Mr. Jaffe also said he had been told by the CIA that he would be hired as CBS's Moscow correspondent if he would agree to cooperate with the intelligence agency. He refused to do so, Mr. Jaffe says, noting that the job went subsequently to Marvin Kalb, "who had no journalism experience but had worked for the U.S. embassy in Moscow translating the Russian press." Mr. Jaffe says he thinks Mr. Kalb had contact with the CIA, and became convinced of it when Mr. Kalb "froze" when questioned on the subject.

Mr. Kalb, who has been confined to his home in Washington for five months with a herniated disc, said any suggestion that he had worked with the CIA "totally, outrageously untrue." Although mystified by Mr. Jaffe's statements on the subject, he related that he joined CBS in New York in 1957 and that he was chosen for the Moscow assignment in 1960 after correspondent Larry LeSeuer's visa application had been turned down by the Soviets. Mr. Kalb worked for the State Department in Moscow as a translator from January 1956 to January 1957, while doing research for a doctorate in Russian history.

NBC News Correspondent John Chancellor issued this statement regarding Mr. Jaffe's charge: "This is not only totally untrue—it's ridiculous. I have never done a thing formally or informally for either the CIA or the FBI."

Earlier in the week, ABC News was caught in another foreign policy crossfire when the *Post* reported that U.S. intelligence officials knew the identity of the killers of Ambassador Rodger P. Davies in Cyprus on Aug. 19, 1974, based on the network's newfilm. ABC said it knew nothing of the episode and denied providing either original film or outtakes to the government.

The *Post* story—based on a still-secret report of the House Intelligence Committee—said that eyewitness reports of the assassination were "corroborated by ABC news film never shown publicly." ABC, on the other hand, said that "we aired the story" and "never showed the films on the side—either outtakes or those aired."

Court upholds right of FCC to continue licenses beyond three years during a renewal hearing

KRON-TV case was at issue; challenger says extension was unfair

The FCC's practice of continuing in effect the license of a station in a renewal hearing until that hearing is concluded—even if that means the station operates another three-year period without a license—was affirmed last week by the U.S. Court of Appeals in Washington.

The court ruled on an appeal brought by the Committee for Open Media and involving Chronicle Publishing Co.'s KRON-TV San Francisco. The station's 1968 renewal application had been designated for hearing on charges brought by two former Chronicle employees and was not finally renewed until May 9, 1973. Two weeks later, the commission dismissed a petition to deny the 1968 renewal that COM had filed on Nov. 1, 1971.

COM, in seeking reconsideration of that dismissal and later in its appeal to the court, contended that the commission had violated the Communications Act in granting a license for more than three years and that the absence of a second application had prevented it from filing particularized objections to renewal and had effectively immunized the station from scrutiny and competition.

The three-judge panel, however, in a unanimous opinion written by Judge Spottswood W. Robinson III, rejected the contentions. It said that while the commission may not grant a license for more than three years, the Communications Act expressly authorizes—indeed compels—it to continue a license in effect "pending any hearing and final decision on" a renewal application "and the disposition of any petition for re-hearing."

Cable seeks second victory on fees, says FCC regulation no benefit

The National Cable Television Association, which won the last time it took the FCC to court in a fight over fees, sought to persuade a U.S. Court of Appeals last week it should make it two in a row.

NCTA, through its counsel, Charles S. Walsh, told a panel of the appeals court in Washington that the commission erred, in 1975, in including in its new fee schedule an annual fee for cable television operators. He based his argument in large part on the decision in the Supreme Court case

NCTA won two years ago. The high court held that the commission had violated the statute authorizing the imposition of fees by seeking to recover 100% of its expenses instead of basing fees on value to the recipient.

Mr. Walsh argued that cable operators derive no identifiable benefit from payment of the annual fees, now set at 13 cents per subscriber. Commission regulation of cable systems, he said, benefits (1) broadcasters, whom cable regulation is designed to protect, and (2) the public. Cable systems, he noted, were operating long before the commission began regulating them 10 years ago.

The commission has argued that its 1975 schedule was designed with the high court's directive concerning value to the recipient in mind. But two judges on the panel, Roger Robb and George E. MacKinnon—the third was Raymond J. Broderick, a district judge from Pennsylvania—picked up on Mr. Walsh's argument in questioning the commission's counsel, Jack D. Smith.

"Why should cable operators who never came to you [the commission] pay? What benefit do they receive?" Judge Robb asked. "There isn't a vesting of some physical right in cable operators; they had it," said Judge MacKinnon, adding: "You just stepped in and said that to continue operating, you have to pay."

The benefit cable operators receive, Mr. Smith said in reply to Judge Robb, is "the right to carry signals. Without a certificate of compliance from the commission they can't operate; they can't stay in business." And in response to Judge MacKinnon, Mr. Smith equated the annual fees the commission charges with the license fees that states charge motorists for the right to drive. "There is no reason why the FCC can't charge a fee for the service of permitting a cable operation," he said.

The court also heard arguments in appeals the consumer products division of the Electronic Industries Association and AT&T, 13 of its affiliated companies and a number of other common carriers have taken from the 1975 fee schedule.

The counsel for the EIA unit, J. Edward Day, argued that the manufacturers who are required to pay a fee with applications for certification that the radio and television sets they manufacture meet technical standards were deriving no benefit from the commission as a result and consequently, he said, the fees were illegal.

Counsel for the common carrier interests, Hugh D. Moulton, appeared to arouse the judges' interest when he said the carriers' fees accounted for 93% of the commission's activities in regulating common carriers, and 100% of the costs involved in common-carrier ratemaking.

Broadcasters are not appealing the 1975 schedule. But some of them, including the National Association of Broadcasters, are among some 70 parties appealing the commission's refusal to refund fees paid under the previous schedule that the Supreme Court said was invalid when cable operators received refunds as a result of the high court decision.

FCC gears up for rewrite of rules for radio networks

Affiliation agreements—area Wiley says is 'ripe' for re-regulation—will get heavy going-over as commission starts on rulemaking

Thirty-odd years ago, "networks," in broadcasting, meant radio networks. They were the dominant force in the industry, and the rules the FCC adopted to deal with networks reflected that fact. Over the years, radio networking has changed drastically, but radio network rules remained essentially the same. Now, they too are in for change.

The commission last week decided to subject those rules to a full-scale inquiry to determine whether they should be retained, modified or abolished.

The decision was triggered by several items relating to radio networks that the chief of the network study office, John Bass, submitted to the commission for consideration last week. One item was a notice of inquiry and rulemaking dealing with radio network affiliation matters.

To Chairman Richard E. Wiley, the item suggested an area—radio network affiliation matters—that was, he said later, "ripe for re-regulation." He and other commissioners wonder whether the rules are needed at all, in view of the changes that have occurred in the last 35 years. Accordingly, Mr. Bass was asked to redraft the item in a form in which the eight rules and one policy statement dealing with radio network affiliations could be fully explored.

For instance, one rule has been swallowed up in the multiple ownership rules; it bars a network from owning two radio stations in the same market. A second part of the rule bars networks from owning a station in an area where existing AM stations are so few that such ownership would restrain competition.

Most of the rules are designed to prevent radio networks from dominating their affiliates, and seem, to the commissioners, less important today than they might have been in 1941. One protects a station's right to carry the programs of more than one network; another, its right to reject programs of the network with which it is affiliated. Other rules limit to two years the length of affiliation agreements, and to three hours in any four-hour segment the amount of time affiliates can option to network. One prohibits networks from exercising any control over a station's rates for the sale of nonnetwork time.

One rule the commission enforces that causes headaches for the companies now engaging in multinet network operations prohibits a company from feeding material to two stations in the same area if they car-

ry it simultaneously. And a small market policy adopted in 1969 as a result of Mutual Broadcasting's complaint about ABC's multinet network operations limits a company to one AM affiliation in four-station markets and to two in markets of five stations.

One radio network rule on the books is different from others in that it is designed to limit a station's control over a network, and as a result seems likely to be retained. It limits the extent to which a network may grant a station territorial exclusivity.

The draft notice of inquiry is to be ready for commission consideration by Feb. 5. And in the meantime, the commission deferred action on a Mutual complaint regarding the audio services of AP and UPI. Mutual is urging the commission to declare those services conventional radio networks and subject to the commission's rules.

And in another related matter, the commission waived its small-market policy to permit KNIE(AM) Cheyenne, Wyo., and KEYY(AM) Provo, Utah, to affiliate with ABC despite one other ABC affiliate in each market. The commission also granted a limited waiver to the Texas State Network for itself and its Continental News Service.

Straus ruling will make it tougher for Wiley's plan to lift fairness

Footnote to WMCA court decision says doctrine is 'statutory'

Straus Communications Inc.'s assault on the constitutionality of the FCC's personal attack rule has had an unlooked-for result. The U.S. Court of Appeals in Washington, in ruling that the commission erred in concluding that Straus's WMCA(AM) New York violated the rule, not only did not deal with the constitutional issue (BROADCASTING, Jan. 19). It weakened, perhaps fatally, the already poor prospects for the imple-

mentation of FCC Chairman Richard E. Wiley's proposal for suspending the fairness doctrine for radio stations in a number of large markets.

The damage—recognized as such by Chairman Wiley—was done in a footnote backgrounding the fairness doctrine, which incorporates the personal attack rule. It says that the doctrine "received explicit statutory enactment, in the 1959 amendments" to the equal time law.

The chairman's proposal to suspend the doctrine has generated considerable debate over whether the doctrine was "statutorily mandated" by Congress when, in exempting certain types of programs from the equal-time law, it said broadcasters are not relieved from the obligation "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

If it were "statutorily mandated," then the commission could not suspend the doctrine without authorizing legislation. And the Washington appeals court—the same one that would hear an appeal from a suspension of the doctrine—expresses its view that the doctrine was explicitly enacted into law.

Chairman Wiley said he still intends to submit his suspension proposal to the commission sometime in the spring. But he said that although the footnote is in the form of court "dicta" and not a ruling, it creates "another hurdle" for a proposal already confronting a number of them. At one point, he said the footnote "means the proposal will require legislation; it essentially will kill it."

The hurdles previously known include the fierce opposition of Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who has denounced the proposal, and the opposition to it that Chairman Wiley says exists among some of his colleagues.

As for the main thrust of the ruling remanding the personal attack case to the commission, commission members and staff do not regard it as likely to have a major impact on their administration of the rule. In fact, the staff feels the commission can in the future apply the rules as it attempted to do in the WMCA case.

'Times' disputed on its version of Ford message in 'Broadcasting'

A Jan. 21 *New York Times* report that the inclusion of references to cable television in a presidential message to BROADCASTING led the magazine to publish an editorial critical of the President has been described by Sol Taishoff, editor of BROADCASTING, as "wrong, both in thrust and particulars."

The *Times* account, attributed to "several government officials," said that BROADCASTING "asked President Ford to make a statement for one of its special editions and then wrote an editorial criticizing the President after the White House

refused to delete an indirect reference to the promise of cable television."

Though the *Times* did not say so, the editorial appeared in BROADCASTING's Jan. 5 issue, which contained an extensive special report on "The First Amendment and the Fifth Estate." In the same issue the text of the President's message was reproduced, and a news story describing it was published.

Mr. Taishoff took issue with the *Times* story in a letter to the editor of the newspaper. The presidential message, he said, originated in a request the magazine made

In Brief

■ FCC has formally approved **sale of Washington Star Communications Inc.** to Texas banker Joe L. Allbritton. Order was anticipated in instructions given to staff last month (BROADCASTING, Dec. 22, 1975); requires Mr. Allbritton to comply with crossownership rules within three years. He is expected to retain *Washington Star* and sell WMAL-AM-FM-TV there; he will also have to sell one of WSCI's Lynchburg, Va., stations, WLVA-AM-TV, and he will retain its WCIV-TV Charleston, S.C. ■ FCC has **postponed oral argument** in Boston channel 7 case, in which two competing applicants are attempting to supplant RKO General as licensee of WNAV-TV. Commission wants to resolve petition filed by one of competitors to have RKO's attorney's, Pierson Ball & Dowd, disqualified from case because former FCC Chairman Dean Burch, who voted in proceeding when on commission, is member of firm. ■ U.S. Court of Appeals in Washington has **denied Don Burden's request** for remand or rehearing of case in which court upheld FCC order denying him renewal of all five of his broadcast licenses (see story, page 28). ■ FCC has **set for hearing** licenses of WAIR(AM)-WSEZ-FM Winston-Salem, N.C., and fined stations up to \$10,000 each on charges of fraudulent billing and misrepresentation. ■ FCC administrative law judge has **denied Oil Shale Broadcasting Co. renewal** of license of KWSR(AM) Rifle, Colo., for falsified operating-log entries, failure to perform EBS tests and prearranging results of promotional contest. ■ **Sale of KEEN(AM)-KBAY(FM)** San Jose, Calif., from United Broadcasting Co. to Affiliated Publications Inc., owner of *Boston Globe* for price reportedly in area of \$3.5 million has fallen through because of competing application for KBAY frequency filed by San Jose citizen group (BROADCASTING, Oct. 27, 1975). ■ Senate Commerce Committee, following example of House Investigations Subcommittee last year (BROADCASTING, Aug. 18, 1975), has **sent questionnaire to commissioners of seven agencies**, including FCC and Federal Trade Commission, asking for details of government-financed travel, speaking honorariums, agency meetings missed. ■ CBS claims that more people (estimated 73 million) watched Jan. 12 **Super Bowl X** than any other televised football contest. Figure is based on 42.3 rating and 74 share, household base of 696,000 per rating point. ■ **International Radio and Television Society's** 1976 Gold Medal will go to NBC, on occasion of network's 50th anniversary, marking first time company, rather than individual, has been honored with IRTS award. ■ **Taft Broadcasting** nine-month report shows its broadcasting division contributed \$14,186,285 of company's total \$18,048,039 in sales in third quarter; \$36,407,829 of \$77,274,645 in nine months, both records for division. After-tax profits for company are \$9,557,726, off about 9% from comparable year-ago figures, attributable to nonrecurring gain and increased interest rates, Taft said. ■ Arbitron's fall 1975 "Television Census" shows **CATV penetration is up** to 9.5 million households, 13% of all households and increase of more than 800,000 households compared to year-before figures. In same period, TV households grew to 70.5 million, up 1.8 million.

Headliners



Goodman



Taft



Rogers

■ **Julian Goodman**, chairman and chief executive officer, NBC, was chosen last week as recipient of National Association of Broadcasters 1976 Distinguished Service Award, to be presented in March at Chicago convention. ■ **Dudley S. Taft**, executive VP, Amusement Park Group, Taft Broadcasting Co., and son of late company president Hulbert Taft Jr., named president and chief operating officer of Taft. He succeeds **Lawrence H. (Bud) Rogers II**, who retires from firm effective April 1 ("Closed Circuit," Nov. 10, 1975). Mr. Rogers will remain on Taft board and serve as consultant.

for a presidential letter "addressing the connection between broadcasting and the First Amendment in the Bicentennial year," the theme of the special report then in work for the Jan. 5 issue.

In response, the White House delivered a message from the President acknowledging "the contribution which the broadcasting industry has made in extending and enhancing the process of free and open expression in our society," referring to the promise of further technological advances, but containing no mention of the First Amendment.

Explaining that "we expressed our disappointment to the White House aides who had been involved in the project up to that time," Mr. Taishoff said the magazine's editors submitted a draft of a suggested First Amendment reference for insertion in the President's message.

Subsequently another message was delivered by the White House, Mr. Taishoff said. "This eliminated an original reference to future development of 'broadband' communication, for reasons still unknown to us, but left the first version otherwise undisturbed," said Mr. Taishoff.

It was then that BROADCASTING editors elected to reproduce the President's text, describe it in a news story and, in the same issue, editorialize. The editorial attributed the omission of First Amendment references to White House "ghosts" who "carefully avoided any First Amendment references and seemed to search out ways to needle broadcasters by not conceding broadcasting journalism's parity with the printed press."

In his letter to the *Times*, Mr. Taishoff said that "we continue to believe" that Mr. Ford's advisers have "done him a disservice."

Another step on way to sunshine policy

House subcommittee approves bill that would require FCC, FTC, other agencies to meet publicly

A bill to open agency proceedings to the public is closer to passage this year than at any time in the four or five years it has been pending in Congress. The Senate passed a "sunshine" bill last November (BROADCASTING, Nov. 10, 1975) and last week the House Government Operations Subcommittee on Government Information and Individual Rights voted unanimously in favor of a similar version.

The bill passed by the House subcommittee would affect multi-headed agencies, including such regulatory agencies as the FCC and Federal Trade Commission, and would require that all meetings be open save for those that involve national security, internal personnel matters, trade secrets, matters that if made public would be invasions of personal privacy, accusations of crime, law enforcement records, records that if made public would lead to financial speculation and information pertaining to civil actions.

Pastore's last year will be a busy one for communications

On his subcommittee agenda: EEO and public broadcasting, UHF quality, cable legislation, violence on television, DST

Discrimination in public broadcasting, UHF-VHF parity, FCC reform and oversight, satellites, TV violence and cable regulation are the priorities Senator John Pastore's (D-R.I.) Communications Subcommittee has set for itself this year, according to a subcommittee staff document released last week. Noticeably absent on the list is license renewal legislation, which occupied so much of the subcommittee's time two years ago, and legislation to abolish the fairness doctrine, which the subcommittee apparently has let drop after holding several days of hearings last year (BROADCASTING, May 5, 1975).

The list of priorities at midweek last week had not been approved by Commerce Committee Chairman Warren Magnuson (D-Wash.), so technically it was not final. But it was not expected that he would alter it.

The priority items in the order they appear on the staff draft are as follows:

- An examination of complaints that public broadcasting hiring and programming discriminates against minorities (BROADCASTING, Nov. 17, 1975). The investigation may lead to legislation.

- Finding legislative remedies to improve transmission and reception of UHF signals. Senator Pastore has a particular interest in this because most public broadcasting stations are on UHF channels. It is not likely, however, that new major legislation will be drafted and passed in this session, a committee aide said last week. Instead, the subcommittee will try to tie this issue in with a pending bill authorizing funds for broadcast educational facilities.

- The subcommittee has already begun work on legislation it classifies under the heading of FCC regulatory reform. It held hearings on two bills last week (see story, this page), one dealing with conflict of interest at the FCC, another enlarging the commission's authority to use fines to enforce its rules. It plans work on a third bill that would enlarge the commission's authority to deal with common-carrier rate changes.

- Under the heading of FCC oversight, the subcommittee is in a wait-and-see posture toward the FCC's ruling exempting candidate debates and news conferences from the equal-time provision of the Communications Act. Senator Pastore disagrees with the FCC's judgment, but will await the outcome of two appeals to the ruling, one by Representative Shirley Chisholm (D-N.Y.), the other by the

Democratic National Committee, before deciding what to do next. Also under oversight, the subcommittee plans to review the coordination, or lack of it, between government agencies in formulating telecommunications policy.

- Also on hold is possible involvement by the subcommittee in international satellite policy. The subcommittee is waiting for the Office of Telecommunications Policy to take initiative here with the draft of legislation.

- The subcommittee has not decided yet whether to undertake hearings on television violence, although the subject is listed as a priority for 1976. The staff draft says merely that the subcommittee is watching the ongoing research in the field and the progress of the National Association of Broadcasters-imposed family viewing period.

- "Extensive hearings" are planned as soon as the subcommittee receives legislative proposals for the regulation of cable television. Proposals have been promised by both the OTP and the FCC. Again the subcommittee's posture is wait-and-see.

- The subcommittee has taken notice of the boom in popularity of Citizens Band radio and of the FCC's difficulties in coping with an ever-increasing flood of CB applications. It has decided it will take a look at what Congress might do to give the FCC some legislative help or guidance in dealing with CB.

- Experimentation with daylight savings is another project the Commerce Committee has already begun. The staff report promises legislation soon that will permanently extend daylight savings to eight months a year.

- Finally, the committee has a full plate of nominations to confirm, although most of the names have not been selected yet. It anticipates seven nominations this year to the board of the Corporation for Public Broadcasting, three to the board of Comsat, and a successor to FCC Commissioner Glenn O. Robinson, whose term expires this year.

No mention is made in the staff report of plans to resume hearings on two bills introduced last session that would abolish the fairness doctrine. Senator William Proxmire (D-Wis.) has for months tried to keep alive the bill he introduced, regularly peppering the Congressional Record with comments in support of it. Last week, for example, he said he thinks broadcasters

have a duty to present news coverage of controversial issues, but that "there are two kinds of duty: that required by a moral obligation and that required by a legal obligation. To make news coverage a legal obligation flies in the face of the First Amendment."

But Senator Pastore, for one, strongly opposes the Proxmire proposal and indicated last week he has little interest in reopening the hearings.

Nor was there mention made in the staff list of a license renewal bill, which Senator Pastore insists must begin in the House. House Communications Subcommittee Chairman Torbert Macdonald has committed himself to hearings on renewal legislation this year, but has not yet placed them on his agenda.

That agenda has taken tentative shape, with plans to begin FCC oversight hearings in February, cable television hearings in late March, family viewing and TV violence hearings in April. The House subcommittee will undertake its own examination of satellite policy and international telecommunications in hearings in April or May, followed by hearings on CPB employment practices. Then in May it will hold hearings on FCC reform, keying on a bill Mr. Macdonald introduced last session (BROADCASTING, June 23).

FCC wants power to fine cable, seeks increase in all penalties

Wiley urges Pastore subcommittee to pass two other bills, too; one to reduce conflict-of-interest restrictions, other to allow translators to originate programs

FCC Chairman Richard Wiley went before the Senate Communications Subcommittee last week seeking passage of three bills requested by the commission, one of which would enable the agency to fine cable systems for violation of FCC rules and would raise the limits on fines for broadcasters and others the commission regulates.

A second bill would relax the conflict-of-interest law affecting ownership by commissioners and commission staff of stock in communications-related businesses. The third would enable broadcast translator stations to originate limited amounts of programming.

Mr. Wiley told Subcommittee Chairman John Pastore (D-R.I.) that without authority to fine cable systems the only tool the commission has to enforce its rules on cable systems is the cease-and-desist proceeding. If a cable system ignores an order to stop an illegal practice, he said, the Justice Department has to be called in to prosecute the violator.

Accordingly, the forfeiture bill, S. 2343,



Relocation. WHP-AM-FM-TV Harrisburg, Pa., has moved into a new, \$1.5-million broadcast center at 3300 North Sixth Street. Among those attending housewarming parties: Richard S. Salant, CBS News; Robert D. Wood, CBS-TV; Sam Cook Digges, CBS Radio.

would give the commission the same authority over cablecasters that it has over broadcasters to impose fines for violations. The bill would also double the maximum fine the FCC can levy on broadcasters, common carriers and cablecasters to \$2,000 for a single offense and \$20,000 for multiple offenses. For nonbroadcast radio stations—land mobile and citizens band, for example—the maximum fine for multiple offenses would be raised from \$500 to \$5,000.

The bill would also extend the time available to the FCC for issuing a notice of apparent liability to a licensee after the discovery of an infringement, for both broadcast and nonbroadcast operators. Under the bill, the commission would have until the expiration of a broadcaster's license, in other words up to three years, to impose a forfeiture. The time limit now, one year, is inadequate, Chairman Wiley said, because most violations are not exposed until the commission reviews a station's renewal application. "Where, for example, the commission discovers misconduct occurring more than a year earlier," he said, "we have only the alternatives of doing nothing or revoking the license."

The bill would extend the time for issuing notices of apparent liability to nonbroadcast licensees from the present 90 days to one year.

Further, the bill would give the FCC authority to impose fines on unlicensed operators—Mr. Wiley made special note of CB operators—instead of having to resort to judicial action, the only enforcement mechanism currently available to the commission.

The FCC chairman will encounter little resistance in the Senate Commerce Committee to this bill, an aide said last week, but Mr. Wiley was told at the hearing that another of the legislative proposals, one to loosen the conflict-of-interest restrictions on FCC commissioners and employees, would not be pursued in this session.

Under current statute, FCC commissioners and employees are prohibited from having financial interests in companies that manufacture radio and television equipment, in broadcast companies, in companies that sell to the former two or in companies that own stocks or securities in the former two. They are also prohibited from owning stocks in companies that are subject to FCC regulation. That last prohibition "sweeps with much too broad a brush," Mr. Wiley said. "A literal application of [the statute] would preclude commissioners and commission employees from owning stocks, bonds or other securities of any corporation which holds even a single commission radio license for perhaps a delivery van or a corporate airplane . . . Given such a broad application, it is difficult to conceive of a security which commission personnel could purchase."

The bill, S. 2846, would make clear that commission employees can own shares of companies whose use of radio is merely incidental to their primary business, of companies whose relationship to broadcast companies is remote and of mutual funds

whose holdings are not concentrated in broadcasting companies, cable systems, common carriers and communications manufacturers.

The bill was opposed at the hearings by former FCC Commissioner Nicholas Johnson, and by Senator Pastore, who said "we're not ready to liberalize" the conflict-of-interest rules. He suggested the commission might try again after his retirement from the Senate at the end of this session.

The third bill, S. 2847, would authorize broadcast translators to originate limited amounts of local programming, and would permit FM radio translator stations to operate without a licensed operator. Translators are low-power broadcasting stations that retransmit television and FM signals to communities that otherwise cannot be reached. Chairman Wiley and Leon Knauer, counsel to the National Translator Association, argued that translators should be permitted to originate programming so they can generate enough revenues to support themselves and so they can broadcast local emergency information.

The Commerce Committee will mark up the translator bill and the forfeiture bill sometime after February 15, the cutoff date for submissions to the hearing record.

No growth turns into some growth for FCC in Ford's fiscal '77 budget

Despite earlier threats to hold agencies to '76 levels, commission gets small raise, enough to provide for increase of 19 employees

President Ford relented last week and lifted the lid a bit on the spending he would permit the FCC and other regulatory agencies to do in fiscal year 1977. The \$394.2 billion budget he sent to Congress contains \$51,448,000 for the FCC, \$735,000 more than Congress provided for the agency in fiscal year 1976, which ends June 30. That will enable the commission to add 19 positions to its roster, and that will be about 19 more than the commission had expected.

Although the 19 positions are better than none, they are a far cry from the 305 the commission had hoped for last fall, when it proposed an appropriation of \$59 million to the Office of Management and Budget, or even the 68 positions that the \$3.5 million increase OMB had originally suggested would have provided.

The White House passed the word in December to the independent agencies that the President would allow them "no growth" (BROADCASTING, Dec. 8, 1975). Immediately, the commission and other agencies appealed to the White House, a tactic that proved more successful for some agencies than for others.

The Federal Trade Commission, for in-

stance, would receive \$52,833,000 under the 1977 budget, \$5 million more than it received last year. The bulk of the increase would provide for one-shot expenditures; but the agency would still be able to add 30 positions to its payroll.

Other agencies also did better than the FCC. The Federal Power Commission would receive some \$5 million more in 1977 than the \$36.5 million it received in 1976, and the new funds would provide for 60 new positions. But some agencies, while getting more funds this year than last, will actually lose positions. The Interstate Commerce Commission, for instance, would receive \$54.6 million under the new budget, \$5 million more than it received last year, but it is budgeted for 22 fewer positions.

The President's budget also has a new column of figures this year. It is headed "TQ" and stands for transitional quarter. It accommodates the government shift from a July 1 to an Oct. 1 fiscal-year starting date. The commission would receive \$12,636,000 for the three-month period under the President's budget.

The 19 new positions the budget would allow the commission would bring the total number of commission positions to 2,119. The new positions would be spread fairly evenly among various commission activities; four would be used in the Broadcast Bureau, six in the Common Carrier Bureau, three in the Safety and Special Radio Services Bureau, two in the Cable Television Bureau, three in the office of plans and policy, and one in the chief engineer's office.

FCC Chairman Richard E. Wiley has been formulating a plan for improving the efficiency of the agency's operations, which has taken on added significance with the President's decision to restrict, if not halt, the commission's growth. The plan calls for a program review analysis, and would be designed to provide a means for evaluating the commission's regulatory objectives and its effectiveness in achieving them (BROADCASTING, Jan. 12). The process could result in the reallocation of personnel, as some programs are eliminated or cut back.

Among other agencies of interest to broadcasters and cable television operators, the Office of Telecommunications Policy, like other executive branch agencies, suffered the consequences of an economy drive. It would receive about \$300,000 less than the \$8,500,000 Congress provided for it in fiscal 1976. Much of the decrease results from the elimination of an item for support of the committee working on policy to protect privacy. But there would be a reduction in the size of OTP—from 48 to 41 positions—and that appears to indicate a slowing of activity in some areas in which it had been involved. The budget provides \$648,000 for domestic policy analysis, for instance, about \$200,000 less than was allocated for that activity last year.

The largest item in the OTP budget—spectrum management—would require \$5,196,000, some \$400,000 more than was provided for it in 1976. The funds

would be paid to the Office of Telecommunications in the Department of Commerce, for its support in that activity.

The Justice Department's antitrust division, which is continuing to play an active role in FCC affairs, particularly in its effort to break up multimedia combinations, would also be strengthened under the budget. The President is seeking \$23,426,000 for the division.

As for public broadcasting, the President's budget was overtaken by events. It provides for a three-year authorization ranging from \$70 million in the first year to \$80 million to the second and \$90 million in the third. Funding legislation signed by the President authorizes payments over a five-year period that range upward from \$88 million in the first year to \$160 million in the fifth, which must be matched 2.5 to one by CPB from private sources (BROADCASTING, Jan. 5).

The President is running into trouble in Congress also in connection with his proposals for grants for public broadcasting facilities—equipment and construction of stations. He had proposed cutting back to \$7 million the \$12.5 million Congress appropriated for that activity in fiscal 1976, but the House Appropriations Committee has voted to reject the reduction, and only one house need veto a rescission. What's

more, while the President's budget proposes \$7 million for educational broadcasting facilities in 1977, the House last week approved \$37.5 million. The Senate Commerce Committee will soon take up the Senate version of the bill, which is also expected to provide for substantially more than the administration requested.

The Voice of America—U.S. Information Agency's broadcasting service—would receive \$67,271,000 under the President's budget, almost \$5 million more than was provided for it last year. USIA's motion picture and television services would receive \$10,042,000, about \$500,000 less.

A sharp reduction is in store for the radio services whose mission is to reach into Eastern Europe. The Board of International Broadcasting, which supervises the operations of Radio Free Europe and Radio Liberty, would receive \$53,385,000, about \$10 million less than Congress provided for them last year.

EBS changes, but not the ones some wanted

The scope of the Emergency Broadcast System has been widened by the FCC to

provide for use at state and local levels.

Under the new system there is a single EBS control center public safety officials can contact to inform the other EBS stations. This new plan for alerting the public to natural and man-made disasters will "vastly improve ... the speed and reliability of such life saving warnings," the commission said.

In a separate action the commission refused requests by the National Association of Broadcasters and the Louisiana Association of Broadcasters to postpone the April 15 deadline for the installation of the new two-tone EBS attention signal system (BROADCASTING, Jan. 5).

The FCC said it could see no problems regarding the availability of the new equipment as NAB had suggested, and said a delay would not be fair to the more than 1,500 licensees that already purchased the new systems. The commission also noted that a postponement would "delay compliance into or beyond the Midwest tornado season."

Chairman Richard Wiley and Commissioner James Quello disagreed with the decision, saying that "because of the apparent confusion surrounding" the new equipment, "a brief extension of time in which to comply" should have been granted.

No use. FCC has formally terminated rulemaking looking to rule governing consultancy agreements between citizen groups and broadcasters with conclusion that rule is not needed. Commission, as expected (BROADCASTING, Dec. 15, 1975), said general principles in its Dec. 10, 1975, policy statement concerning general agreements between groups and stations apply also to consultancy agreements.

Biggest yet. National Association of Broadcasters enters 1976 with record total of 5,083 radio, TV and associate members, 238 more than at beginning of 1975. Association now has 2,480 AM members, 1,711 FM members, 540 TV members, 344 associates and eight networks.

London date. Herbert S. Schlosser, NBC president, will be first American speaker ever to address "BBC Lunch-Time Lecture" series. Mr. Schlosser's talk—"Broadcasters in a Free Society: Common Problems, Common Purpose"—will be delivered Feb. 12, at BBC Broadcasting House in London before audience of BBC personnel and invited guests. Closed-circuit television will beam his remarks to other BBC offices in England.

Going national. Washington Post Writers Group is syndicating writer-broadcaster Sander Vanocur's twice-weekly television column. Twenty-eight newspapers plus Gannett chain have signed so far. Rates range from \$4 per week for those with circulation under 25,000 to \$50 for those above 600,000. Right of first refusal is given to newspapers carrying shared *Washington Post-Los Angeles Times* newswire and other *Post* columns.

Media Briefs

Recognition. American Revolution Bicentennial Administration has established program to acknowledge and encourage special Bicentennial efforts by media. Called National Media Recognition Program, it is open to any organization, regularly offering news, features, programs, public service, etc. When recognized, organization receives Bicentennial flag, ARBA certificate, authorization to use national bicentennial symbol and is asked to name continuing liaison with Bicentennial groups. For applications: *Herbert E. Hetu, assistant administrator for communications and public affairs, ARBA 2401 E Street NW, Washington.*

In clear. FCC has renewed license of WEAU-TV Eau Claire, Wis., which had been fined \$1,000 in 1974 by administrative law judge for network clipping. Commission reviewed station's record since January 1975 and granted full renewal—to Dec. 1, 1976. Also granted renewal was WPTR(AM) Albany, N.Y. Tri-City Broadcast Coalition had petitioned to deny saying WPTR discriminated against blacks and hadn't accurately determined needs and interests of black and poor people.

Brown vs. KNBC. Former KNBC(TV) Los Angeles field reporter Bruce Brown has filed \$1-million racial discrimination suit against NBC in federal court there. Mr. Brown claims he wasn't given opportunity to compete for KNBC anchor position (formerly held by WNBC-TV New York newsmen and host of NBC-TV's *Tomorrow*,

Tom Snyder) because he's black.

Gordon's troubles. Jacob John Gordon, whose declared candidacy for Republican nomination for President was cited by CBS and NBC as reason for not carrying speech by President Ford on Oct. 6, was found guilty in federal court in Boston of assaulting two internal Revenue Service Officers and of attempting to rescue seized property. CBS and NBC had turned down White House request that they carry speech on ground that, since Mr. Gordon was a declared candidate, they might be required to give him equal time (BROADCASTING, Oct. 13, 1975). ABC carried speech and later rejected Mr. Gordon's request for time.

All media now. Multimedia Inc., Greenville, S.C.-based station-group owner and newspaper publisher, has sold last of its nonbroadcast, nonnewspaper interests—two trucking firms and film service company—for under \$400,000. Multimedia owns seven AM's, four FM's, four TV's and six newspapers.

Arrangement with Japan. Office of Telecommunications Policy, Washington, has announced broad program of cooperation and consultation with Japan's Research Institute of Telecommunications and Economics. Program, announced with release of correspondence between John Eger, acting director of OTP, and president of RITE, Kiyomi Yukihiro, includes exchange of researchers, convening of seminars to discuss mutual problems and participation of RITE's president in OTP/FCC-sponsored Airlie House Telecommunications Policy Research Conference, to be held next April.

Burden wants his stations back to sell them to blacks

He petitions court to remand case to FCC so it can allow him to give outlets to minorities at low prices; commission unimpressed

Don Burden, who faces loss of license for all five of his AM and FM stations, has devised a plan to salvage something from the wreckage. His idea is to capitalize on public and official concern about the lack of black ownership of broadcast stations. But he's getting a cold reception at the FCC.

The commission stripped Mr. Burden of all his licenses in January 1975 and granted one of them to a competing applicant after finding him guilty of a long list of rule violations and a lack of "requisite qualifications" to be a licensee. The U.S. Court of Appeals backed up that decision (BROADCASTING, Dec. 22, 1975).

Last month, Mr. Burden's attorneys asked the court to remand the case to the commission to allow it to authorize the sale of four of the stations (all but WIFE(AM) Indianapolis, the one granted to a competitor) "to qualified black owners."

The petition said sale of the properties—WIFE-FM, KOIL-AM-FM Omaha and KISN(AM) Vancouver, Wash.—at a price below what they would normally cost black owners would serve the public interest while avoiding the undue effect of a multimillion-dollar forfeiture and carrying out the "thrust" of the court's "repeated admonitions to the commission."

And if the court did not agree with that argument, the petition asked that the full nine-member bench rehear the case.

Coincidental with the filing of that petition, a black broadcaster, Don T. Dudley, of KYAC-AM-FM Seattle, contacted Mr. Burden about purchasing KISN. Later, Mr. Dudley wrote the commission, noting his interest in the station and expressing concern over the effect on KISN's economic viability or the protracted proceeding that would result if the KISN frequency were thrown open to competing applicants.

But the commission has not been impressed. Its attorneys have made it clear to the court that the agency would "oppose the petition in all respects."

Commission officials doubt that any commissioner would vote for it. They say it would drastically weaken loss of license as a deterrent. They also said that restricting sale of the stations to blacks would be discriminatory.

Mr. Dudley and Mr. Burden have met with commission officials. But the commission's general counsel, Ashton Hardy, said the commission's position was "hardnosed."

Changing Hands

Announced

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

■ **KPAZ-TV Phoenix:** Sold by Glad Tidings Church of America Inc. to Trinity Broadcasting of Arizona for assumption of debts and liabilities of approximately \$2 million. Seller is nonprofit, nonstock, 90-member church with no other broadcast interests. Buyer is also nonprofit, nonstock organization which owns 100% of International Panorama TV Inc., licensee of KIXA-TV Fontana, Calif. KPAZ-TV is on channel 21 with 646 kw visual, 247 kw aural and antenna 2,143 feet above average terrain.

■ **KDTX(FM) Dallas:** Price of sale by Starr Broadcasting Group to Fairchild Industries Inc., previously reported to be "in excess of \$1 million" (BROADCASTING, Dec. 22, 1975), has been announced to be \$1,350,000.

■ Other sales reported at the FCC last week include: WCPH(AM) Etowah, Tenn.; KDOX(AM) Marshall, Tex. (see page 68).

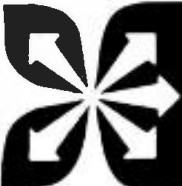
Approved

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

■ **WLWT(TV) Cincinnati:** Sold by Avco Broadcasting Corp. to Multimedia Broadcasting Co. for \$16.3 million. Avco, licensee of WLW(AM) Cincinnati, WRTH(AM) Wood River, Ill., and KYA-AM-FM San Francisco, is selling off its broadcast properties, of which one, WLWD(TV) Dayton, awaits FCC approval. Multimedia, based in Greenville, S.C., owns WFBC-AM-FM-TV Greenville; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII(TV) Winston-Salem, N.C.; KEEL(AM)-KMBQ(FM) Shreveport, La.; KAAV(AM) Little Rock, Ark., and WAKY(AM) Louisville, Ky. Multimedia also publishes daily newspapers in Greenville, S.C., Montgomery, Ala.; Asheville, N.C., and Clarksville, Tenn. WLWT is NBC affiliate on channel 5 with 100 kw visual, 10 kw aural and antenna 658 feet above average terrain.

■ **WSVA-TV Harrisonburg, Va.:** Sold by Gilmore Broadcasting Corp. to Shenandoah Valley Television Systems Inc., wholly owned subsidiary of Worrell Newspapers Inc., for \$3,150,000 plus \$100,000 noncompetition covenant. James S. Gilmore Jr. is principal in seller, licensee of WSVA(AM)-WQPO(FM) Harrisonburg; WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo., and WEHT(TV) Evansville, Ind. Charlottesville, Va.-based Worrell publishes 34 newspapers and has no other broadcast interests. WSVA-TV is ABC affiliate on channel 3 with 8.32 kw visual, 1.7 kw aural and antenna 2,130 feet above average terrain.

■ **WIBG(AM) Philadelphia:** Sold by Buckley Broadcasting Corp. to Fairbanks Broadcasting Co. for \$2,950,000. Seller is



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1-28

licensee of KOL-AM-FM Seattle, KKHI-AM-FM San Francisco and KGIL(AM) San Fernando, Calif. Buyer (Richard M. Fairbanks, 93%), is Indianapolis-based group owner that is licensee of WIBC(AM)-WNAP(FM) Indianapolis, KVIL-AM-FM Highland Park, Tex., WKOX(AM)-WVBF(FM) Framingham, Mass., and WRMF-AM-FM Titusville, Fla. WIBG is on 990 khz with 50 kw day, 10 kw night.

■ **WCFL-TV Chicago:** Construction permit sold by Chicago Federation of Labor and Industrial Union Council to Christian Communications of Chicagoland Inc. for \$850,000. Seller, federation of about 90 labor organizations, owns WCFL(AM) Chicago. Buyer is nonprofit, nonstock corporation with no other broadcast interests. WCFL-TV is assigned to channel 38 with 1,260 kw visual, 25.1 kw aural and antenna 1,210 feet above average terrain.

■ **KEZT-FM Dallas:** Sold by Crescent Communications Corp. to Service Broadcasting for \$750,000. Principal in seller is Robert Stuart, president. Principals in buyer are Hyman Childs (40%) and Arnold Boyd Kelly (30%). Mr. Kelly has interest in KBID-FM Wichita Falls, Tex., owns media brokerage firm there and along with Mr. Childs is buying KKDA(AM) Grand Prairie, Tex. (see below). KEZT-FM is on 104.5 mhz with 100 kw and antenna 390 feet above average terrain.

■ **WPAM(AM) Pottsville, Pa.:** Sold by Miners Broadcasting Service Inc. to Curran Communications Inc. for \$550,000. Principals in seller, which also owns WLSH(AM) Lansford, Pa., are executors of Kenneth F. Maguire estate (63.2%) and John W. Angst (36.8%). Buyer is owned equally by cousins, John J. and James J. Curran, Pottsville attorneys who are president and VP, respectively, of Minersville, Pa., bank and have coal mining and insurance interests. WPAM is on 1450 khz with 1 kw day and 250 w night.

■ **KKDA(AM) Grand Prairie, Tex.:** 75% of Republic Broadcasting Corp. sold by Alan D. Feld, Dee J. Kelly, Richard A. Gump and Charles Payne to Service Broadcasting, owner of remaining 25%, for \$450,000. Buyer is also acquiring KEZT-FM Dallas (see above). KKDA is 500 w daytimer on 730 khz.

For the other side

Three broadcasters are among those scheduled to testify when the Senate Antitrust Subcommittee reconvenes hearings Feb. 4 on the Competition Improvements Act, a bill co-sponsored by Subcommittee Chairman Philip Hart (D-Mich.) and member Edward Kennedy (D-Mass.) and designed to spur increased antitrust watchdogging by the federal agencies.

The broadcasters are Jack Schneider, president of the CBS Broadcast Group; Leo Beranek, president and chief executive officer of WCVB-TV Boston, and Willard Schroeder, president and general manager of WOTV(TV) Grand Rapids, Mich. They are expected to devote some

of their remarks to a rebuttal of testimony by earlier witnesses who argued for abolition of the FCC's restrictions on pay-cable access to feature motion pictures (BROADCASTING, Dec. 15, 1975).

Hollywood man sues over Section 315

He says FCC and broadcasters are stopping working actors from entering political arena

Jerry Fogel, a television actor who expects to be a congressional candidate, has sued the FCC, the television networks and Metromedia over the commission's interpretation of the equal-time rule and the broadcast industry's acceptance of the commission's stance.

Metromedia, Mr. Fogel said, is being sued because it required him to sign a five-year commitment not to seek office before finalizing plans to have him as host for a game show pilot. When he refused to commit himself, he said, the offer was rescinded.

The suit—filed in U.S. District Court in Los Angeles—claims that the present interpretation prevents working actors from seeking political office. According to Mr. Fogel, broadcasters are not willing to use an actor whose appearance would oblige them to give time to political opponents.

Mr. Fogel, who has appeared on various network series and was featured on NBC's *The Mothers-In-Law* from 1967-69, intends to be a Republican candidate for the U.S. House of Representatives from the district which includes Hollywood.

His suit asks the court to exclude non-political activities from the requirements of Section 315. Former California Governor Ronald Reagan, a presidential aspirant, fell subject to equal-time provisions when the FCC ruled that reruns of his movies are subject to equal time (BROADCASTING, Dec. 15, 1975).

Mr. Fogel said he doesn't expect to file for legal candidacy in California until the March 12 deadline, in case a job "should come in."

WXPB will pay fine, but sticks to guns

The University of Pennsylvania, licensee of WXPB(FM) Philadelphia, has agreed to "continue to support its application for renewal" and not to contest the FCC's decision that the university is liable for certain "obscene" and "indecent" matter broadcast in January 1975 (BROADCASTING, Dec. 8, 1975).

The university said it will pay the \$2,000 fine but will include a statement saying that it does not concede liability or agree

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Powerful AM fulltimer with low dial position.
One of the best in Hawaii. Located in dramatic
growth area of the island. Absentee-owned.
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with the power of the commission to impose such a penalty.

A policy and standards board will be named, the school's trustees said, and recommended that a professional manager be hired.

WXPB's renewal hearing has been set for April 1 in Philadelphia.

House wants to triple spending for educational facilities

Despite White House push for funding cutback, representatives approve \$37.5 million for fiscal '77

The House passed by voice vote last week a bill authorizing three times as much money as was spent by the government this year for the construction and improvement of educational broadcast facilities. The bill, H.R. 9630, authorizes \$37.5 million for fiscal 1977 for educational facilities. The amount appropriated this year (fiscal 1976) was \$12.5 million. H.R. 9630 also authorizes \$1.25 million for telecommunications demonstrations projects.

The administration opposes spending that much on educational facilities. For two years running it has asked Congress to hold back funds it had already appropriated. The President's proposal to rescind \$5.5 million from this year's appropriation of \$12.5 million was rejected by the House Appropriations Committee. Only one house of Congress need reject a proposed rescission for it to fail altogether.

The Senate Commerce Committee is due soon to take up the administration's facilities funding measure that would authorize \$7 million a year for the next five years. A committee aide said that as in the House, the sentiment on the committee is to increase the funding above the administration's proposed levels.

In the running for Abe Lincoln awards

Two will be picked from 11 up for Southern Baptist honors

Eleven nominations for two Abe Lincoln Awards have been announced by the Southern Baptist Radio and Television Commission. They are Dr. Leo L. Beranek, WCVB-TV Boston; Robert C. Dotson, NBC News, Cleveland (for work done as director of special projects for WKY-TV [now KTVY] Oklahoma City); A. James Ebel, KOLN(AM)-KGIN-TV Lincoln, Neb.; Robert Hyland, CBS Radio-KMOX-AM-FM St. Louis; Brian Jennings, KXL(AM) Portland, Ore.; Jorie Lueloff, WMAQ-TV Chicago; William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y.; Neil E. Poindexter,

KMBZ(AM)-KMBR(FM) Kansas City, Mo.; Lance Alan Ross, KAYS-AM-TV Hays, Kan., and (jointly) Beverly M. Poppell and Murray Roberts, WRFM(FM) New York.

The two Abe Lincoln Awards will be announced Feb. 12 at ceremonies in Fort Worth when the Southern Baptist Radio and Television Commission will also announce nine Abe Lincoln Merit Awards.

The commission earlier had announced (BROADCASTING, Dec. 22, 1975) it will honor the late Edward R. Murrow (Distinguished Communications Medal), CBS President Arthur Taylor (Distinguished Communications Award), BROADCASTING Editor Sol Taishoff (Distinguished Communications Award), Stan Freberg (Christian Service Award) and Lee Allan Smith, KTVY Oklahoma City (Abe Lincoln Bicentennial Award).

Women's group urges more EEO protection

The National Commission on the Observance of International Women's Year is backing recommendations by its media committee that the FCC adopt stronger EEO safeguards against sex discrimination.

The women's commission also recommended that the Department of Health, Education and Welfare begin a study to determine the "impact of television on sex discrimination and sex-role stereotyping." The group also said the U.S. Commission on Civil Rights should hold hearings on the effect of mass media on women.

The FCC, the women's commission said, should establish an EEO office directly responsible to the chairman (the present one is under the general counsel's office), and align FCC EEO standards with those of the Equal Employment Opportunity Commission.

The group also said the FCC should hold hearings on a contested license if the EEOC finds reasonable cause for discrimination, rather than await the outcome of the EEOC proceeding.

And it urged the commission to open its regular meetings to the public and establish a women's advisory commission similar to the Advisory Council of National Organizations to the Corporation for Public Broadcasting.

Different ways

The FCC has changed its rules covering procedures for petitioning the commission for reconsideration of rulemakings and proceedings started by a notice of inquiry.

The 30-day filing period for a petition for reconsideration now starts one day after the text of the action is published in the *Federal Register*.

The time for filing oppositions to petitions for reconsideration has been increased from 10 to 15 days and time for replies from seven to 10 days.

Right of NAB code to ban host-selling on children's TV upheld by court

New York district court dismisses AFTRA complaint; ruling seen as giving legal status to code

The National Association of Broadcasters television code has been in existence since 1952 as an expression of the standards that code members are expected to follow in programing and advertising. Now, for the first time, the NAB has a court opinion that can be cited as support for the view that the code is legal.

The opinion was handed down by U.S. District Judge Thomas P. Griesa, of the Southern District of New York, in a case in which he dismissed a complaint the American Federation of Television and Radio Artists (AFL-CIO) had brought against the NAB.

AFTRA had acted in behalf of 15 members in filing its complaint, in January 1973, as a result of the NAB's adoption of a rule barring hosts of children's television programs from delivering commercials. AFTRA, which sought an injunction barring enforcement of the rule, contended that the NAB had combined with its members to restrain trade, in violation of the Sherman Antitrust Act.

But Judge Griesa said the rule, which was adopted in response to complaints that children were being unduly influenced by actors in children's television programs who delivered commercials, "is a reasonable rule of conduct regarding good practice by [NAB code] members in the public interest and is not a violation of the antitrust laws."

Lee Loevinger, who represented NAB in the case, said that by "holding the rule is legal, the court held that the code itself is legal, provided the rules are reasonable. The flat holding gives the code a standing it's never had before."

AFTRA had contended that the rule was unreasonable because, it said, the rule was adopted to prevent government regulation, and as a "sop" to critics, and because it was not supported by sufficient evidence that host-selling is harmful to children.

Judge Griesa provided a summary of events leading up to NAB's adoption of the rule in 1972 which indicated NAB was under increasing pressure to take the action it did. And the FCC, according to the summary, was among those applying pressure.

Judge Griesa noted that various citizen groups—Action for Children's Television, among them—had focused attention on a

Make Sunday sing.

Introducing JOY: a whole new kind of program from the International Lutheran Laymen's League. It'll make your Sunday programming sing. And it's yours free.

JOY is more than a new program. JOY is a new idea: 30 minutes (29:00) of superb choral singing (with a different choir every week) ranging from classical to easy listening with a leavening of spirituals, Gospel and contemporary hymns.

Hosted by the Reverend Alvin C. Rueter, a broadcaster with twenty years' experience, JOY is aimed at your entire audience – including your young listeners. Each program is dated and its theme is tied to the appointed scriptural reading for that Sunday's date. But there is no sermon. The Reverend Rueter doesn't preach. He talks. Movingly. Directly. Meaningfully.



JOY is part of the International Lutheran Laymen's League's program to reach a mass audience effectively and persuasively.

JOY is supplied free, postage-paid, mono or stereo, on tape (7-inch reels, 7½ IPS). Postage and return labels are included.

You may have an audition tape or we will be glad to start supplying JOY to you – and your listeners – on a regular basis immediately.

Simply fill in the coupon and return it to us.

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- ☐ Please send me an audition tape of JOY.
☐ Please put me on your regular mailing for JOY starting (date required) _____
☐ Mono ☐ Stereo

Name _____

Station _____

Street _____

City, State, Zip _____

JOY



INTERNATIONAL LUTHERAN LAYMEN'S LEAGUE, 2185 Hampton Avenue, St. Louis, Mo. 63139



It Originates in Manhattan... But the Cheering is Coast-to-Coast!

We're talking about "NBC's Saturday Night."

And so is just about every TV watcher around. It seems that our wildly unorthodox 90 minutes of comedy-variety has hit a nerve—it's being cheered from one end of the country to the other.

At the right we've collected just a few of the press comments to date (there are lots more). Producer Lorne Michaels clearly has a solid smash.

But reviews can't really suggest the flavor of the show. For that you ought to tune in some weekend soon. And don't let the start-time keep you away.

It's earlier than you think.



"The most creative and encouraging thing to happen in American TV comedy since 'Your Show of Shows.'"

— NEW YORK TIMES

"'Saturday Night' is the only new comedy program to originate on American television in the last five years which enriches and expands the form."

— LOS ANGELES TIMES

"Free wheeling in concept and consistently fresh and sophisticated in execution."

— NEW ORLEANS TIMES PICAYUNE

"Surely the sharpest departure from the television comedy norm since the debut of 'Laugh-In.'"

— NEW YORK MAGAZINE

"A direct and funny show...an attempt, finally, to provide entertainment on television in a recognizable, human non-celebrity voice."

— NEW YORKER

"NBC should have a winner in 'Saturday Night.'"

— DENVER POST

"Can boast the freshest satire on commercial television, but the show is more than that."

— WASHINGTON POST

"The bulk of the humor was generated by a group of unknown, irreverent and very talented comedians who've formed a loose-knit repertory company for the series."

— ROCKY MOUNTAIN NEWS

"These days, Saturday night has to be the looniest night of the week...at its best, the show evokes the inspired lunacy of TV's Sid Caesar-Imogene Coca era."

— NEWSWEEK

"'Saturday Night' is really funny. Period."

— VILLAGE VOICE

"The closest thing on television to clever comedy-theatre groups like San Francisco's 'The Committee' or Chicago's 'Second City.'"

— WALL STREET JOURNAL

"The most refreshing, imaginative new series of the season."

— ORLANDO SENTINEL STAR



wide range of children's television programming matters they felt needed correction, including host-selling. Then-FCC Chairman Dean Burch, in a speech to the American Federation of Advertising, on Feb. 2, 1971, urged the television broadcasters to adopt effective self-regulation in connection with children's programming. A month later, Senator Frank Moss (D-Utah), chairman of the Commerce Committee's Subcommittee on Consumers, wrote to the NAB, urging it to make its code conform to one on children's programming that had been proposed by the Council on Children, Media and Advertising.

Finally, with the NAB by now "actively considering changes in its code," a representative of the association met in November with commission officials concerned about children's programming. The commission officials, who had requested the meeting, indicated that industry self-regulation on the matter of host-selling "would," as stipulated facts in the case put it, "constitute a positive response by the television industry to criticism leveled against children's advertising and programming, and would be welcomed by the FCC."

Judge Griesa went on to note that NAB adopted its rule in January 1972, to become effective a year later, and that the commission on Oct. 31, 1974, issued its report on children's programming which, among other things, made it clear the commission does not believe the use of program hosts to promote product "is a practice which is consistent with licensees' obligation to operate in the public interest..."

With that as background, Judge Griesa held that the rule and broadcasters' compliance with it do not violate the Sherman Act. "There is not the slightest indication of any anticompetitive purpose in the creation of the rule," he said. "There is nothing whatever which could justify the conclusion that the rule stemmed from any motive to benefit one class of performers competitively over another class of performers."

The NAB rule, he added, clearly resulted from "a bona fide concern on the part of various groups, and the FCC,

regarding fair and ethical methods to be used in television advertising directed to children." And that concern, he said, "can hardly be said to be frivolous, regardless of whether there was 'scientific' evidence demonstrating actual detriment to children."

The alleged antitrust law violation was one of two grounds on which AFTRA had brought its case. The other was that the rule constitutes a deprivation of property without due process of law, in violation of the Fifth Amendment. But Judge Griesa said that AFTRA's claim that the rule violates substantive due process "must fall as completely unsupported by reason or authority."

Local TV prodded to push harder for its share of co-op

Pfizer executive tells TVB session that TV salesmen are not making proper pitch; KSL-TV prize-winning tape offers some timely tips

With more effort, local television stations can get more co-op advertising dollars. That was the Television Bureau of Advertising's message as it began its eight regional seminars on co-op.

The series started in Boston, moved on last week to Dallas and Atlanta, and will continue in Detroit Jan. 27, Cincinnati Feb. 3, San Francisco Feb. 5 and Kansas City Feb. 10.

"Sit down with the owner of a mom and pop store," TVB's Joseph Sullivan told the Boston seminar, "and go through all his co-op plans. Consider his range of products; there are probably a hundred that could go on TV."

Don Carpenter, product manager of Pfipharmecs—a division of Pfizer Inc. that makes vitamins, cold remedies and ethical drugs—told the session via video tape that his company's representatives often must do local stations' work, that TV salesmen were "relatively inactive" in soliciting co-op business. In 1976, Pfizer will give TV 20% of its co-op dollar—up from 15%—with print media getting just 10%.

KSL-TV Salt Lake City won the TVB's \$500 first prize for the best antipress sales device—a 30-minute tape citing a Starch survey conclusion that only 31% of women notice the average newspaper ad compared to the 65% who notice a TV commercial.

The KSL-TV tape, available through the TVB, stresses video's "multi-sensual bombardment of sight color and motion." It noted that on TV "there's no extra charge for color" and that video commercials are "intrusive—hard to avoid."

Pfizer's Mr. Carpenter pointed out that co-op commercials can be tailored to fit local needs, while the TVB staffers said station sales people should stress to retailers that "you're not experimenting with TV" and that "any full-page newspa-

per ad deserves television support."

What are co-op TV advertising's biggest stumbling blocks? Half the 86 manufacturers questioned by TVB said it was determining the retailer's actual net co-op costs. Sixty-two percent of the 76 retailers surveyed said it was convincing manufacturers to share commercial production costs. And 87% of 172 TV stations questioned said it was stores' preference for newspaper advertising.

This preference was questioned by TVB which noted the number of daily papers hasn't increased since the 1950's and that weekly and daily paper ad costs are climbing. Adding papers to an advertising budget to offset declining circulation simply pushes up costs, said TVB, which estimated the full-page cost-per-thousand circulation in the top-25 metropolitan markets to be \$13.67.

KSL-TV's tape, which will be shown to prospective co-op customers, said the Salt Lake City station reaches 386,000 households while the *Salt Lake City Tribune's* circulation is 98,283.

Advertising Briefs

On his own. Mort Dubin, veteran TV commercials production executive, has formed The Best People Inc., New York, to function in both film and tape. On staff are directors/cameramen John Meiklejohn and Dick Steinberg; producer/salesman Bob Cohen and production assistant Linda Kramer. 63 West 83d Street, New York 10024 (212) 362-9000.

B&J Hawaii. Division headquarters of Bozell & Jacobs/Pacific public relations moved from San Francisco to Honolulu Jan. 15. Relocation does not affect operations at San Francisco office.

Mass. appeal. George Wallace's presidential campaigners will spend close to \$200,000 on "media blitz" in Massachusetts to start end of this month. Effort will focus on markets such as Boston, Springfield, Worcester and New Bedford and include both broadcasting and print.

Teletronics gets new look

Teletronics International Inc., New York, opened new headquarters last week at 231 East 55th Street, New York 10022, offering facilities to advertisers and agencies for the production, completion and distribution of TV commercials. The company has invested more than \$5 million in the location, providing services that include computer-assisted editing systems, production on tape and film-to-tape transfer.

George K. Gould is president of Teletronics International, whose subsidiaries and associated companies include Video City, Miami, Fla.; S/T Videocassette Duplicating Corp. of New Jersey; MGS Services in New York, Chicago and Los Angeles (commercials distribution) and Precision Video, New York (turnkey TV studio and video network facilities design and construction).

No eye on CBS radio. The new advertising and promotion campaign for CBS Radio isn't designed to win friends in the company's television ranks. "You don't need television to get the picture," say on-air announcements and print ads for both the network and its affiliates. Radio's advantages in reporting the news quickly and its ability to paint vivid pictures in the listener's "mind's eye" will be pitched in the campaign, according to Norman Ginsburg, director of information services for CBS Radio. Copy for 75 on-air announcements (20- and 30-second spots), print layouts and other materials have been distributed to stations promoting programs, general news, sports and public affairs coverage by the network and locally.

**IF YOUR FILES ON THE
PRESCRIPTION DRUG INDUSTRY
DON'T INCLUDE THE
INFORMATION IN THIS FOLDER,
YOUR FILES MAY BE INCOMPLETE.**

This material contains information about the prescription drug industry for reporters, editors, broadcasters and columnists. Here are the kinds of facts often needed in a hurry. The bulk of the material, however, is explanatory; it is indeed a discourse in advocacy since it delineates industry positions and viewpoints and reflects industry consensus.

Why this insert in this publication? Because we respect your vital role in communicating to the public, and because no matter what perceptions people have about the prescription drug industry, its future is basic to every person who will ever need drug therapy, a medical device or a diagnostic product to diagnose, prevent, cure or alleviate disease.

The industry needs more attention from the press if it is to reach its potential in contributing to the betterment of the human condition. So we hope this material will be useful in your reporting and interpretation. If we can answer questions, or if you wish additional data or supportive matter, please call or write me.

William C. Cray

William C. Cray
Vice President, Public Relations
Pharmaceutical Manufacturers Association
1155 Fifteenth Street, N.W.
Washington, D.C. 20005
202/296-2440

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Subject 1:

BRANDS/GENERICS

Should doctors prescribe drugs by brand name or by generic name?

That decision should be the doctor's. About 90 percent of prescriptions today call for a specific brand, yet the second most frequently prescribed drug, ampicillin, is usually prescribed generically. Generic prescribing has grown twice as fast as the overall rate of prescription growth since 1967; however, the proportion of generic prescriptions has risen slowly--from 9 to 11 percent in the past five years.

Why, then, all the hullabaloo? The issue is not whether doctors should be allowed to prescribe generically. They can do that now if they wish. The real issue is whether they should be compelled to. Some believe that if generic names only were used, important savings would be achieved. In fact, though, the consumer often is better off if the doctor orders an economical brand name product. In any event, the consistent quality of the product is the key--not whether it is prescribed by generic or brand name.

Questions of relative costs aren't the only flaws in the all-generic argument. There are distinct differences in competence among drug firms, some of which operate with a narrow product line and concentrate on the fast-moving drugs, while others rely on sales of their widely used products to offset the relatively small margins, or even losses, realized on infrequently needed formulations (e.g., for botulism, iron poisoning).

The broad-line firms commonly finance their research out of the sales of their established preparations whose records of superior clinical performance may bring higher prices. Just as important, drug product formulation failures occur, even among antibiotics certified as safe and effective, batch by batch, by the Food and Drug Administration. FDA has an impressive surveillance capability, but it is not adequate to assure that all manufacturers are equally competent.

Given the uncertainties about both economy and therapeutic value, the prescriber faces a basic question: who is responsible if the therapy fails? When a doctor has confidence in the pharmacist and in the overall quality of suppliers of the drug, he or she may prescribe generically, whereupon the pharmacist selects the specific product to be dispensed. There is really no such thing as a "generic" drug; somebody made it and should be responsible for it.

If the doctor is aware of drug product failures, and there is no way of knowing where the prescription will be filled, the brand name system--besides being simple and convenient--offers a distinct advantage. It identifies the product and the maker. In most states the pharmacist is legally bound to fill the prescription as specified.

Brand-name prescribing and dispensing make sense for reasons that go well beyond professional familiarity. The research-based companies that invest heavily in the discovery and marketing of new drugs take pride in the efficacy and safety of all their products. They assign on the average one out of every six production workers to quality control. They spot--and report--defects that less qualified firms are less apt to discover. They also develop most of the standards that the FDA and the United States Pharmacopeia (USP) make official.

Most drug recalls come from the lesser-known companies that make a minority of the drugs. In one 1974 study, 25 research-based firms accounting for more than 70 percent of the sales had only 12 percent of the recalls. The recall figure would undoubtedly be higher for the less qualified producers if the FDA could inspect all of the hundreds of

known firms as frequently as they do the major ones.

In a 1973 report to Congress, the General Accounting Office stated, ". . . FDA has not enforced compliance with good manufacturing practices by many of the drug producers it has inspected." It said that some manufacturers lack the incentive to improve their practices and that FDA does not have the means to make the number of inspections required by law.

In 1975 a Congressional subcommittee noted that FDA adequately inspected only 3,000 out of 8,000 registered drug firms for compliance with good manufacturing practices. Because of this record the Pharmaceutical Manufacturers Association has proposed new federal legislation to tighten inspections. (See PMA POLICY POSITIONS.)

The root of the drug quality problem and its relationship to the brands/generics issue lies partly in the term bioavailability: the degree and rate of absorption of the active drug ingredient, which determines the amount available at the target site in the body.

Bioavailability is affected by inactive as well as active ingredients. Therefore, tablets and capsules made by different manufacturers may vary in purity, potency, uniformity of the mix, disintegration time, weight, size, dissolution time, stability, compression and in various other characteristics that determine whether a drug product will perform satisfactorily.

Total acceptance of drug product quality is not possible until bioequivalence (similar levels of bioavailability among multiple versions of a drug product given to individuals in the same dosage form) can be assured. A 1974 report on drug bioequivalence by the Office of Technology Assessment, U.S. Congress, stated, ". . . neither the present standards for testing the finished product nor the specifications for materials, manufacturing process and controls are adequate to ensure that ostensibly equivalent drug products, are, in fact, equivalent in bioavailability."

Are these differences among different companies' formulations rare and unimportant? That is, if two products are more or less similar, won't

either get the therapeutic job done? Often, yes. But with some drugs, no. And for many more, no data exist.

It is essential, in our view, that every manufacturer be required to document chemical and biological equivalence of each product to ensure that there are no significant differences between the original product and similar products introduced later. When that is done, more widespread confidence in the reliability of the overall drug supply may be justified, and purportedly equivalent products may gain more acceptance. In the meantime, it seems to us that selective use of brand names--or at least identification of the source--is the best means of assuring the patient safe, effective and economical therapy. That approach works with other products, and it obviously is even more important in selecting medications, where health and even life itself may be at stake.

The justification for a higher priced brand (or generically labeled drug for that matter) lies in the value being delivered by innovative companies that provide assurances of quality, consistency and service. Lower-priced versions can and do compete--as they should--but only when doctors, pharmacists and patients have satisfactory experiences with them

Subject 2:

PRICES

Moderation has prevailed in prescription drug prices for more than three decades, despite price variations for some drug products at both wholesale and retail levels.

A diversity of marketing factors leads to varied prices that are also affected by other products and therapies and by physician and consumer preferences. Each producer brings unique qualities and requirements to a market that embraces technological, product, service and price competition.

The 1974 average price per new prescription was \$4.70. To be sure, some prescription prices can be relatively high, and the outlay for persons with chronic diseases can be substantial. Here averages may not mean much.

Nevertheless, the price record is

favorable as verified by accurate yardsticks. The government's Consumer Price Index for prescriptions was only 2.9 percent higher in 1974 than in 1967--while the overall Index rose more than 16 times as much, to 147.7 (based on a 1967 base of 100).

More broadly based indexes are prepared for PMA by Professor John Firestone of the City University of New York. His index, covering more than 1,000 prescription drug products, shows that 1974 retail prices were 5.2 percent above those of 1967. Wholesale drug prices (1967=100) rose to 109.3 in 1974 in the Firestone study and to 104.2 according to the government. Meanwhile, the government's overall wholesale index for all goods in the same period jumped to 160.1 (1974).

Although relatively modest, recent rises in drug prices reflect severe inflationary pressures created by shortages of energy and raw materials and by substantial increases in labor and other operating costs.

Manufacturers and pharmacists can share credit for the long-term trend of declining drug prices during the 1960's and of lower than average increases in the first half of the 1970's. For example, prices of the major brands of eight leading multi-source products declined at wholesale by 40 percent between 1969 and 1974.

In 1960, the average retail price of a new prescription was \$3.22*. By 1974, the number of doses in the average prescription had increased 52 percent, but the price per dose declined in 14 years about 4 percent in current dollars. During the same period, the average employee's hourly take-home pay virtually doubled. Therefore, even with the advent of many new products, it now costs an American only about half as much work time to buy a given quantity of prescription drugs as it did in 1960.

The relation of drug prices to the industry's vital research function is especially critical. Research costs are borne by the income from a broad range of products, not simply from patent-protected drugs, which comprise only a minority of most firms' products. Any system that would force prices toward basic commodity levels--as some suggest--

would shrink the sources of research funding.

The social balance sheet on prescription drug prices leans strongly toward the stimulus, initiatives and disciplines of the competitive market system, and above all away from any experiment with central government coercion and price controls as economic monitors.

*IMS, Ambler, Pa.

Subject 3: PROFITS

By conventional accounting standards, the pharmaceutical industry has been consistently among the top three or four manufacturing industries in profitability for more than 20 years.

If the industry's objective, however, is to report lower profit levels, it should build new production lines to make old products rather than searching for new products to make old ones obsolete, since money spent on R&D is treated, for accounting purposes, as a current expense, while money spent on building plants is treated as an investment.

The firm that spends \$10 million in developing a new drug is certainly investing in the economic sense, in that the payoff may not occur for many years, if at all. And a research team may be a more valuable asset than a battery of fermentation tanks. But it does not appear this way in the financial statements. In contrast to a firm in another industry which invests the same amount in new plant and equipment, the pharmaceutical company's asset base is understated, so that its rate of return is overstated.

The Federal Trade Commission says that treating R&D and promotion costs as expenses rather than capital investments "usually leads to an overstatement of profitability, with the overstatement increasing with the intensity of R&D effort."

According to the National Science Foundation, the pharmaceutical industry is the most research-intensive; it has the highest ratio of company-funded R&D to sales of any industry. It must also bear the entire cost of marketing. Since both R&D and marketing are treated by accountants as expenses rather than

as investments, the accounting bias mentioned by the FTC overstates the true economic rate of return.

But there are other reasons for the profit differential, among them a relatively high rate of growth. Typically, high growth industries earn higher than average rates of return.

Still another factor is productivity. The drug industry increased its output per employee at an average annual rate of 4.2 percent between 1963 and 1973 and by 5.7 percent in 1974 alone. These gains are well above the average rate of increase for industry as a whole. Any industry with rapidly growing productivity will typically experience above-average profitability. Since there is an absence of excessive concentration, of government subsidies and of illegal restraints and monopolies, these cannot explain the favorable rates of return in the pharmaceutical industry.

A key relationship exists between profitability and productivity, between satisfactory price levels and productive research. That relationship merits public acceptance. It has resulted in virtually all of the progress in drug therapy, and it holds the seeds of much more.

What are the average rates of return of the drug industry under conventional accounting? According to FTC reports, the drug industry typically earns about 12 percent on sales each year. On stockholders' equity, it usually realizes about 18 or 19 percent.

The after-tax rate of return on equity is generally the preferred measure of profitability. For the drug industry in 1974, this was an unremarkable 1.6 percentage points higher than the average for all non-durable manufacturing industries. In 1972 it had been 8 percentage points higher.

If the industry appears to be heading toward an average rate of return, that's an ominous trend in light of future medicinal needs.

In the pharmaceutical industry, according to FTC data, dividends in 1974 took only 31 percent of net after-tax earnings. This low payout ratio means that a relatively high share of earnings is retained and reinvested in the business.

The industry, virtually debt-free

a few years ago, has changed to the point where most of the major companies are borrowing to help finance growth. They have not generated enough internal cash to meet expected growth demand, to satisfy capital needs and to expand the quest for new products.

Dangers to progress exist when we have a massive overemphasis on the regulation of innovation and not nearly enough on cost-benefit assessments; when we have a failure, in both government bureaus and in the Congress, to recognize the links between sound profitability for innovative industries and the fulfillment of unmet needs in the world community; and, finally, when we have an excessive concern over drug company profits unrelated to the critical need for still better drug therapy tomorrow.

Fortunately, many factors still undergird the ability of the industry to sustain essential growth and profit levels. Among them are further development overseas where enormous needs exist, aging populations requiring more medical care, expansion in such related fields as animal health, medical devices and diagnostic products, a measure of immunity to business cycles and a record of adapting to complex regulations and advancing technology amid an abiding commitment to research.

Subject 4: **PATENTS**

The protections and incentives of the U.S. patent and trademark system spur the quest for new medical products. The safety and efficacy of a new drug, of course, must be established prior to marketing. As a result, the effective life of a drug patent is markedly reduced because of the lag between the date of patent and the date of marketing. A 1972 PMA study showed that 7 years of a new product's 17-year patent life, on average, will have expired by the time the product reaches the pharmacy.

As Michael Cooper explains in his Prices and Profits in the Pharmaceutical Industry: "The most crucial role of patents is . . . to stimulate and maintain competition. Patents are, in reality, no longer the reward for innovation but rather

the rewards for teaching the discovery to others, by making findings public and allowing one's competitors to use and build on this knowledge rather than duplicate effort or shroud progress in secrecy. Few first drugs have remained the best . . ." As Cooper suggests, this typifies the history of the pharmaceutical industry.

Under the present U.S. legal-judicial system, if the patent grant is misused, the federal courts may order a variety of remedies, including compulsory licensing, either with or without a royalty paid to the patent holder. Judicial remedies are always invoked on a case-by-case basis.

Newly patented drug products usually offer certain medical advantages and may well be introduced at higher prices than mature multiple-source products competing in the same therapeutic categories.

This is logical, since these breakthroughs--in this industry as in others--carry the principal hope for income to cover not only R&D, but other essential expenses of full-line, service-oriented operations.

However, new drugs under patent reflect competitive prices, since there are few patented products that do not compete with other therapies treating the same diseases. Also, the new, patented product does not normally stay at the introductory price. More typically, the wholesale price is cut several times during the patent lifespan.

One price index* shows that the decline in the overall wholesale price index from 1955 to 1966 took place entirely in patented products, which fell from a base of 100 to 75.2.

The industry opposes discriminatory legislation that would undercut prestige, quality assurance, brand loyalty and prescriber confidence--factors that with drugs, as with all products, give some advantage to innovators over imitators.

There are two reasons--apart from those of equity--why such discriminatory treatment would be unwise: First, drug product quality is not always uniform, and differences in quality may have serious consequences. (See BRANDS/GENERICs.) Second, as the costs of R&D esca-

late, (See RESEARCH) there simply are not enough new patentable drugs to provide the income base for the continuing R&D and full-service burden.

Patent protection varies around the world in kind, degree and length. Only a handful of countries, notably Italy, have no patents at all for drugs. Compulsory licensing provisions, common to many nations, are aimed primarily at protecting home markets from foreign domination. In fact, however, this form of licensing in pharmaceuticals has not been employed much in any of the more developed countries.

An exception is Canada, which has had such licensing since 1969. Only 2 of 125 applications have been refused, and 92 licenses have been granted for 35 different chemical entities, including most of the largest selling drugs "protected" by Canadian patent. Lower overall retail drug prices have not resulted. Rather, the law has led to some proliferation of low quality, substandard imports and copies on the Canadian market, as well as to a decline in R&D.

In Europe, 21 Western European nations in 1973 signed the European Patent Convention to establish European patent rights and a uniform 20-year patent term for new drugs. This treaty is in the process of ratification.

In summary, to the extent that patent experience of other countries is at all relevant to the U.S., the trend is to strengthen protection for pharmaceuticals. Industrialized states rarely weaken their patent systems and thereby undercut incentive for their own R&D. For the U.S. to do so would be to place this country on a par with the least technologically advanced nations who must await research breakthroughs elsewhere because they lack the resources to sustain a modern R&D capability of their own.

*Firestone Testimony, Monopoly Subcommittee, Senate Select Small Business Committee, Dec. 19, 1967.

Subject 5: RESEARCH

For the past three decades, the American pharmaceutical industry has dominated the quest of science for new pharmaceutical agents to fight disease. It has attained success in many areas, yet the range of health

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needs still to be met remains massive. Hence the direction and magnitude of the industry's R&D efforts--its fundamental dynamics--are of critical social importance in an increasingly complex scientific and regulatory climate.

The industry commitment to R&D is both major and unique. The 23,000 scientists and support personnel in the 70-plus companies that do drug (and much of the device and diagnostic product) research in the U.S., comprise an enormous national and world asset. It is a fully integrated technological resource built up over many years for developing the medical products of tomorrow.

Industry R&D expenditures in 1974 surpassed the \$1 billion landmark. About 80 percent of this money went into basic research and into R&D on new therapies, primarily in the difficult cancer, cardiovascular and central nervous system areas. The remainder was spent on seeking improvements in existing products, i.e. reducing side effects, new dosage forms requested by doctors, etc.

The chemistry of living systems is tremendously complicated; hence the search for new drugs is complex and not always predictable. Even a very small change in the configuration of a molecule can make a profound difference, and long series of minor steps with few giant strides mark the history of drug progress.

Most of today's drugs are molecular modifications of earlier, less safe and less effective compounds. For example, some 300 variants of the sulfonamides followed the original breakthrough, and they are still being modified. Sometimes a slight molecular variation can be important not only within one therapeutic category, but across others. For example, thiazide diuretics, which changed the outlook for hypertension, have sulfa drugs as their ancestor compounds.

Pharmaceutical company R&D remains the key source of new products. In 1973 and 1974, 35 of the 37 new chemical entities introduced to medicine came from industrial laboratories,* even though it now takes on the average about \$11 million and 7 years (1972 estimate) to bring a new entity from discovery to market

ing (compared to \$1.2 million and two years in 1962). And this figure does not include the cost of failures.

The patent and the trademark are the instruments that protect innovation and thereby stimulate new product development. Such protection is indispensable if the concept of industrial research is to have meaning to management, to investors and to society at large. (See PATENTS.)

The relation of drug prices to research is also fundamental. Attempts to drive down drug prices at any cost, if successful, would exact another social cost--diversion of private investment from R&D into other activities. Government, which now devotes little attention to the new drug area and contributes only about 1 percent of the industry's R&D expenditures, is not in a position to fill the gap.

Fortunately, there are favorable facets to the future of drug research, primarily the continuing commitment of the industry and the slow but steady growth of new knowledge about disease entities and therapies that are or could be treating them.

But there are unsettling aspects as well. Impediments to the skillful management of innovation carry their own social and economic costs; therapy delayed is therapy denied.

Government activities and regulations profoundly influence pathways to constructive research. In no other field of technology does regulation affect the innovative process so early in the research sequence. Too much regulation tends to force abandonment of interesting compounds at the first sign of difficulty. Increasing stringency at every stage, layers of constraints added over the years, have fostered a decade of slowdown in new drug introductions.

The blame, if blame there is, rests on many factors, involving not only regulation but a shift in focus to the more intractable diseases, the advancing sophistication of drug research and higher R&D costs.

Despite extensive animal toxicity studies and trials in man, there prevails at times an overly conservative insistence on something close to "absolute" safety--an unobtainable ideal--and hence to a

waste of valuable scientific time and money.

The sensitivity of regulatory decisions is multiplied many times over as, repeatedly, a judgment must be made that includes balancing risks against benefits. This is why the industry approves many steps the Food and Drug Administration has taken and is continuing to take to broaden the base of expertise at its command by making more use of external advisory groups and consultants. Also essential is constant communication between drug firms and FDA.

Shrinking research productivity remains a troublesome concern, especially since better drug therapy holds the highest promise of reducing costs in the more expensive areas of health care delivery. Moreover, when a new drug's approval is delayed or denied because of some potential risk, older drugs that may be less safe or effective will still be used.

Whatever the reasons, sponsorship of new drug research is narrowing and shifting. The number of firms introducing new drugs in this decade is two-thirds less than a decade ago. From 1940 to 1970, U.S. firms originated 70 percent of the new drugs introduced in the U.S. From 1971 to 1973, they originated only 37 percent.

Moreover, the German, Swiss, British, Japanese, French and Swedish pharmaceutical industries are rapidly increasing their R&D investments. R&D spending abroad by U.S.-based firms has more than doubled since 1971 (for cost and regulatory reasons). In 1974 many of the first clinical trials of American-originated drugs were being conducted outside the U.S., particularly in the U.K. and Germany.

Government, industry and the scientific community share a common need to improve the inherently slow and cumbersome process of drug research, particularly in its clinical phases. No one questions the need for a comprehensive system of ethical principles, regulations and controls, or of sets of values that must prevail among sponsors, investigators, involved institutions and government. Despite the constraints placed upon drug innovation, there exists no socially acceptable alter-

native in the U.S. to the present system of drug regulation.

However, such an elaborate system, relatively new to science, must not become entrenched in its own orthodoxy. It should remain flexible and open to incremental improvements that do not violate the essential unity of the research process, or needlessly prolong the time required to develop and approve new medicines, devices and diagnostic products.

*Paul deHaen, Inc.

Subject 6:

PROMOTION

In America today prescription drug product promotion is perhaps the most carefully scrutinized and regulated form of promotion. It is closely monitored by the Food and Drug Administration. The FDA exacts heavy penalties, including "corrective" ad campaigns and special letters from advertisers to doctors, to rectify what it considers to be infractions of its regulations.

Promotion is costly. Marketing costs tend to be heavy for industries characterized by high technology, strong competition, many products, and frequent innovation in an open, pluralistic information system. The pharmaceutical industry meets all these criteria.

In 1974 one audit of marketing expenditures* totalled \$499,618,000, composed of \$115,245,000 for medical journals ads, \$36,568,000 for direct mail and \$347,804,000 for detailing to the health professions. Another survey**, covering additional expenses, estimated a grand total of \$682,074,000 for 1972.

Demand for prescription drugs has been rising much faster than promotional expenditures. Domestic sales climbed 66 percent, from \$3.7 billion to \$6.7 billion between 1967 and 1975, while direct promotional expenditures***, in rising from \$434 million to \$501 million, increased by only 15 percent.

Drug companies are required—by law, regulation and medical ethics—to dispense an unusual volume of complex technical information to critical and highly trained audiences that are under relentless demands to stay abreast of the knowledge explosion. New drugs tend to be more sophisticated and more specific than medicines of the past; hence physicians, dentists, pharma-

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cists and nurses require more information about their use.

Estimates of promotional costs per physician are often exaggerated, however, by ignoring other elements of marketing, including promotion to pharmacists and other health professionals.

The entire cost of prescription drug promotion is carried by the manufacturer. Unlike many other industries, there is no sharing of advertising costs by retailers or wholesalers.

Marketing budgets also include varied company programs such as teaching films, a great many with little or no direct product reference; books, atlases, brochures, monographs, learning systems, patient aids, manuals, audio cassette tapes and other materials that contribute to the continuing education of health professionals; and symposia, seminars, meetings and exhibits, or other education aids, all advancing medical knowledge.

Drug firms use modern techniques to achieve every possible savings in the marketing mix, while still providing essential information.

Computer technology, for example, has sharply improved direct mail and sampling efficiency. Data storage systems can catalog physician interests and preferences proficiently; hence the circulation of an average mailing was reduced from about 55,000 in 1959 to under 20,000 by 1974.

Total volume of direct mail advertising declined by 64 percent from 1959 to 1973. The typical busy practitioner received an average of 3.4 pieces of some kind of medical mail per day in 1974—probably less than his other commercially oriented mail. Surveys show that more than 50 percent of all medical mail is read.

Over the past five years, there has been a dramatic decrease in unsolicited mail samples. Total mail sampling volume decreased from nearly 82 million sample packages in 1969 to 38 million in 1973.

While dollar expenditures for journal advertising increased 18 percent from 1966 to 1970, the number of advertising pages carried by medical journals decreased 22 percent in the same time period.

In recent years, the training

required of sales representatives has intensified with the continuing development of company standards, better learning systems, the growing sophistication of drug products and the needs of health professionals. (PMA guidelines on the training of sales representatives are available on request.)

Promotion makes possible a highly competitive marketplace. It sharply reduces the time needed to inform the health professions about new products, or to provide new information about old products. It enables companies to convey their extensive expertise about their own products—a major factor that aids physician and patient. It enhances the two-way flow of information between research laboratories and the professions. It adds another dimension to postgraduate education in many areas, especially in the field of drug and device therapy. It provides physicians with knowledge of alternative therapies, which is so essential to good medical practice.

*IMS, Ambler, PA.

**Professional Market Research, Philadelphia, PA.

***Excludes Market Research and Administration

Subject 7:

INTERNATIONAL

The international sales of the U.S. pharmaceutical industry have been growing faster than domestic sales for several decades. More than 30 leading U.S. pharmaceutical companies serve scores of markets overseas. Smaller firms to varying degrees engage in export, licensing, manufacturing and distribution in many lands.

About 35 percent of the total sales volume of PMA companies now flows from business outside the U.S. About 15 percent of U.S. industry R&D now takes place abroad.

Few American industries contribute as much to America's global commercial role in proportion to their size as does the pharmaceutical industry. Yet basic questions arise:

1. Why invest overseas? U.S. drug companies produce and/or market their products in some 145 nations. Foreign tariff or nontariff barriers, the peculiarities of local demand and competition from third country and local laboratories frequently make it mandatory that these

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companies either manufacture abroad in accordance with local requirements or abandon the markets.

Remittance of earnings from sales made abroad, payments for bulk ingredients shipped to foreign subsidiaries, other exports, royalties derived from the licensing of technology and fees for management and other services contribute impressively to the U.S. balance of payments. Pharmaceutical exports provide a four-to-one positive balance of trade. Thus the U.S. drug industry overseas serves the national interest.

2. Are U.S. jobs exported? Not by the pharmaceutical industry. On the contrary, thousands of domestic jobs are created by foreign operations. Exports to subsidiaries and to third parties account for 18.6 percent of foreign sales (1974). Plants overseas import parts and equipment from the U.S.—plus such intangibles as patent rights, manufacturing and technical know-how and other knowledge that, together with the necessary machinery, embody the term "technology transfer."

3. Does foreign investment serve the host economy? While the U.S. economy obviously benefits, the economies of the host countries, where the subsidiary plants are located, benefit as well. The host countries gain employment and technological and business training which helps other sectors of the economy. They obtain immediate access to medicines essential to their health programs, often (though not always) at a saving of foreign exchange required to import finished drug products. Their tax revenue increases, and their supply and service industries grow.

4. What about drug prices overseas? It is certainly true that they differ, sometimes markedly, from country to country and from prices in the United States. So do the prices for everything else, from bread to automobiles. Drug prices in each country are affected by variables ranging from tariffs and taxes to wage rates and distribution costs. In many instances, government agencies decide profit limits, foreign equity ownership, operation control, product licensing and other factors that enter into price-setting procedures.

Affiliates and subsidiaries must market medicines at prices geared to local incomes or government programs—no small feat amid worldwide inflation.

Prior to 1971 when the dollar was overvalued abroad, foreign prices of identical products were lower, on the average, when expressed in dollars. Two devaluations (1971 and 1973) increased the dollar equivalent of foreign prices. One major U.S. drug firm reported in 1973 that the average of the prices for the same products in all foreign markets was higher than its U.S. prices, when translated into dollars at the new exchange rates.

Even where prices are lower than in the U.S., every purchase helps to keep U.S. prices down by contributing in some measure to the cost of research and other overhead.

5. Are drug industry operations overseas beyond government control? Hardly. They comply with the laws of every country in which they do business. U.S. companies observe U.S. antitrust laws in their overseas operations (a constraint some other developed nations do not impose). For the drug industry, individual laws on research, registration, marketing, advertising, labeling and other facets of business are innumerable, and vary as widely as social, commercial and medical customs in health care.

Many non-U.S. multinational companies are active and growing. Astute foreign governments give every advantage to their own multinationals, notably in the tax treatment of foreign earnings, which is generally more liberal than in the U.S. tax code. U.S. multinationals are now subject to taxation in the country in which the profit is earned and in the U.S. when it is repatriated.

Some critics insist that the United States impose the full U.S. tax on unremitted foreign earnings, thus making the U.S. the only country not allowing the right of deferral until earnings are actually received. Others propose abolishing the credit on taxes paid to other countries, which would result in substantial double taxation.

These issues are complex, yet perhaps no single allegation is so misplaced as that of the so-called

"exploitation" of developing countries. Ironically, the drug industry brings to these nations the latest products to cure and contain disease. About 60 percent of its plants overseas can be found in the less developed countries, where medical needs are greatest.

Subject 8:

ADVERSE DRUG REACTIONS

In hearings of the Senate Health Subcommittee in 1974 on the quality of medical care, allegations were made that:

- Adverse drug reactions cause 30,000, 75,000, 100,000 or even 140,000 deaths each year in U.S. hospitals.
- 1,500,000 hospital admissions annually are caused by adverse drug reactions, most of them avoidable.
- A basic factor in these alleged deaths and hospitalizations lies in "over-promotion" of prescription drugs and consequent "irrational" or "excessive" prescribing.

So we have two questions: How many deaths actually occur annually due to preventable adverse drug reactions, and to what extent can they be attributed to "promotional excesses of the drug industry?"

The estimates of 30,000 to 140,000 ADR deaths appear to be based on a single study, that of the Boston Collaborative Drug Surveillance Program, extrapolated in erroneous ways.

Most of the deaths reported in the initial Boston study involved critically, even terminally ill patients. Estimates of these deaths were extrapolated to total hospital admissions (30 million annually) rather than to the logical universe of admissions to the medical services (one-fifth the total, or approximately 6 million.)

With 6 million medical service admissions annually, deaths associated with ADRs may fall somewhere between 6,000 and 11,000, based on the sample in the Boston study. However, at least two-thirds of the patients in that sample had critical or terminal illnesses. It would therefore appear reasonable to suggest a qualified annual estimate of 2,000 to 3,000 drug-related hospital deaths in patients suffering from apparently nonlethal diseases.

(Statistics published in 1972 by the National Center for Health Statistics show that almost 1,900 out of a total of 2,352 deaths resulted from accidental poisoning, with "Surgical and Medical Complications and Misadventures" accounting for only 466.)

The estimate of 1.5 million hospital admissions annually due to ADRs was originally derived from a limited study. However, in 1969 the Commission on Professional and Hospital Activities reported that the number of patients admitted "... with a final diagnosis explaining admission" of "adverse effects with medicinal agents" was 53,119. This study was based on records from admissions to a third of all U.S. hospitals. This would compute to approximately 160,000 yearly hospitalizations--not deaths--for drug induced illness, one-tenth of a widely quoted estimate.

In weighing the thesis of industry promotion as a cause of ADRs, these factors should be considered:

- The overwhelming majority of ADRs involve not only older drugs but those that are rarely promoted.
- No evidence was reported in the BCG study that use of any drug involved was inappropriate.
- Physicians balance risk vs. benefit of the drug therapy with the nature or degree of illness.
- Heroic measures are sometimes tried to assist critically ill patients.
- Promotion for prescription drugs is confined strictly to FDA-approved claims.

Further restrictions on pharmaceutical promotion would have little or no effect on ADR incidence. In the October 12, 1974, New England Journal of Medicine, a member of the BCG, Hershel Jick, M.D., stated,

"We conclude that, despite some alarming gross numbers, most drugs are remarkably nontoxic. We do not have an urgent epidemic of drug toxicity requiring crash programs of correction."

In reaching this conclusion, Dr. Jick noted:

"In hospitalized medical patients, adverse reactions result from about 5 percent of drug exposures. The majority are self-limiting and of little consequence to the clinical course

of the patients. Serious adverse reactions are uncommon . . ."

A study on "Adverse Drug Reactions in the United States," undertaken by a group of distinguished pharmacologists under the sponsorship of Medicine in the Public Interest, was published in December, 1974. Its conclusions:

1. Current estimates of the magnitude and cost of the adverse reaction problem are completely unreliable because they are derived from a data base that is incomplete, unrepresentative and uncontrolled . . .
2. The majority of reported ADRs are minor functional gastrointestinal disturbances . . .
3. The available data fail to identify the underlying factors that lead to ADRs . . .
4. Many fatalities allegedly attributed to adverse reactions occur in gravely ill patients . . .
5. Most reported fatal drug reactions seem to be due to older, standard drugs.
6. Hospitalizations associated with legitimately used drugs are probably less frequent than hospitalizations from alcohol abuse, illicit drug usage, suicide attempts and accidental poisoning.
7. Most reactions are difficult to categorize unequivocally as to cause . . .

The pharmaceutical industry and the medical profession have an abiding interest in defining both the scope and the nature of the ADR problem and in finding ways to reduce this threat to patient well-being. Even one death resulting from an adverse drug reaction is one too many. Thus educational and other efforts to solve the problem are expanding.

The PMA Foundation, for example, was established in 1965 to promote the betterment of public health through scientific and medical research, with emphasis on encouraging research and careers in clinical pharmacology and related fields. The Foundation is almost entirely supported by the voluntary contributions of PMA member companies--\$6.5 million since 1965. (Copies of the PMA Foundation Annual Report are available on request.)

Subject 9:

THE MAXIMUM ALLOWABLE COST CONTROVERSY

"It rests on a foundation that is unsupportable in science, defective in economics and capricious in law."

That is the way the PMA expressed its position on a three-part regulation--published in final form by the Department of HEW on July 31, 1975--to establish price ceilings for certain drugs reimbursed under some federal programs. PMA has stated that the proposal, the Maximum Allowable Cost (MAC) plan, would not be feasible or lawful and would "unmistakably work against the public interest" because:

1. Chemically equivalent products are not always therapeutically equivalent.
2. FDA cannot assure the quality, safety and effectiveness of all formulations of currently marketed multi-source drugs that would come under the program; the agency lacks the resources to inspect all drug plants regularly and to do quality checks on any substantial number of drugs.
3. Professional prerogatives are poorly protected under MAC.
4. In the long run, research and quality-based manufacturers and other responsible elements of the pharmaceutical complex will have difficulty in operating efficiently and innovatively under a "lowest price" reimbursement system.
5. Direct and indirect costs of such a system could exceed any possible savings.

Recognizing that economy in government is desirable, PMA suggested an alternative plan that would:

1. Provide doctors and pharmacists with meaningful retail and manufacturers price data, in given locales, to stimulate more price competition.
2. Provide doctors and pharmacists with drug product quality and service information to aid them in prescribing and dispensing.
3. Institute a system of peer review of drug prescribing and dispensing to monitor prescription drug services under HEW programs.

The MAC philosophy appears to be

based on the acceptance of minimal standards. It overlooks the values of new product research and the need to encourage excellence in producing and improving existing drugs, as well as the quality and service elements provided by wholesalers and pharmacists. The American approach to drug reimbursement should offer rewards for excellence. If the marketplace is not allowed to give preference to the products of known quality over those which purport to meet only minimum standards, there will be no incentive to excel.

In June 1975, FDA proposed sweeping new regulations aimed at setting standards for all drugs and officially gave notice that such standards may be needed for at least 193 drug dosage forms. The process of developing such standards of drug quality and manufacturing competence, and the capacity to enforce them, will consume many months--and more likely, years.

Two days after the MAC regulations were published, the FDA was permanently enjoined from permitting "me-too" drug products to reach the market without approved new drug applications--a verdict the PMA supports. The U.S. District Court noted there are an estimated 5 to 13 imitators on the market for each original product with an approved new drug application.

A major concern has been expressed repeatedly by the pharmaceutical industry over the effect of the proposed MAC regulations on incentives to research, develop and improve its products. If the government forces the market to rely only on the least expensive drugs and devices available, the research-based segment of the industry will eventually be hard-pressed to carry on its \$1 billion-a-year R&D effort. Enactment of the proposal would, in time, tend to push the industry toward commodity supplier status, with a diminishing capability to perform innovative research.

Such a complex and controversial approach as MAC, unprecedented as it is in national health programs, faces severe opposition from those most affected--not only from pharmaceutical firms but also from medicine and pharmacy.

Any MAC plan by itself will have little overall short-term impact on

the economics of the industry. Even HEW estimates of supposed savings apply only to a miniscule portion of the market. Nevertheless, MAC represents a significant departure from the Ford administration's stated intent to avoid the creation of new bureaucracies and to make competitive forces work more effectively in the marketplace. In that sense MAC represents a new order of unacceptable, excessive federal regulatory control.

(Copies of an extensive PMA critique of MAC are available on request.)

Subject 10:

THE ANTISUBSTITUTION CONTROVERSY

Why are there campaigns in various states to repeal patient protection laws that require pharmacists to dispense the particular brand of drug prescribed by the doctor?

Primarily, elements of pharmacy, the consumer movement and labor have advocated repeal of these laws based upon three suppositions: (1) that consumer savings will result; (2) that the FDA can assure the quality and equivalence of multi-source drugs; and (3) that the professionalism of the pharmacist will be enhanced by allowing him, instead of the doctor, to make certain product selections.

In general, the medical profession, the pharmaceutical industry and some segments of pharmacy support antisubstitution laws and statutes that were passed--mostly in the 1950's--to protect consumers against unauthorized changes in prescriptions.

As of the fall of 1975, 42 states had antisubstitution laws or regulations. In the last few years, Michigan, Maryland, Massachusetts, Kentucky, Oregon, Arkansas, Minnesota and California have repealed or modified their statutes to permit some form of drug substitution without the consent of the doctor.

Such changes are unwise for a number of reasons. The pharmacist is highly knowledgeable about drugs in general, but the doctor has highly developed clinical experience with specific products and knows the patient's condition as well. Hence it is advisable for the choice of both the drug and the particular

product to remain in the doctor's hands.

Physicians welcome the advice of pharmacists in choosing specific dosage forms, in avoiding incompatibilities and in selecting economical products from quality sources. In consultation with pharmacists they normally permit changes, but few wish to relinquish their prerogative to consent or reject in advance.

Even most advocates of repeal agree on the basic principle of physician control over drug product selection and would allow doctors to specify "no substitution," or "dispense as written" in their own handwriting on the prescription form. However, such a provision is cumbersome and negative, requiring the prescriber to reaffirm an obvious intention. The doctor seeks to guard against variations in bio-availability which may be caused by physiologic differences in patients or by variations in manufacturing processes or ingredients. Mere failure to act in some cases would permit the pharmacist to substitute unilaterally and run counter to the traditional cooperation of the two professions and to the welfare of the patient.

A fundamental flaw in the repeal argument concerns drug equivalence.

While the overall quality of the nation's drug supply is excellent, experience and competence vary among producers and distributors. No longer is there any doubt that important therapeutic differences exist among some drug products with the same active ingredients marketed by different firms. The FDA lacks the capability--now and in the foreseeable future--to assure the uniform quality of all available drug products.

Regardless of what transpires in law or regulation, doctors and pharmacists will insist that patients get the highest quality medicines and will prescribe and dispense accordingly.

Finally, the promise of savings to consumers is illusory. Purchasers already benefit by price competition among producers of multi-source products, and the competitive market system--not the freedom to substitute--will continue to keep prices at moderate levels. After all,

these prices have remained moderate for decades, on average, because of price and therapeutic competition. (See PRICES.)

Exaggerated claims of potential savings are usually based on comparisons between the highest and lowest list prices of some multiple-source drugs. For a variety of reasons, such comparisons are poor guides for potential savings at retail.

Moreover, no consumer savings have been documented where modifications of the law have been in effect for some time. Canada has had even longer experience with drug substitution, with no apparent savings.

Other cost factors cannot be dismissed, either. Some substitution legislation creates its own offsetting bureaucratic expenses, such as developing and distributing lists of supposedly equivalent drugs--thereby adding to taxpayer burdens.

In short, the repeal of these consumer protection laws would inevitably increase patient risks, erode physicians' control over the precise products they determine their patients need, and save little or no money for consumers.

Subject 11:

THE UNDERMEDICATED SOCIETY

It's hardly news that this country has had a drug problem for some years--the excessive use of illegal and even certain legal drugs in city and suburb alike. But another drug problem continues to exist largely unnoticed: not enough use of necessary, even life-sustaining drug therapy in these same places. Lives and health are lost either way. Drug abuse continues to be a serious social problem, but the nonuse problem needs attention, too.

Many Americans today are under-medicated, even un-medicated.*

- * Of an estimated 25 million Americans with hypertension, only 15 to 25 percent receive drugs in adequate amounts.
- * Of an estimated 4.4 million Americans with diabetes, more than 1.6 million are not even aware they have the disease.
- * Of 50 million Americans with arthritis, only one in four is even under a doctor's care.
- * Of an estimated 2.5 million cases of venereal disease, well over a

million are untreated.

- * An estimated 20 million Americans suffer from some form of mental or emotional disorder, yet only 10 to 15 percent are receiving treatment. Mental hospital readmission rates for patients who do not remain on medication are four times as great as for those who take medications as prescribed.
- * Polio immunizations in pre-school children have fallen from their one-time high of 88 percent to 63 percent, and only 43 million youngsters have been immunized against rubella.
- * Each year, thousands of adults contract mumps--yet a single shot of a vaccine can prevent mumps and its side effects.

This undermedication phenomenon, which is not unique to the United States, exists for a variety of reasons. Some people do not seek medical attention because they do not recognize disease symptoms, are concerned about the cost of care or lack access to a physician. Language barriers and cultural or religious beliefs deter still others from seeking help.

Noncompliance with physicians' instructions--another cause of undermedication--results from such factors as poor communications between doctor and patient, misunderstanding or noncomprehension, carelessness or just plain forgetfulness.

Statistics have frequently been misinterpreted by those who contend the American people are overmedicated. For example, overall production and consumption increases for prescription medicines do not automatically point to greater usage by individuals. On a per capita basis, Americans received an average of 6.5 prescriptions in 1973, compared to 5.7 in 1960. This increase is unremarkable in that people are receiving more medical treatment because of (1) more sophisticated diagnostic procedures and new drug entities to treat previously untreatable conditions, (2) more publicly funded programs, bringing care to people who had little or none, (3) more persons in age groups that require the most treatment, (4) changing patterns in treatment, from in-patient to out-patient care or (5) changes in federal regulations to require

new prescriptions instead of refills.

Current production of pharmaceuticals or numbers of prescriptions, therefore, may not be providing all Americans with anywhere near optimal medical care--not when millions of persons suffer incapacitation and risk of premature death because they are untreated. For many of them, medicines would be an important part of treatment.

*Sources will be provided on request.

Subject 12:

PMA POLICY POSITIONS

A long prevailing myth is that the prescription drug industry opposes needed legislation. Actually, the industry endorsed the landmark 1962 legislation requiring premarketing proof of efficacy, and it worked with the Drug Research Board of the National Academy of Sciences to design and implement the review of the effectiveness of pre-1962 drugs. It supported the drug abuse control laws of 1965 and 1970. It currently supports pending legislation governing medical devices and diagnostics. In 1974 and 1975, PMA proposed tougher federal standards for manufacturing, quality assurance, clinical research, service and marketing operations.

Thus PMA supports federal legislation that would:

1. Outlaw prizes, premiums or items of value given to the health professions as incentives or rewards for the prescribing or dispensing of a manufacturer's products;
2. Outlaw inspection of prescription files by company representatives;
3. Assure that samples of prescription products are distributed only on written request, with rigorous recordkeeping;
4. Require that a manufacturer's facilities be inspected and certified before any products are shipped, that they be recertified through inspection each year, that all products carry expiration dates and whenever feasible a firm's identifying mark and that FDA certify company recordkeeping, product recall capabilities and adverse drug reporting systems;
5. Require documentation in matters of bioavailability and thera-

- peutic equivalence;
6. Require that the name of the manufacturer appear on every product label when it differs from that of the distributor. (As provided in S.2621, 94th Congress.)

An increasingly complex regulatory system governs clinical research, which also involves ethical imperatives of the highest importance. PMA endorses the fundamentally sound objectives of federal regulations and has formulated policy positions within this regulatory framework. On July 11, 1975, PMA submitted to the Health Subcommittee of the Senate Labor and Public Welfare Committee 13 recommendations on clinical research. The statement included:

- A group of operational guidelines designed to ensure the protection of subjects of clinical investigations, including prisoners and company employee participants.

- A series of proposals to facilitate the research process constructively without jeopardizing the subjects of clinical trials.
- A recommendation that two specific studies, by multi-disciplined panels, define policies governing human participation in drug research.
- Identification of aspects of the innovative process and its regulations which need systematic study to improve procedures where the optimum course is not evident now.

PMA has taken other measures designed to advance the proficiency, standards and technology of the industry. Among these is the establishment of a nine-member commission representing pharmacy, medicine and the industry which has prepared guidelines for training programs for companies' professional representatives.

(Complete copies of PMA Policy Positions are available on request from PMA)

THE PHARMACEUTICAL MANUFACTURERS ASSOCIATION

The Pharmaceutical Manufacturers Association is a nonprofit scientific and professional organization representing 131 companies that have been responsible for the introduction of more than 90 percent of the significant pharmaceutical products developed over recent decades in the U.S. and Western Europe.

A big week for ABC-TV

It takes Jan. 11-18 Nielsens with strongest ratings in decade, but CBS still leads the season

CBS-TV, which had won the Nielsen battle eight weeks in a row through Jan. 11, was forced to take a back seat to ABC during the 19th week of the 1975-76 prime-time season. In fact, for the week ended Jan. 18, ABC's 22.0 rating was its biggest weekly Nielsen figure in 10 years (with the exception of the network's coverage of the 1972 summer Olympic games from Munich), according to ABC researchers. CBS finished second during the 19th week, with a 19.8 rating, and NBC third with a 17.9.

The season-to-date (Sept. 8, 1975-Jan. 18, 1976) numbers, though, still show CBS with a commanding lead. CBS's rating is 19.6, compared to NBC's 18.2 and ABC's 17.9.

ABC weighed in with four of the five top shows in week 19, the number-one spot going to the *ABC Sunday Movie* telecast of Robert Redford in "Jeremiah Johnson," which with a 37.5 rating and 56 share became the ninth highest-rated movie of all time. CBS's *All in the Family* (33.7 rating, 47 share) came in second, but a special *Happy Days* anniversary show on ABC finished third (31.1 rating, 45 share).

ABC attracted a huge sampling for the premiere of *The Bionic Woman* (Wednesday, Jan. 14, 8-9 p.m., NYT), which finished fourth with a 27.4 rating and 41 share. The series from which *Bionic Woman* was spun off, *The Six Million Dollar Man*, wound up fifth for ABC, with a 27.4 rating and 39 share.

Among other second-season shows, Norman Lear's *One Day at a Time* sitcom (CBS, Tuesday, 9:30-10 p.m.) showed softness for the first time this year, losing five share points from its strong *M*A*S*H* lead-in, although still chalking up a solid 23.0 rating and 34 share. *On the Rocks*, which ABC moved to Monday (8-8:30 p.m.), hit a respectable 21.6 rating and 32 share in its debut in the new time period on Jan. 12 but dipped to an 18.6 rating and 27 share on Jan. 19. *Ellery Queen*, which NBC shifted to Sunday (8-9 p.m.), got its best numbers of the season on Jan. 18, although its 19.9 rating and 28 share will probably not be good enough to get it renewed for another season, according to industry sources.

Four other CBS second-season shows that are holding their own in new time periods are *Hawaii Five-0*, *60 Minutes*, *Switch* and *Barnaby Jones*.

Industry rumors of a possible third season, in which more new shows would trickle onto the networks' schedules in March, are centering on a number of shows that have stagnated in recent

Nielsen weeks, among them *Movin' On* (NBC, Tuesday, 8-9 p.m.), *Petrocelli* (NBC, Wednesday, 10-11 p.m.), *The Cop and the Kid* (NBC, Thursday, 8-8:30 p.m.), *Grady* (NBC, Thursday, 8:30-9 p.m.), *S.W.A.T.* (ABC, Saturday, 9-10 p.m.), *Swiss Family Robinson* (ABC, Sunday, 7-8 p.m.), *Bronk* (CBS, Sunday, 10-11 p.m.) and at least two elements of the *NBC Sunday Mystery Movie*, *McCoy* and *McMillan and Wife* (9-11 p.m.), and *Ellery Queen*.

Record executives on trial in Newark

Brunswick, Dakar label officials charged with defrauding IRS, own artists; other defendants plead guilty; other trials yet to come

Seven executives of Brunswick Records and Dakar Records have gone on trial in federal court in Newark, N.J., on charges of defrauding the Internal Revenue Service and some of their own recording artists of more than \$184,000.

Judge Frederick Lacey, presiding in U.S. District Court, ordered attorneys for both prosecution and defense not to discuss the case with anyone outside the courtroom proceedings.

Earlier, guilty pleas were entered by several other defendants named on various charges in indictments issued last summer and subsequently in the government's investigation of alleged corruption in the recording industry (BROADCASTING, June 30, 1975). One was Paul Burke Johnson, former program director of WAOX(AM) Atlanta, who originally was charged with perjury but pleaded instead to conspiring to receive money and clothing for promoting records. He was released on bail. Others reported to have entered guilty pleas, on charges of tax evasion, were Edward Portnoy, record wholesaler, and the Chi Lites, rhythm-and-blues trio. They also were released on bail.

In the opening of the trial of the

Fairness for Commandments.

A November letter-writing campaign organized by the Cleveland-based Citizens for Decency Through Law flooded the FCC with more than 13,000 postcards and letters carrying the same fairness-doctrine complaint. "I, for one, am sick of hearing only the side of prostitutes, the gays, the perverts and the porno movie 'stars' and the like who infest virtually every talk show," the message read, "Please enforce the fairness doctrine and demand that the networks and their affiliates present spokesmen for decency and morality..." The campaign brought the November complaint total to 17,239, an increase of 6,681 over October.

Brunswick/Dakar Group, Thomas Greelish, an assistant U.S. attorney, charged the executives with selling records without recording the sales, thus defrauding the government of taxes and the recording artists of royalties. Mr. Greelish also said he would present evidence that artists who complained were assaulted or threatened.

Defense lawyers contended it was other employees, not the defendants, who were guilty. The attorney for Nat Tarnopol, head of Brunswick and its Dakar subsidiary, asked for a mistrial but his request was denied.

Other defendants with Mr. Tarnopol are Peter Garriss, Irving Wiegman, Lee Shep, Carl Davis, Melvin Moore and Carmine De Noia.

Among others awaiting trial in other courts are Clive Davis, president of Arista Records and former president of CBS Records, on a charge of income tax evasion, and Kenneth Gamble and Leon Huff of Gamble-Huff Records in Philadelphia, on charges of making pay-offs to radio station personnel.

Ratings upheaval in Chicago TV

Stations' numbers radically change as Nielsen shifts from diaries to overnight reports from meters

NBC-owned WMAQ-TV Chicago has been hurt, at times painfully, while ABC-owned WLS-TV has benefited substantially and CBS's WBBM-TV modestly in initial results of the overnight ratings that A. C. Nielsen Co. introduced in Chicago on Jan. 8 (BROADCASTING, Jan. 19).

There is general agreement on that conclusion among research sources familiar with the Chicago ratings, including representatives of the three network O&O's. The comparisons are with most recent ratings produced under the diary system that the metered overnights replaced.

WMAQ-TV appears to be hardest hit, according to some observers, in its news periods. The first week's overnights dropped its early news from number one or two to a clear number three and also intensified its late news's number-three spot. In the early news WLS-TV was shown with ratings equal to or exceeding those of WMAQ-TV and WBBM-TV combined, and its late news was a clear—though not quite that clear—front-runner.

WMAQ-TV has suffered, and WLS-TV in particular has benefited, in other day-parts as well. In the first week's overnights, WLS-TV's Monday-Friday late-night programing tended to edge out *Tonight* on WMAQ-TV in most periods—as did WBBM-TV's *CBS Movies* as well. For the five nights, ABC's *Wide World of Entertainment* on WLS-TV averaged an 11.3 rating to 11 for *CBS Movie* on WBBM-TV and 10.6 for *Tonight* on WMAQ-TV. In the mornings, ABC's *Good Morning America* on WLS-TV was edging NBC's *Today* on WMAQ-TV.

NBC/WMAQ researchers were clearly

unhappy but emphasized that the results thus far were based primarily on one week's ratings and hoped that unusual circumstances might somehow have caused the damage. They said they had also asked Nielsen whether the sample used in the first week was as representative as Nielsen expected it to be when the installation of meters is completed, but they also said they had no grounds on which to accuse Nielsen of using a bad sample. During the first week, Nielsen had 251 of a projected 300 homes hooked up, and received data from 199 per average day.

Hooks insists format is FCC's business

He concedes that there are tricky questions involved, but common sense will solve them

FCC Commissioner Benjamin L. Hooks has set himself off from two of his colleagues—Chairman Richard E. Wiley and Commissioner Glen O. Robinson—on the question of whether commission involvement in entertainment-format-change matters raises First Amendment questions. While they do think so (BROADCASTING, Dec. 22, 1975), he does not.

"Once a licensee has used the spectrum to promote a particular format and snared a loyal following, Commissioner Hooks says, 'the desertion of that format for the sheer sake of enlarged profits, and without regard to the public interest, deserves some scrutiny.'"

Commissioner Hooks, who expressed his views in a concurring statement issued last week with the text of the notice of inquiry the commission has adopted on the subject of entertainment-format changes, acknowledged that the number of "hypothetical extremes" to which involvement in format changes could lead the commission are "chillingly boundless."

But, he said a "common sense" approach to the problem of determining whether conditions warranted intervention would enable the commission to avoid problems. For instance, to determine whether there is "sufficient grumbling" to give attention to a case, he would compare the size of the protest to the magnitude of the service area, "using a zone of reasonableness concept."

"Under the circumstances likely to occur," he said, "the trade-off between government obstruction and economically inspired exclusion becomes reasonable. Our energies would be best spent, I believe, in devising tenable standards to apply rather than battling speculative abstractions."

'Sesame Street' criticized by children's authority

Eda J. LeShan, the child-care expert, TV panelist and author, says *Sesame Street* is "a Madison Avenue sell of the alphabet" that is "violating the nature of childhood"

by "forcing learning on children when they're not ready to receive it." Ms. LeShan, speaking at a New York forum on local children's programming sponsored by the ABC-owned television stations, was comparing *Sesame Street* unfavorably with the ABC-owned stations' monthly series of children's specials (done in conjunction with the Encyclopaedia Britannica Educational Corp.), which, she said, "move at a human tempo, and without a lot of noisy synecopation."

The other panelists at the forum, which focused on the ABC specials (two of which, *Heartbeat of a Volcano* and *The Quest for Flight*, have already been aired on the five owned stations), were Richard A. O'Leary, president of the ABC-owned TV stations; Ross D. Sackett, the president of the Encyclopaedia Britannica Educational Corp.; and Raymond W. Graf, the chief of the bureau of educational communications for the New York State Educational Department. The moderator was Philip Boyer, vice president of programming for the ABC-owned TV stations.

'Life' movie book to be NBC-TV special

Also in NBC next-season plans: Granada production of U.S. plays with Olivier as artistic director

NBC-TV and Time-Life Television announced last week that production has begun on a three-hour special based on the coffee-table volume published last year called "Life Goes to the Movies" (BROADCASTING, Sept. 29, 1975).

In addition, NBC said it had made a deal with Granada Television of England and Laurence Olivier for Lord Olivier to serve as artistic director of a new series of TV adaptations of 20th Century American plays.

Time-Life will be helped in putting the "Life Goes to the Movies" compilation together by 20th Century-Fox Television, whose president, Jack Haley Jr., is the producer who was mainly responsible for plundering old MGM musicals to come up with "That's Entertainment," a 1974 theatrical release that has so far netted the distributor, United Artists, \$12 million in the U.S. and Canada. When CBS telecast it for a whole evening last Nov. 18 (8-11 p.m.), "That's Entertainment" attained a huge 27.5 rating and 41 share, tying for first place that week with NBC's *Sanford and Son*.

Like "That's Entertainment," "Life Goes to the Movies" will use a number of stars (to be announced) as hosts of various sections of the special, according to Time-Life Television vice president William Miller, who presided over the New York meeting with reporters. But whereas "That's Entertainment" focused exclusively on musical numbers from MGM movies, "Life Goes to the Movies" will take a more journalistic approach, Mr. Miller said. It will draw on the morgue of still photographs from *Life* magazine as

well as the film archives of the old "March of Time" newsreels to supplement the expected excerpts from old movies.

For the Granada-Laurence Olivier project, NBC is planning to tape two two-hour dramas a year for prime-time telecasting, beginning with the 1976-77 season. As part of his over-all duties, Lord Olivier will be the host of the series and will occasionally take an acting role. Playwrights to be tapped include Eugene O'Neill, Tennessee Williams, Arthur Miller and Lillian Hellman.

Program Briefs

In the works. Producer-director Norman Lear is negotiating with Corporation for Public Broadcasting to produce public TV series. Project in mind involves American literary type series—possibly programs on individual well-known authors.

Cash only. Colgate has leased *Police Surgeon*, prime-access adventure series it sponsored and syndicated through its agency Ted Bates from 1972 to 1975, to new distribution company based in New York, Cinema Shares International. When Bates syndicated *Police Surgeon* to stations, it was barter show, with Colgate picking up all national minutes. Cinema Shares will sell *Police Surgeon*'s 78 rerun half-hours to stations on straight cash basis. Series will officially go on market at National Association of Television Program Executives convention in San Francisco next month.

Working together. Scripps-Howard Broadcasting and Post-Newsweek Stations are jointly producing four one-hour television programs, *The Presidents*, and showing them on their stations and syndicating them nationally.

Roaring on. Time-Life Films plans *Wild World of Animals* for fourth season, with new batch of 26 episodes that will be filmed "immediately after productions concludes on the current cycle." Series is now in 131 U.S. markets, mostly in prime-access time.

Rich get richer. National Collegiate Athletic Association, meeting in St. Louis, voted overwhelmingly against proposal that revenues from NCAA's football TV contract be divided among all member schools. Major schools, which now get most of that money, had threatened to bolt if so-called "Robin Hood" plan was adopted.

Rescued. IBM Corp. grant to noncommercial WNET(TV) New York of about \$200,000 will enable Public Broadcasting Service's *Behind the Lines* to return to air next month with 13 half-hour broadcasts. Journalism review with host Harrison Salisbury, former associate editor on *New York Times*, was one of shows initially cut because cost overrun of *Adams Chronicles* (also produced by WNET).

THEY'RE THINKING NATPE*

* Shorthand for the 13th annual conference of the National Association of Television Program Executives, which convenes in San Francisco's Fairmont and Mark Hopkins hotels February 21-25.

The business of that conference is to sort out the key trends in television programing.

And, not incidentally, the key properties.

It is a conference BROADCASTING has called "The magnetic marketplace," in that it exerts its gravitational pull on all elements in the buying and selling of TV station programing. Program directors. General managers. Syndicators. Agencies. Advertisers. Government officials. The creative community. That magnet attracted 1,139 in Los Angeles two years ago, 1,352 in Atlanta last year and is expected to draw 1,600-1,700 to San Francisco.

BROADCASTING will "surround" NATPE this year as it has in the past. Its issues of February 16, 23 and March 1 will carry heavy concentrations of editorial and advertising material reflecting the before, during and after of this major industry event.

Deadlines for advertising: February 9, 16 and 23.

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Cable's getting worried about broadcasters' anti-pay effort

NCTA executive committee feels pro-cable side may not have sufficient resources; MSO's send top brass to Washington; internal fire out on copyright

There is concern in the cable television industry that pay cable lacks the specific focus at the National Cable Television Association that it needs to offset anti-pay cable efforts being undertaken by broadcasters.

That concern was addressed two weeks ago at an NCTA executive committee meeting, during discussions on the association's budget for fiscal 1976. Last year, NCTA devoted about \$20,000—from its legal department budget—to pay cable efforts. The association's pay cable committee spent another \$5,000. The pay cable budget was higher a year earlier when NCTA had one staffer working fulltime on support papers and publications. Many would like to see an NCTA budget for pay cable at about the same level as that the National Association of Broadcasters apportioned to its "free TV committee"—about \$200,000.

Some half dozen NCTA staffers now work on pay cable (although not on an exclusive basis), but it is not approached as a separate function. NCTA President Robert Schmidt doesn't believe that kind of departmentalization is practical, given the fiscal resources of the association. Multiple system operators and others concerned with promoting pay cable could, of course, raise the funding level on their own as a supplement to the NCTA budget. NCTA's budget should be ready for submission by next month at the Los Angeles meeting of

the over-all board.

There were plenty of pay cable interests on hand at the usually small executive committee meeting to stress the pay cable priority. Noncommittee members present included: Teleprompter President Russell Karp, Senior Vice President Bill Bresnan and General Counsel Barry Simon; John Gwin, vice president of Cox Cable Communications; Monroe Rifkin, president, American Television and Communications; Robert Rosencrans, president, UA-Columbia Cablevision; John C. Malone, president, Telecommunications Inc.; Gustave Hauser, president, Warner Cable Corp. Ralph Baruch, president, Viacom International, and Richard Munro, vice president, Time Inc.

Teleprompter's copyright proposal was also addressed at the eight-hour executive session, with NCTA deciding to maintain its position against a royalty tribunal and in favor of "reasonable copyright." Teleprompter will continue to press its copyright proposal, calling for payments to be calculated from a complex formula based on program use and the proportionate market share for carried signals (BROADCASTING, Nov. 3-10, 1975). Mr. Schmidt said he was "encouraged by efforts to date to develop support for the Teleprompter concept," but added NCTA's main concern was the "tremendous amount of unchecked authority in the proposed tribunal."

Both NCTA and Teleprompter will continue to press their respective copyright positions on Capitol Hill and will join

NCTA election prospects. When the National Cable Television Association's board meets in Los Angeles next month, the agenda includes the election of new officers. As it looks now, Burt Harris, Harris Cable Corp., will take chairman's position; Don Aaron, Comcast Corp., vice chairman; Ralph Baruch, Viacom International Inc., secretary, and Henry Harris, Cox Cable Communications, treasurer. George Nichols, Clinton Cable TV (Terre Haute, Ind.), may offer competition for treasurer's seat.

together in sounding out congressman on the local-distant signal liability scheme included in Teleprompter's plan. Concern among some cable operators that Teleprompter and NCTA might be headed for a stand-off on copyright—a situation the industry feels it could ill afford so close to House markup—seems to have been put to rest.

Coming together

The New England Cable Television Association has given the go-ahead to its executive director, Bill Kenny, to pursue a merger with the New York Cable Television Association. Barring a hitch, there will be a Northeastern cable association by early next year. In the meanwhile, Mr. Kenny will be in a "loan capacity" to the New York group, and both associations will pool their legal resources. Lewis Cohen, the New York association's legal counsel, has served as the New England association's Washington counsel for some time. And Paul Cianelli, full-time counsel for the New England association, will be on loan to the New York association.

The merger is intended to give cable operators in the region a broader working capacity to deal with state regulations that often affect more than one state.

Cable Briefs

Breathing room. Vikoa Inc., multiple CATV system operator, has signed agreements with its senior lenders to restructure company's long term debt of \$7.3 million. Agreement signed with Teacher's Insurance and Annuity Association of America and Massachusetts Mutual Life Insurance Co. calls for \$671,000 in unpaid interest and principal accrued from July 1974 through year end 1975 to be capitalized into new notes with revised balance of principal \$5,362,000. Waiver of existing defaults on \$1,980,000 note held by National Bank of America is scheduled to be signed this week.

Learning how. National Cable Television Association will sponsor three-day (Feb. 9-11), nine-hour short course in cable television technology for government employees and other people who make decisions affecting CATV industry. System and studio will be set up at Statler Hilton hotel, Washington, for demonstration during each three-hour afternoon session. Tuition is \$50.

Cable for tenants. State of New York Commission on Cable Television has issued policy statement that prohibits landlords to charge access fee to cable systems seeking to provide service in apartment buildings. Action follow similar law passed in Massachusetts (BROADCASTING, Oct. 13, 1975). New York commission emphasized decision does not apply when cable company wants to cross particular property for purpose of wiring adjoining property.



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Media join hands to overturn Nebraska gag order

Friend-of-court brief argues against judge's ruling that First Amendment rights are superseded by defendant's rights to a fair trial

Broadcast industry representatives have joined with members of the print press to urge the U.S. Supreme Court to declare unconstitutional the Nebraska court order barring media coverage of certain aspects of a sensational murder case, including matters discussed in open court. The unusual degree of unity between members of print and electronic journalism reflected the concern expressed in their friend-of-the-court brief that the order is a clear violation of the First Amendment and, if left undisturbed, could lead to future orders by courts restricting their right to cover other cases.

What they are seeking is a ruling preserving the integrity of the First Amendment against prior-restraint orders of judges seeking to protect a defendant's Sixth Amendment right to a fair trial. The First Amendment, they argue, expressly bars prior restraint except in narrow cases involving national security; besides, they add, the courts possess an array of weapons to protect a defendant against the effect of prejudicial publicity—sequestering juries and banning statements by principals in a trial, among them.

The case at issue was a sensational murder trial in which Erwin Charles Simants was accused of killing six members of a family in Sutherland, Neb., and sexually assaulting two of them. He was found guilty on six counts of first-degree murder and is now awaiting sentencing. But the Supreme Court test arises from the order by Judge Hugh Stuart barring the media from reporting matters—including confessions by the defendant—that were discussed in public pretrial proceedings. He argued that the First Amendment must give way to the defendant's right to a fair trial.

The case has been brought to the Supreme Court by newspapers and broadcasters in the state. The friend-of-the-court brief was filed in behalf of NBC, CBS, the Public Broadcasting Service, the National Association of Broadcasters, and the Radio Television News Directors Association, as well as various newspapers and news organizations—the *New York Times*, Philadelphia Newspapers Inc., *Chicago Sun-Times*, *Chicago Daily News*, Dow Jones & Co., the Readers Digest Association Inc., Parade Publications Inc., Harte-Hanks Newspapers Inc., American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, Associated Press Managing Editors

Association, and National Newspaper Association.

They argue that there is a "special risk" in permitting judges to impose prior restraints on coverage of events in their courts. For not only would the judges find themselves "in the delicate position" of determining which statements made before them could be published, "but they would be entering restraints on the very institution whose function is to expose governmental wrongdoing in all branches of government, including the judiciary."

They also argue in their brief that it is "the hypothesis of the First Amendment" that the press must be free if it is to expose wrongdoing, and that this is true "despite the recognition that the press has sometimes been outrageously abusive, untruthful, arrogant and hypocritical. For it is also the hypothesis of the First Amendment that with all the potential for harm that must be acknowledged in a press as free as exists in this country, the greater risk is governmental misconduct—misconduct that only a press that is free is able to expose."

Networks deny suggestion they let bars down for Presidents

Spokesmen for all three commercial networks last week denied charges by House Speaker Carl Albert (D-Okla.) that they had let down their journalistic guards in granting Presidents air time and that they have not afforded enough reply time for opposition to televised presidential address.

The Albert charges accompanied a study done at the speaker's request by the Congressional Research Service documenting all instances in which the networks had given live coverage to Presidents. It concluded that they have exercised little or no news judgment in the last 10 years in deciding whether to honor presidential requests for time. It also quoted network news executives as agreeing that presidential requests were customarily obliged (BROADCASTING, Jan. 19).

Different assertions came last week from higher network officials.

Typical of the network replies was that of Richard C. Wald, president of NBC News: "NBC presents live coverage of presidential addresses when the President—regardless of his party affiliation—has something important to say to the American people as chief executive. In each case we exercise our independent news judgment."

NBC does offer reply time to the opposing party, Mr. Wald said, particularly during special programs such as *The Loyal Opposition*, *Meet the Press* and *Today*, all of which, he said, were ignored by the congressional study.

CBS News President Richard Salant said



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that the presidential messages CBS has carried since 1964 "virtually without exception, in our view, [were] eminently newsworthy." Mr. Salant noted that he and others had been critical of the President's use of network television for a speech he gave in October 1975 to the Future Farmers of America. "We examined our practices after the Ford speech and reinforced our policy that news judgment would be the decisive criterion before granting air time," he said. Mr. Salant pointed out, too, that CBS has had a formal policy since June 1973 of carrying responses by opposition figures to every presidential television appearance that generates significant national disagreement.

All three networks carried on Wednesday night the Democratic Party reply by Senator Edward Muskie (D-Me.) to President Ford's State of the Union address to Congress Monday night.

William Sheehan, president of ABC News, said that ABC has in the past granted time to the President whenever the President deemed an address to be of great national or international importance, and added, "We believe that these past judgments have been consistent with our responsibilities as broadcasters." He said that from now on, ABC will reserve the right to decline a presidential request if the network does not agree the speech is of great significance.

William Lord, ABC News vice president and Washington bureau chief, said last week that "ever since the Kansas City incident (the speech to the Future Farmers) we are now looking closely at Presidential requests and weighing them on news judgment." He said the speech in which the President offered his tax cut proposal in October 1975 was weighed very carefully on the basis of an advance text from the White House and the decision to carry it live was delayed until about 5:30 p.m. the same day.

Mr. Lord was critical of Mr. Albert, saying that he is one of the least accessible congressmen when the networks are trying to get congressional comment on daily issues. Mr. Lord said further that Congress has the means to correct the problem of high visibility for the President in a resolution that would for the first time permit the networks to cover Congress on a live daily basis. That resolution is now pending in the House Rules Committee and, according to observers, has a good chance of passing this session.

Relocation

The Washington news bureau of NBC Radio is moving from its present site at the network's O&O stations there to the National Press building, suite 498, 14th and F Streets, N.W. The bureau was squeezed out of its former location at 4001 Nebraska Avenue when WRC(AM) went all-news and joined NBC's News and Information Service. The NBC-TV Washington news bureau, WRC, WKYS(FM) and WRC-TV remain at the Nebraska Avenue site.

Mike Wallace keeps hoping there's a Ford in his future

CBS newsmen claims White House twice canceled out of '60 Minutes'; Nessen has slightly different story, says interview is still on agenda

CBS News's Mike Wallace has a reputation as one of the best and toughest interviewers in the business. He is even cited in journalism textbooks. But perhaps one day he'll write an article on what is sometimes the most difficult part of an interview—getting the subject before the camera in the first place. He might start with the problem he has encountered in lining up President Gerald Ford for an appearance on *60 Minutes*.

Twice now Mr. Wallace has had what he says were commitments for dates for interviews. Each time, the dates were canceled, he says. And Mr. Wallace, cool and competent before the cameras, indicates some nervousness about the prospect of losing the interview entirely. "Don't kill it," he says, while answering a reporter's questions about his problems.

It's not the President who is the problem. Rather, there seems to be a failure of communication between the White House news secretary, Ronald Nessen, and Mr. Wallace. For while Mr. Wallace talked of two dates having been canceled, Mr. Nessen said "there never was a firm date." He also suggested that Mr. Wallace's problems are of his own making; he doesn't go through channels—through the scheduling office and the press office, that is, in seeking an interview with the President. That was true at least of the first alleged date. With Mr. Nessen in Florida on a vacation, Mr. Wallace approached Philip Buchen, the President's counselor and an old friend, with a request for an interview with the President. Word came down that the President would do the interview, and the piece was to be aired on Dec. 21, as a follow to Mr. Wallace's interview with Ronald Reagan. But when *60 Minutes*' producer, Don Hewitt, arrived at the White House to make arrangements, the word was passed to him through Bob Mead, the President's television adviser, that the interview was off ("Closed Circuit," Dec. 22, 1975). Scheduling problems were cited as the reason and that came after *60 Minutes* had announced the interview would be broadcast.

The White House made a major effort to make amends. An aide suggested that he call the President to discuss the matter, and within 24 hours, Mr. Wallace said, the President had called him back, expressed regrets, and promised to do the interview by mid-January.

The next date, Mr. Wallace said, set for the interview was Jan. 29; the air date, Feb. 1. At least that was his understanding

of a conversation with Mr. Nessen. But on Dec. 31, according to Mr. Wallace's chronology, Mr. Nessen called him with the bad news—to report that the President could be too busy to make the Jan. 29 date. That word apparently never reached Bob Mead, for earlier this month he told the *New York Daily News* that the President would be on *60 Minutes* on Feb. 1.

Mr. Nessen, while maintaining that there had never been firm dates and expressing irritation at Mr. Wallace's persistence—"he's been calling here twice a day for weeks"—is optimistic about Mike Wallace's chances of having a go at Mr. Ford. "It's back on the track now," he said of the proposed interview. "As soon as we can find an open date, we'll do it."

Mr. Wallace received the same word from Mr. Nessen on Jan. 16, the day before he was to leave for the Middle East, where conditions, he probably felt, seemed about as stable as his relations with the White House press office.

Journalism Briefs

Political coverage. Corporation for Public Broadcasting has granted sum not to exceed \$500,000 to support WNET(TV) New York and WETA-TV Washington's joint project for campaign and election coverage this year. Thirty-seven series of half-hour programs will cost \$2.2 million, with Ford Foundation, WNET, and WETA-TV expected to provide equal support. Remainder (approximately \$195,000) will be reallocated station program cooperative funds, previously ear-marked for *Bill Moyer's Journal* (WNET) and *Politics '76* (WETA-TV).

Looking back. Two decades of TV journalism are highlighted in film series, "And That's the Way It Was: Television News, 1947-68." Fifteen-program series runs began Jan. 15, will run through Aug. 27 at National Archives, in Washington, sponsor. Copies of certain segments are available for public loan. David Brinkley, NBC news commentator, spoke at opening.

Update. What amounts to short course in radio news is provided by revised, 44-page *Associated Press Broadcast News Style Book*. New version, for first time, contains section on audio, covering such topics as delivery, recording and maintenance of recorders. Timetable of broadcast wire operations also is included. Style book is being distributed to member station; additional copies (\$2 each) are available from *broadcast department, AP, 50 Rockefeller Plaza, New York 10020*.

History on the move. Thirty-five years' worth of Peabody award entries—some 12,000 radio and TV programs—will find new home in University of Georgia's (Athens) library. Programs had been held by university's school of journalism but space shortage forced relocation. Library is

applying for \$500,000 grant to copy programs, obtain copyright clearances and microfilm estimated 700,000 script pages. Arrangements to cover 500-odd new entries each year are also being made. Public access will be limited for several years until work is completed, university officials say.

Group to foster media-bar accord proposed

National News Council envisions liaison committee to evaluate problems, work out solutions to free press-fair trial dilemma

The National News Council has called for establishment of a joint committee of journalists and members of the bar to "examine practices involving free press-fair trial," to encourage voluntary restraints by the press and to discourage judicial restraints. The council's proposal is designed as an alternative to the proposed American Bar Association court procedure which, the council implies but does not specify, would go a long way toward the institutionalization of gag orders.

The proposed committee would report yearly to the ABA and constituent press organizations, citing examples of abuses and successes in journalistic and judicial conduct; sponsor media-bar workshops, and develop more empirical data on the influence of pretrial publicity on prospective jurors.

Organizations invited to participate: American Newspaper Publishers Association, American Society of Newspaper Editors, Association for Education in Journalism, AP Managing Editors Association, National Association of Broadcasters, National Broadcast Editorial Association, National Conference of Editorial Writers, Radio and Television News Directors Association, Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi.

The council's regular meeting Jan. 20 was marked by debate concerning the group's image: namely whether the council needs to wait for complaints on the record, soliciting the council's involvement in investigations of inaccurate or unfair news reporting, or whether the council can act to issue a complaint on its own once a grievance is made public (published in a newspaper in this instance). Ned Schnurman, associate director of the council, said "we are missing a lot of things because we've been deliberately low-key these first years," and be envisioned a more active role in the future.

However, Irving Dilliard, former editorial page editor, St. Louis *Post Dispatch*, and council member, said, "We don't want to do anything to convince the news media that we're acting as a super-

editorial board trying to stir up business." It was decided that an informational, not judgmental, letter would be sent, advising of the council's availability, in cases where grievances against the press have been made public.

In other actions, it was decided that a committee comprising Mr. Dilliard, R. Peter Straus, president of Straus Communications (WMCA(AM) New York), and Henry Geller, newly appointed adviser to the council, would redraft a letter to follow up the "inadequate response" from William Colby, director of the Central Intelligence Agency, regarding the possibility of journalists being on the payroll of the CIA.

In actions on broadcast-related complaints, the bias charge against CBS News's Panama Canal report was found unwarranted. Two informal complaints, one involving NBC-TV and the U.S. ambassador to Mexico, and another concerning CBS News's documentary, *FDR: The Man Who Changed America*, are still pending.

Affiliate unit gives voice to NIS stations

An advisory council for NBC Radio's News and Information Service has been formed to facilitate input by subscribing stations and to foster exchange of ideas. Eight executives from NIS stations have been named to one-year terms. Meetings will be held quarterly; the first is scheduled today (Jan. 26) in Washington. Between the meetings, telephone conference calls are to be made by council members to eight to 10 other NIS station executives.

The first NIS advisory council comprises Alfred Burk, WBAL-FM Baltimore; Edd Routt, WRR(AM) Dallas; Lee Zanin, WWTC(AM) Minneapolis; Harold Payne, WKIX(AM) Portsmouth, Va.; William Dwyer, KNAI(FM) San Francisco; Herbert Crosby, WCSH(AM) Portland, Me.; C. Hewel Jones, KWBB(AM) Wichita, Kan., and Ted Rogers, WQSA(AM) Sarasota, Fla.

NBC executives attending the first meeting are Jack Thayer, president, NBC Radio Division; Robert Mounty, vice president and general manager of NIS, and Roy Wetzel, director of NIS.

SDX award to Douglas

Retired Associate Supreme Court Justice William O. Douglas and three journalists will be honored Feb. 6 when the Washington chapter of the Society for Professional Journalists, Sigma Delta Chi, hosts a "First Amendment Dinner."

Mr. Douglas will receive the SDX First Amendment Award, the second ever given, for his support of press freedoms. To be honored as SDX national fellows are Mike Wallace, CBS correspondent and co-host of *60 Minutes*; *The Washington Post's* David Broder, and James J. Kilpatrick, syndicated columnist.

Equipment & Engineering

Bell price tag to broadcasters may double under plan by Common Carrier Bureau

FCC unit wants to spread costs instead of LRIC system which AT&T and networks endorse; if it happens, some say it will force radio and television to move to satellite, common carrier services

A bulky report filled with the technical language of economics and rate-making that has issued from the FCC's Common Carrier Bureau boils down, for broadcasters, to one line of bad news: potentially higher rates for AT&T's services—much higher.

The report, based on proceedings dating back some 15 years, contains the bureau's recommendation to the commission on the policy it should adopt regarding the basis on which AT&T should price its mixture of monopoly and competitive services.

The Bell System had urged the commission to approve a system of long-run incremental costs (LRIC), under which rates for competitive services would be based on management forecasts of future demand, technological developments, incremental investments and expenses and competitive developments, while rates for monopoly services would be set to recover all other costs. And the broadcast networks generally endorsed that position.

But the bureau opposes LRIC, at least in the form advanced by Bell. The bureau says Bell's proposal would "impose the cost burden of existing facilities and not easily allocable common and joint costs on the general public users of its basic monopoly services (long-distance telephone and WATS); while conferring any cost benefits of new facilities or scale economies resulting from increased utilization of existing facilities to its competitive services..." It also contends that Bell's approach "is incapable of preventing unlawful and potentially anticompetitive cross-subsidization between its monopoly and competitive services."

The bureau favors a system involving the use of fully distributed costs. This would require that rates paid by newer systems reflect the full cost of AT&T investment. It would also require the company to earn the same rate of return across the board.

And that is what could mean serious problems for broadcasters, from the major networks to the individual station that leases AT&T lines to bring in a distant basketball game. For while some services, like long-distance telephone, earn as much as 10.5% (and are overpriced, according to the bureau), broadcasting pro-

vided AT&T with only a 2% rate of return in 1974.

AT&T issued a statement following the release of the report on Jan. 16, calling it "unreasonable and illogical." It said the report, if approved, would mean higher prices for private-line customers, which include various businesses and commercial and noncommercial broadcasters. The statement said the bureau's proposal could result in a more than 50% increase for radio and television transmission that would amount to more than \$40 million annually.

Attorneys for the networks who have participated in the proceeding for years, however, see the impact as even greater. They estimate that broadcasters now are paying AT&T \$75 million annually and that, under the bureau's recommendation, would pay about \$156 million.

What's more, those estimates—both AT&T's and the attorneys'—assume an 8.74% rate of return over-all for AT&T. On Monday, the commission issued an order permitting AT&T to increase its rates by an amount sufficient to provide it with a 9.5% rate of return.

The bureau's recommendation, industry sources say, could well provide a jolt of sufficient power to cause broadcasters to search for alternatives to AT&T's Long Lines Division. Indeed, Julius Barnathan, vice president in charge of operations and engineering for ABC, said the staff that prepared the report "must have been asleep for 100 years," for the networks are using satellites and miscellaneous common carriers and will use them extensively if the bureau's recommendation is adopted.

"I'm prepared to go with satellites west of the Mississippi and, selectively, east of the Mississippi, if AT&T raises its rates," Mr. Barnathan said, and added: "They raise our rates over \$300,000 and off we go."

He noted that two companies are now providing satellite service—Western Union and RCA—and that ABC in the last three months spent \$150,000 on domestic satellite service. Furthermore, he said, as far as network radio is concerned, ABC might as well abandon it; the costs the staff is proposing would wipe out any profits the service might produce. The implication was that the networks, which account for most of the broadcast business AT&T does, would explore the possibility of making wider use of those services if the bureau's recommendation were approved.

AT&T had argued that the rates it charged broadcasters were justified by the competitive pressures emanating from miscellaneous common carriers and satellites. (In its statement, AT&T says the bureau's recommendation would actually prevent fair competition "by putting an umbrella over the specialized common carriers.") But the bureau was not impressed.

The report says miscellaneous common carriers serve "only limited areas in the country and there is no showing that they now provide or will provide in the near

future an interconnected nationwide service comparable to that provided by Bell."

As for satellites, the report says domestic satellite operations "may, in the future, constitute an additional alternative to Bell's services." But it adds that the staff is unable to determine the degree to which this will occur. Furthermore, the report says, the staff questions the premise of Bell's contention that competition justifies the below-FCC-level prices charged broadcasters since, until about 1971, Bell had no competition in serving broadcasters.

The FCC, under pressure from the U.S. Court of Appeals in Washington, has adopted a timetable in the case which calls for a final commission decision in the matter by Aug. 2. The parties in the proceeding have until March 15 to comment on the report, and another 30 days, to April 14, to file reply comments.

The commission, in another AT&T matter affecting broadcasters, rejected the company's hi-lo tariff as unjustified (BROADCASTING, Jan. 19) and directed the company to file a new tariff to be effective in 90 days. The tariff, designed to enable AT&T to compete more effectively against specialized common carriers, provides for lower rates on high-density voice-grade private line routes and higher rates on low-density routes.

Since the service is used by newswire services, the tariff affects broadcasters and newspapers. However, until the new tariff the commission has requested is filed, those using the service—and those they serve—will not know what the effect on them will be.

And now, the Microcam

Thomson-CSF shows eight-pound electronic camera at SMPTE; power pack weighs three pounds; cost will be under \$30,000

A portable electronic color-TV camera said to be lighter and smaller than conventional film cameras used in news gathering was shown by Thomson-CSF Laboratories at the annual winter TV conference of the Society of Motion Picture and Television Engineers, held Friday and Saturday (Jan. 23-24) in Detroit.

Another feature of the conference, devoted entirely to electronic news gathering and digital video, was to be a Saturday presentation by CBS and Ampex Corp. engineers on a new system for storing color slides in a computer and permitting them to be displayed, as desired, directly on the air (BROADCASTING, Jan. 12).

Renville H. McMann Jr., president of Thomson-CSF Labs, said the new camera, called Microcam, weighs eight pounds including lens and viewfinder, and that an associated electronic hip pack weighs three pounds, for a total weight of 11 pounds ("Closed Circuit," Dec. 15, 1975). This is less than one-third the

weight of the original Minicam, of which Mr. McMann was co-developer in the late 1960's at CBS Labs—which was also the scene of early work on the new Microcam, before Thomson-CSF acquired the labs' professional products department and Mr. McMann as president (BROADCASTING, April 7, 1976).

Mr. McMann said the new Microcam can be carried in one hand, held overhead or manipulated as camera angles require, and that the cameraman—or camerawoman, he said, asserting that the light weight will help open the field to women—can also carry a set of lights or a tape recorder, which with conventional cameras require a separate crew member.

He said the Microcam's power consumption is so low that it can operate on standard flashlight batteries in an emergency. Other features, he said, include built-in transformer isolation, insuring against the operator's suffering electrical shock, and a built-in Image Enhancer to sharpen the pictures.

The cameras will be priced under \$30,000, Mr. McMann said. It will be demonstrated publicly for the first time, he added, at the National Association of Broadcasters convention in Chicago in March.

CBS-TV has ordered the initial units, which are targeted for delivery in June, and in fact has taken an option on all Microcam production through next summer's political conventions, at which it expects to put them to use, according to Mr. McMann. Delivery to others is due to start during the summer. The first production run is expected to total about 100 units.

Joseph H. Flaherty, general manager of engineering for CBS-TV, called the Microcam a significant breakthrough to more sophisticated approaches in TV news coverage.

"Up to now," he said, "electronic news gathering has lacked the mobility and portability of traditional film cameras in television coverage. The Microcam introduces a dimension which makes electronic news gathering more flexible, more mobile and more portable than film usage. As a result, television news teams, for example, will be able to broadcast a news story in real time for the viewer as it is happening. The Microcam will also make it possible to provide video-taped material for broadcast more quickly than is possible on films."

The Microcam was developed by Mr. McMann and Clyde Smith, director of audio-video engineering for Thomson-CSF Labs, who together also headed the engineering team that produced the Minicam.

The Microcam will be produced by Thomson-CSF Labs and marketed worldwide by the France-based Thomson-CSF electronics company—whose distributor in Japan, incidentally, is the Ikegami company, maker of one of the most widely used ENG cameras in use today.

The Ikegami camera was also scheduled for detailed description at the SMPTE—and so were RCA's newer TK-76 portable camera, due to reach the market in April,



One-handed. The new Thomson-CSF Microcam weighs eight pounds and is powered by a compact, three-pound power pack worn on the hip.

and an Ampex portable camera and videotape recorder system.

Anthony H. Lind, manager of studio equipment engineering, RCA Broadcast Systems, was scheduled to describe the design of the TK-76, which weighs 19 pounds with a standard lens, requires no separate backpack and operates off a 12-volt power supply in a battery belt (BROADCASTING, March 24, 1975, et seq.). RCA officials say more than 100 TK-76's are on order, at just under \$35,000 each.

Al Jones, sales manager of Ikegami Electronics Industries Inc. of New York, was slated to describe two Ikegami cameras: the HL-33, of which he said some 200 are in use, and the HL-35, with about 100 now in use. William Carpenter of Ampex Corp., Redwood City, Calif., was to describe the Ampex camera and recorder.

Hugo Bondy, chief engineer of WAGA-TV Atlanta, was scheduled to report on his station's ENG operations, which he described as highly successful. During December, he said, WAGA-TV aired 518 stories, of which 364 were on film, 87 were taped and 67 were microwaved back to the station. Of the 67, he said, 37 were microwaved back live—and 90% would not have got on the air without ENG.

Several speakers were to explore TV editing techniques for ENG, and Robert Fleissner of Motorola, Glen Rock, N.J., was to assess the advantages of multiple audio receiver systems, which in broadcasting are used primarily in radio news coverage, to insure pickup of the strongest available signal from remote locations.

Technical Briefs

Back in business. George R. Townsend, television consultant, will re-establish his TV transmitter manufacturing company, Townsend Associates, in West Springfield, Mass. He founded company, which was merged with Ampex in 1967. Now that Ampex has withdrawn from transmitter business, Mr. Townsend plans to reopen shop. Initial offerings will be field service and power increases for users of Townsend

and Ampex transmitters and also for users of General Electric's line that employs Eimac 4 KM series of klystrons. New line of VHF and UHF transmitter equipment will be presented later in year.

For remote pick-up. Nurad Inc., Baltimore, line now includes 7 ghz antenna system, which is counterpart to Nurac's 2 ghz quad polarized antenna system. Addition is said to offer less frequency congestion, and is 70% smaller. Designed model 70 QP1, antenna has omnidirectional array of four quad polarized antenna elements for remote TV pick-up use.

Down the tubes. RCA said it plans to close by July 30 its receiving tube plant at Harrison, N.J., because trend to solid-state devices has brought sharp drop in demand for such tubes. RCA said about 1,100 employees will be affected.

Large screen TV. Worldwide Entertainment Systems Inc., Rockville, Md., is marketing large-screen projection TV's for home and public use. Home set, model WES76, is 50-inch screen with 1,280 square inches and available for less than \$2,000. MegaVision 1100 is 70-inch set with projection on ceiling for use in hotels, hospitals and other institutions. It is priced at more than \$2,600.

Cart machines. UMC Electronics Co., North Haven, Conn., has new line of broadcast audio cartridge tape reproducers and recorders. Each features patented pancake hysteresis synchronous direct drive motor for reduction of flutter and wow. Two basic models are available—type 10 for A-size cartridges and type 20 for A,B and C-size cartridges. Both are available in stereo or mono, record or playback for either desk or rack mounting.

Phase two. Corporation for Public Broadcasting has awarded \$14,500 grant to Southern Educational Communications Association, Columbia, S.C., to provide support for SECA's experimental satellite venture with Communications Technological Satellite. CTS, a joint U.S.-Canadian venture, will be used to distribute instructional programming to participating stations and test new technological bandwidth compression systems. Project was conceived and arranged under grant from CPB last year. Latest award will enable project to begin.

Zoom lenses. Lenzar Optics Corp., Lake Park, Fla., has made available 6X and 10X zoom lenses suited for electronic news-gathering applications. Both units feature wide angle of 56 degrees and high speed f1.8 apertures. Units come with adapter for use with Sony DXC 1600 portable color cameras.

Upgrading. Pulitzer Publishing Co., group broadcaster headquartered in St. Louis, has placed \$280,000 order with Harris Corp., Quincy, Ill., for two VHF high band color TV transmitters to replace existing

main and standby transmitters at KOAT-TV Albuquerque, N.M. Order is for one BT-18H, 18 kw transmitter, and one BT-5H, 5 kw transmitter.

Speak up. FCC is accepting comments on its second notice of inquiry for preparations for 1977 World Administrative Radio Conference for planning for broadcasting-satellite service in the 11.7 to 12.2 ghz band. Comments are due by March 5 and replies by March 24.

WARC-79 groundwork gives land mobile chance to seek UHF's space

Advisory committee says land mobile will need eight times the space it has now, recommends taking 38 channels from UHF spectrum share

The machinery the FCC has set in motion to help prepare the U.S. position at the 1979 World Administrative Radio Conference has provided a forum for land mobile radio interests to renew land mobile's quest for spectrum space now reserved for UHF television.

The commission has established a number of committees staffed by members of various communications industries and commission staff members and assigned them the task of suggesting proposals to be considered at the 1979 WARC.

And last week, the private land mobile advisory committee voted to inform the commission that private land mobile will need eight times as much space in the year 2,000 as the 40 mhz it now occupies, or a total of 320 mhz.

And its recommendation includes a suggestion that 228 mhz be taken from the UHF portion of the spectrum—38 channels, 32 through 69, or the band between 578 mhz and 806 mhz.

The committee's recommendation will be referred to a "functional" committee, composed of commission staff members, whose job is to reconcile any conflicts among the various panels set up to work on WARC-79. Then the proposal would advance to the steering committee, which also is composed of commission personnel. If the proposal survives that final screening, it would be submitted to the commission in the form of a draft notice of inquiry or rulemaking.

The commission has already dipped into the UHF spectrum for frequencies for land mobile. It has reassigned the top 14 channels—70 to 83—to land mobile use, both common carrier and private, and set aside the lower seven UHF channels—14 to 20—for sharing between broadcasters and land mobile operators in the nation's 13 largest urban areas.

Prices spurt on broadcast, cable stocks

They run well ahead of a market that's showing strong recovery

Broadcasting and allied stocks have far outstripped the general market in rebounding from last year's low prices to current levels that are at or near the top for the 12-month period.

The strong gains that have marked the market's performance in the opening weeks of 1976 remained in evidence early last week. Seven issues on BROADCASTING's index of 135 stocks reached new highs on the New York Stock Exchange on Monday, and five of them joined seven others in making the list on Tuesday.

The strength of the BROADCASTING index was pointed up in calculations showing that its closing prices as of Jan. 14 represented, on average, an 85.8% rise from the stocks' respective lows of the past 12 months.

By comparison, the Standard & Poors industrial average was up 35.9% from its low for the same period.

Stocks of companies whose basic business is broadcasting did considerably better than the index's average. As of Jan. 14, they were up, on average, 114.5% from their 1975-76 lows.

Cable stocks as a group turned in the biggest percentage gain from their 12-month lows—perhaps at least in part because they had been especially hard hit by the recessive economy. Their average on Jan. 14 was 130% above their low marks.

Programming stocks turned in the second-strongest performance, with a gain of 119.9% from their lows.

Stocks in the category of broadcasting with other major interests were running 70.9% higher than their 1975-76 lows, while electronics/manufacturing issues were up 75.8% and service stocks had advanced 68.6%.

And the rising tide that had lifted them to these levels by Jan. 14 was still running strong as last week opened. BROADCASTING index stocks that reached 1975-76

highs on Monday (Jan. 19) included Cox Broadcasting, Eastman Kodak, General Electric, Metromedia, North American Philips, RCA and Rollins. The following day Eastman Kodak, General Electric, Metromedia, RCA and Rollins went on to new highs again and were joined on the list by CBS, Disney Foote, Cone & Belding, Gulf & Western, Harte-Hanks, Knight-Ridder and Tektronix.

Closing prices last Tuesday (Jan. 20) included the following contrasts with the respective 1975-76 lows (for complete, later listings, see index, page 79):

In the broadcasting category, ABC was up to 22 5/8 from a 1975-76 low of 13 1/8; Capital Cities was at 51 1/4 as compared with 22 at its bottom for the 12 months; CBS was at 55 3/8 versus 20 1/2; Cox Broadcasting had reached 32 3/4 from 10 1/4; Gross Telecasting was at 11 1/2 as opposed to 6 7/8; LIN was at 12 instead of 2 5/8; Mooney was at 3 7/8 from 1 1/4; Rahall was 4 5/8 as compared with 2 1/4; Scripps-Howard reached 21 1/2 from 14 1/4; Storer was 17 3/4 rather than 12 1/8 and Taft reached 26 1/2 from 11 5/8.

In the cablecasting group American TV and Communications stood at 17 1/4 from its low of 6; Cablecom General, 6 7/8 from 1 5/8; Cox Cable, 15 3/4 as opposed to 4 3/8; Scientific-Atlanta, 13 1/2 from 11 1/8; Teleprompter 7 1/8 as against 1 1/2; UA-Columbia Cable 11 instead of 4 5/8; Viacom 8 7/8 from 2 3/4.

Among the service-company stocks, BBDO was at 19 1/2 from 11 1/8; Doyle Dane Bernbach, 10 5/8 from 6 1/4; Foote, Cone & Belding, 12 3/8 from 5 1/2; Grey Advertising 8 3/4 from 5 1/2; Interpublic Group 17 1/4 from 8 5/8; Needham Harper & Steers 6 from 3 7/8; Ogilvy & Mather 22 from 11 1/2, and J. Walter Thompson 8 7/8 from 4 1/8.

Among companies engaged in broadcasting along with other major activities, John Blair was at 6 7/8, up from 3 7/8; General Tire was at 20 7/8 from 10 5/8; Harte-Hanks 20 1/2 from 6 1/4; Jefferson-Pilot 30 from 26 1/4; Kaiser Industries 9 5/8 from 4 5/8; Knight-Ridder 34 1/2 from 14 1/4; McGraw-Hill 14 7/8 from 6; Media General, 17 from 13 1/4; Meredith 13 7/8 from 8 3/8; Metromedia 17 3/4 from 5 1/4; Multimedia 14 3/4 from 8 3/4; Rollins 25 3/8 from 11 1/4; Rust Craft 6 3/8 from 4 3/4; Sonderling 8 1/2 from 4; Times-Mirror Co. 21 1/8 from 10 1/4; Washington Post Co. 26 1/8 from

16 7/8, and Wometco 15 1/4 from 6 5/8. Running counter to the trend was Bartell Media at 5/8, equaling its 12-month low.

In the programming category, Columbia Pictures was at 5 5/8, up from 2 3/8; Disney 55 7/8 from 21 1/4; Gulf & Western 24 from 18 1/4; MCA 74 1/8 from 27 3/4; MGM 14 7/8 from 12 1/4; 20th Century-Fox 11 1/4 from 5 1/8; Warner 19 1/2 from 8 1/4, and Wrather 4 3/8 from 1 1/2.

Among electronics/manufacturing entries, Ampex was at 5 7/8 from 2 5/8; Eastman Kodak 116 3/8 from 63; General Electric 54 from 32 3/8; Harris Corp. 36 from 14 1/2; 3M Co. 60 1/4 from 46 1/8; North American Philips 24 1/2 from 12 3/8; RCA 24 1/2 from 10 3/8; Tektronix 51 from 18 1/8; Westinghouse 15 5/8 from 9 3/4, and Zenith 27 7/8 from 10.

RCA earnings double in final quarter

Net income rises strongly, pulls profits for the year almost equal to 1974; sales for year up slightly; NBC big contributor, sets records

RCA profits rose dramatically in fourth-quarter 1975—up over 100% from the comparable 1974 period, according to the company's financial report released last week.

But the year-end rally did not offset the poor earnings performance of the earlier part of the year, and RCA's net income for 1975 was off 3% from 1974, to \$110 million (\$1.40 per share). Sales for the year climbed, however, from \$4.6 billion to \$4.8 billion.

Figures for the final quarter of last year showed that net income leaped to \$33.4 million (43 cents per share) from \$16.6 million (21 cents per share) in the same period of 1974. Sales for the fourth quarter were \$1.34 billion in 1975 and \$1.22 billion in 1974.

Anthony L. Conrad, president and chief executive of RCA, attributed the second-half improvement to a general strengthening of the economy and "continued strong performances" by many of RCA's diversified businesses. Among the major contributors to RCA earnings, he said, were NBC, which "enjoyed the best year in its history, with both sales and earnings at all-time peaks"; RCA Global Communications, The Hertz Corp., Banquet Foods and RCA Records.

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

Company	Period Ended	CURRENT AND CHANGE				Per Share	YEAR EARLIER		
		Revenues	Change	Net Income	Change		Revenues	Net Income	Per Share
Bartell Media.....	9 mo. 9/30	11,312,000	+ 7%	(1,354,000)	*	(.60)	11,204,000	(705,000)	(.31)
Walt Disney.....	3 mo. 12/31	115,736,000	+27.5%	11,169,000	+56.4%	.36	90,771,000	7,140,000	.23
Kansas State Network.....	3 mo. 11/30	3,479,000	+22%	351,000	+ 5%	.21	2,861,000	334,000	.20
Kingstip.....	3 mo. 12/31	8,912,501	+24.4%	374,543	+54.4%	.32	7,161,260	242,482	.21
Meredith.....	6 mo. 12/31	87,081,000	+ 9.4%	7,972,000	+144.3%	2.61	79,597,000	3,262,000	1.09
RSC Industries.....	9 mo. 9/30	8,794,095	-13.4%	482,902	-42.6%	.14	10,169,690	839,858	.24
Taft.....	9 mo. 12/31	77,274,645	+ 4%	9,557,726	- 9%	2.37	74,137,326	10,541,635	2.63

*Change too great to be meaningful.

Fates & Fortunes

Media

Andrew Subblondo, VP/controller, CBS Radio Division, New York, appointed to new post of VP/assistant to president of division, Sam Cook Digges. **Cheryl Daly**, public relations, director, Kirkland College, Clinton, N.Y., named manager, press services, CBS Radio, New York.



Subblondo



Paul

Dick Paul, executive VP, WITN-TV Washington, N.C., elected president/chief operating officer, succeeding **W.R. Roberson Jr.**, who remains as chairman/chief executive officer.



Perris



Schellenberg

Alan E. Perris, program executive, Post-Newsweek Stations, Washington, named VP/general manager, P-N's WJXT(TV) Jacksonville, Fla., succeeding **Robert W. Schellenberg**, named senior VP. **John Thomas**, WJXT anchor, named public affairs director. **Evelyn Meyers**, research assistant, WTOP-AM-TV Washington, named WJXT research director.

Len Mirelson, general sales manager, WHOM(AM) New York, named general manager.

Jack Minkow, general manager, ABC's WRIF(FM) Detroit, named VP, Wxyz Inc., licensee of WRIF and WXYZ-AM-TV Detroit.

Ted V. Barros, equal-employment opportunity specialist, Department of Defense, named public affairs director, McGraw-Hill Broadcasting, New York.

Peter A. Moller, account executive, KAPX(FM) San Clemente, Calif., named operations manager.

Jack Welch, assistant to program manager, WSPA-TV Spartanburg, S.C., named operations

manager. **Dale Richman**, freelance producer, Miami, named WSPA-TV creative services department manager.

Gail Blanchard, promotion/publicity/research coordinator, WCIX-TV Miami, named promotion manager. **Nancy Palmer**, producer/director, named broadcast operations supervisor/public service director.

Jack Shane, with WENY(AM) Elmira, N.Y., named operations director, WCBA(AM) Corning, N.Y.

Sandi Barclay, promotion director, WEAT-AM-FM West Palm Beach, Fla., named assistant promotion director, WRC(AM)-WKYS(FM) Washington.

John W. Downing, program director, WBOC-TV Salisbury, Md., named community service director, WBOC-AM-FM-TV.

Herb Oscar Kent, program director, WLAP-AM-FM Lexington, Ky., named operations manager.

William L. Ford Jr., business manager, WKBW-AM-TV, Buffalo, N.Y., named business/administrative affairs manager, WFSB-TV Hartford, Conn.

Christopher W. Knight, independent marketing consultant, San Francisco, named promotion director, noncommercial WGBH-TV Boston.

Broadcast Advertising

Kenneth W. Mihill, group supervisor, Anheuser-Busch account, D'Arcy-MacManus & Masius, St. Louis, named senior VP/management supervisor. **Derrick M. O'Dea**, management supervisor, Colgate-Palmolive account, DM&M, New York, named executive VP.



Mihill



Otter

John M. Otter, consultant to noncommercial WNET(TV) New York and former head of network sales for NBC-TV, named VP/network programming director, SSC&B New York.

Don Ayers, VP/creative supervisor and **Ken Duskin**, creative supervisor, J. Walter Thompson, New York, named senior VP's.

Albert J. DiMarco, account supervisor, Jerrico Inc., Lexington, Ky., named to same position,

JWT, Chicago. **Peter Mills**, senior VP, JWT/Canada, named general manager, Toronto office. **Richard Kostyra**, senior VP, named general manager, Montreal office. **Michael Frappier**, VP, named director of client relations, Montreal.

Charles C. Hine, management supervisor, and **Herbert Talmatch**, creative supervisor, BBDO, New York, named VP's.

David Mamberg, group marketing director, Max Factor & Co., New York, named VP/management supervisor, Kenyon & Eckhardt Advertising there. **Carl L. Yager**, with BBDO, Detroit, rejoins K&E as account executive, Ford Motor Co. corporate account. **Barry Perlin**, media research, Foote, Cone & Belding, New York, named K&E senior media research analyst.

Kathleen Henderson, administrator, advertising standards, broadcast standards administration, NBC, New York, named manager, advertising standards.

Edward L. Van Riper, board chairman, Caldwell-Van Riper advertising, Indianapolis, retired Jan. 15. Mr. Van Riper joined agency co-

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founded by his father as copywriter in 1933.

Robert G. Coleman, group supervisor; **Richard S. Parker**, account supervisor; **John C. Cunningham**, account supervisor, and **Allen L. Taylor**, account executive, Bozell & Jacobs, New York, named VP's.

William D. Wells, VP/corporate research director, Needham, Harper & Steers, Chicago, named VP/research director.

Robert E. Davis, operations manager, WMDR(FM) Moline, Ill., named broadcast services supervisor, Leo Burnett, Chicago.

Arthur Selkowitz, management supervisor, Benton & Bowles, New York, named senior VP. **John P. Zopp Jr.**, VP/account supervisor, Needham, Harper & Steers, New York, named to same position at B&B.

James R. Williams, account supervisor, Needham, Harper & Steers, Chicago, named VP. **David S. Tracy**, media supervisor, named associate media director.

Frank W. Becker, VP/media group supervisor, Young & Rubicam, New York, named media director, Brewer Advertising, Kansas City, Mo., subsidiary of Y&R.

Milton Snitzer, editor, *Popular Electronics*, New York, named public relations director, Jarman, Spitzer & Felix there.

Joseph A. Pizzirusso, art director, John Malmo Advertising, Memphis, named creative director, art, Ward Archer & Associates there. **Dewey M. Brown**, WA copy writer, named creative director, copy.

Mike Jolivette, partner, Perks & Jolivette, Los Angeles TV production firm, named head of broadcast production, Chiat/Day advertising there.

Jack Bailey, local sales manager, WDEE(AM) Detroit, named general sales manager.

John Hlatt, local sales manager, KLBJ-AM-FM Austin, Tex., named general sales manager, KELP(AM) El Paso, Tex.

Frank DeBlasio, account executive, WYND(AM) Sarasota, Fla., named sales manager.

Fred Schmidt, account executive, KOB-TV Albuquerque, N.M., named sales manager, KOB(AM) there.

Jesse S. Pevear Jr., general sales manager, WNEP-TV Scranton-Wilkes-Barre, Pa., named to same position, WBOC-AM-FM-TV Salisbury, Md.

Chuck Muntean, general sales manager, KMST(TV) Monterey, Calif., named to additional post of VP.

Clarke R. Brown, account executive, KAPX(FM) San Clemente, Calif., named general sales manager.

Harold G. Bogart, with TeleRep Inc., Detroit, named national sales manager, WSOC-TV Charlotte, N.C.

Gene Bell, local sales manager, WAND(TV) Decatur, Ill., named regional sales manager, succeeded by **Larry Katt**, account executive.

James J. Devlin, VP/advertising director, Mentholatum Co., Buffalo, N.Y., retired Jan. 13. He will continue as board of directors member.

Cathy Molo, press aide to Representative James J. Florio (D-N.J.) named information/

educational services manager, American Advertising Federation, Washington. **Georgette Soule**, AAF accountant, named finance director.

Pamela J. Baxter, media research supervisor, Lee King & Partners, Chicago, appointed manager, Midwest division, Telmar Communications Corp., Chicago. Telmar provides media and marketing analyses.

Herbert E. Krugman, manager, corporate public opinion research, General Electric, New York, named chairman, Association of National Advertisers research policy committee there.

Gene M. Kowall, executive art director, D'Arcy-MacManus & Masius, St. Louis, opened own art direction/layout/design/advertising/graphic arts consultation studio at 10 North Broadway, St. Louis 63102.

Programing

Rodney G. Egan, manager, program standards, NBC, New York, named director, program standards.



Block

Richard C. Block, broadcast consultant and former president, Kaiser Broadcasting, San Francisco, named VP, Lorimar Productions, Los Angeles, with responsibilities for program development for prime-time access, first-run syndication markets, public broadcasting, education and industry.

Michael C. Green, documentary/commercial producer, named development director, movies for television, 20th Century-Fox, Beverly Hills, Calif.

Lance Russell, director, WAGA-TV Atlanta, named production manager.

Donald Havens Jr., executive VP/director, Heritage Enterprises, New York, named president, National Telefilm Associates, Los Angeles.

John Beatty, editorial director/newscaster, KGTV(TV) San Diego, named to newly created post of special projects director.

Michael Lester, director, WOWT(TV) Omaha, named executive producer for special programming.

Marc L. Kuhn, assistant program manager, WMAL(AM) Washington, named program manager.

Al Brady, assistant program manager/air personality, WNBC-AM-FM New York, named program manager, WHDH(AM) Boston.

Norman K. Samnick, assistant general counsel, Warner Communications, New York, named VP, industrial/labor relations.

Ed P. Jones, children's programs producer, KDKA-TV Pittsburgh, named to newly created post of assistant program director, WTOP-TV Washington.

Kevin Tannehill, Eastern division account ex-

ecutive, Worldvision Enterprises, New York, named central division account executive, Chicago.

Steve Kugel, marketing director, ABC Record and Tape Sales Corp., New York, named VP, marketing. **Robert Pockrandt**, VP/branch manager, Des Moines, Iowa, named VP, operations.

John Hicks, assistant program director, WIS(AM) Columbia, S.C., named program director, WSPA(AM) Spartanburg, S.C.

Cliff Brane, music director/air personality, WTON(AM) Staunton, Va., named program director/air personality.

Broadcast Journalism

S. William Scott, executive editor, Group W's WINS(AM) New York, named to newly created position of VP, radio news operations, Group W (Westinghouse Broadcasting Co.) radio station group, New York.

Brian D. McFarlane, assistant news director/executive news producer, WJAR-TV Providence, R.I., named news director of co-owned WDBO-TV Orlando, Fla.

Sally J. Raphael, anchor, WINS(AM) New York, named to same position, WMCA(AM) there.

Harry Porterfield, **Renee Poussaint**, general assignment reporters, WBBM-TV Chicago, named anchors.

Doug Sefton, associate producer, *CBS Morning News*, New York, named manager, CBS News bureau, Beirut, Lebanon.

Scott Lewis, reporter/anchor, WTMJ-AM-FM-TV Milwaukee, named reporter, WWJ-AM-FM Detroit.

Gary Schwitzer, medical reporter, WTMJ-AM-TV Milwaukee, named to same position, WFAA-TV Dallas.

Ann Sawyer, reporter, WUC-TV Pittsburgh, named co-anchor/general assignment reporter, WRC-TV Washington. **Kelly Burke**, reporter, WXYZ-TV Detroit, named to same position at WRC-TV.

Martha Thomas, reporter, WCTV(TV) Tallahassee, Fla., named to same position, WJXT(TV) Jacksonville, Fla. **Eileen Jones**, WJXT reporter, named weekend anchor.

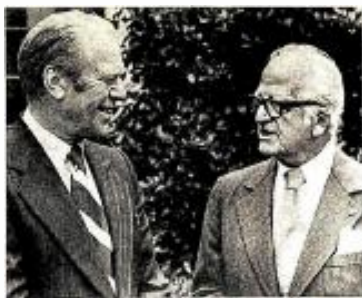
John R. Byrd, news assignments editor, WMC-TV Memphis, named executive news coordinator, WSFA-TV Montgomery, Ala.

Dick Canter, assignment editor, WGHP-TV High Point, N.C., named to same position, WFMY-TV Greensboro, N.C.

Sally Jasper, with WAPI-TV Birmingham, Ala., named reporter, WALA-TV Mobile, Ala.

Kramer's new post.

Albert H. Kramer, founder and first president of the Citizens Communications Center, and later president of the National Citizens Committee for Broadcasting, is back in private law practice (earlier, he was with Covington & Burling). He is now with Arnold & Porter, Washington, doing litigation and antitrust work. He says his practice does not include communications law.



Out of the past. President Ford accepts telegraph sounder (wireless sending and receiving device) from J.R. Poppele, president of the Veteran Wireless Operators Association. White House ceremony followed the 50th anniversary dinner of 360-member organization whose past rolls include such broadcasting pioneers as Marconi, DeForest and Sarnoff. Mr. Poppele was once engineering director of WOR-AM-TV New York, Mutual radio network VP and director of the Voice of America. He now heads Tele-Measurements Inc., closed-circuit TV design and construction firm and TV accessories manufacturer.

Don Bradley, assignment editor, WTNH-TV New Haven, Conn., named news producer, WAND(TV) Decatur, Ill.

Richard N. Hughes, senior VP, WPIX-TV New York, named chairman, editorial board. **T.E. Mitchell**, senior VP, finance/administration and **John Corporon**, VP, news, named editorial board members.

Cable

Thomas F. McGuire, programing director, Cox Cable Communications, Atlanta, named to additional duties as corporate communications director.

Robert J. Lewis, president/chief operating officer/director, Cablecom General, Denver, named president/chief operating officer, Jones Intercable, Englewood, Colo.

Equipment & Engineering

Crosby M. Kelly, senior VP, Litton Industries, Beverly Hills, Calif., named corporate VP, communications, Rockwell International, Pittsburgh.

Thomas M. Smith, account representative, Scientific-Atlanta, St. Louis, named manager, telecommunications instrument product line.

Mahlon B. Fisher, manager, new products laboratory, electronic tube division, GTE Sylvania, Seneca Falls, N.Y., named division chief engineer.

Henry M. Edwards, regional manager, West Coast, Phelps Dodge Communications, Los Angeles, named Western manager.

Allied Fields

W. John Sloan, credit manager, WPLG-TV Miami, named VP, operations, Szabo Associ-

ates, Atlanta collection service.

John O. Gilbert, partner in TelCom Associates Inc., New York broadcast consultant firm, named president of company. He resigned as VP of Television News to join TelCom in 1974.

Joseph R. Schubert, graduate, Harvard University Graduate School of Education, Cambridge, Mass., named personnel service director, National Association of Educational Broadcasters, Washington.



Deaths

John Shaw Young, 74, former NBC foreign news commentator who introduced television to public during New York World's Fair in 1939, died Jan. 12 at Mary Manning Walsh Home, New York. He was with NBC from 1928 to 1936, with CBS in 1936, American ambassador to Haiti in early 1950's and commissioner to the Philippines in 1946.

Henry Turnbull, 70, former managing director, Clinton E. Frank, New York, died Jan. 16 in Boca Raton, Fla. He had served as broadcast director for Republican National Committee and for Thomas E. Dewey's gubernatorial campaigns. Mr. Turnbull is survived by his wife, Virginia, two sons and one daughter.

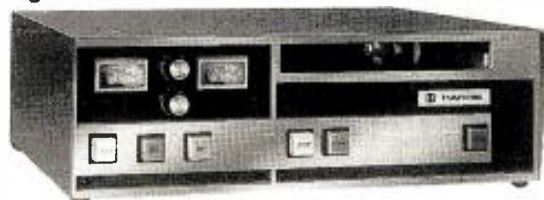
We've packaged our compact Criterion three different ways.

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

Criterion II ... offers both record and playback in a single unit. Handles A, B and C cartridges. Fits in 7 inches of standard rack space.

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

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



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Harris...originators of the tape cartridge machine.

The Broadcasting Playlist Jan 26

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 Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
1	1 I Write the Songs (3:39) Barry Manilow—Arista	1	1	1	1
4	2 Love Roller Coaster (2:52) Ohio Players—Mercury	2	3	2	3
2	3 Saturday Night (2:56) Bay City Rollers—Arista	3	2	3	2
7	4 Theme from 'Mahogany' (3:19) Diana Ross—Motown	4	4	4	4
8	5 I Love Music (3:37) O'Jays—Philadelphia Int'l.	8	6	5	5
3	6 Convoy (3:48) C.W. McCall—MGM	5	5	7	10
6	7 Fox on the Run (3:24) Sweet—Capitol	6	7	9	6
11	8 Sing a Song (3:26) Earth, Wind & Fire—Columbia	11	9	6	8
9	9 Love to Love You Baby (3:12) Donna Summer—Oasis	7	8	11	7
10	10 Walk Away from Love (3:18) David Ruffin—Motown	9	11	10	11
5	11 That's the Way I Like It (3:06) K.C. & Sunshine Band—TK Records	12	10	13	9
22	12 Breaking Up Is Hard to Do (2:53) Neil Sedaka—Rocket	10	12	12	12
21	13 50 Ways to Leave Your Lover (3:29) Paul Simon—Columbia	13	18	8	13
16	14 Evil Woman (3:15) Electric Light Orchestra—United Artists	15	16	14	14
15	15 Rock & Roll All Night (3:20) Kiss—Casablanca	19	13	15	15
19	16 Love Machine, Part 1 (2:55) Miracles—Tamla	17	14	18	16
17	17 Fly Robin Fly (3:06) Silver Convention—Midland Int'l.	18	17	16	17
12	18 Sky High (2:53) Jigsaw—Chelsea	16	15	19	18
32	19 Theme From S.W.A.T. (4:07) Rhythm Heritage—ABC	14	19	17	20
18	20 Let's Do It Again (3:28) Staple Singers—Curtom	20	20	20	21
20	21 You Sexy Thing (3:30) Hot Chocolate—Big Tree	21	22	22	22
14	22 Feelings (3:27) Morris Albert—ABC	30	21	26	19
27	23 Love Hurts (3:03) Nazareth—A&M	25	23	23	24
13	24 Fly Away (2:59) Olivia Newton-John & John Denver—RCA	22	26	25	28
38	25 All By Myself (4:22) Eric Carmen—Arista	24	29	24	27
37	26 Times of Your Life (3:19) Paul Anka—United Artists	23	24	27	26
24	27 Over My Head (3:17) Fleetwood Mac—Reprise	26	37	21	23
33	28 Squeeze Box (2:39) Who—MCA	28	36	28	33
26	29 My Little Town (3:52) Simon & Garfunkel—Columbia	41	28	32	25
30	30 Winners & Losers (3:13) Hamilton, Joe Frank & Reynolds—Playboy	27	34	29	35
—	31 I Feel Like a Bullet (in the Gun of Robert Ford) (5:30) Elton John—MCA	31	30	30	30
29	32 Island Girl (3:48) Elton John—MCA	38	25	40	31
35	33 Dream Weaver (3:15) Gary Wright—Warner Bros.	33	32	31	32
28	34 Paloma Blanca (3:27) George Baker Selection—Warner Bros.	29	35	33	38
23	35 The Way I Want to Touch You (2:35) Captain & Tennille—A&M	44	27	42	29
25	36 Nights on Broadway (2:52) Bee Gees—RSO	34	31	34	36
39	37 Junk Food Junkie (3:03) Larry Groce—Warner Bros.	35	33	36	34

Over-all-rank Last This week week	Title (length) Artist—label	Rank by day parts			
		6-10a	10a-3p	3-7p	7-12p
45	38 Fanny (Be Tender with My Love) (3:26) Bee Gees—RSO	32	39	35	41
40	39 Slow Ride (3:45) Foghat—Bearsville	37	43	38	37
48	40 Dream On (3:25) Aerosmith—Columbia	42	38	39	39
43	41 Wake Up Everybody (3:39) Harold Melvin & the Blue Notes—Phil. Int'l.	40	42	37	45
50	42 Tracks of My Tears (3:12) Linda Ronstadt—Asylum	39	41	44	46
36	43 Country Boy (3:05) Glen Campbell—Capitol	36	45	47	42
—	44 Grow Some Funk of Your Own (4:45) Elton John—MCA	*	44	46	43
—	45 Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	48	48	41	*
41	46 Schoolboy Crush (3:40) Average White Band—Atlantic	*	40	50	40
46	47 Baby Face (3:15) Wing & a Prayer—Wing & a Prayer Record Co.	43	47	49	49
34	48 Bad Blood (3:12) Neil Sedaka—Rocket	46	*	45	*
31	49 Take It to the Limit (3:48) Eagles—Asylum	47	*	48	47
—	50 White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury	49	*	*	*

Country

1	1 Convoy (3:48) C.W. McCall—MGM	1	3	3	4
13	2 Happiness of Having You (2:16) Charlie Pride—RCA	3	1	4	3
3	3 This Time I've Hurt Her More Than She Loves Me (2:27) Conway Twitty—MCA	6	2	1	1
4	4 Let It Shine (2:26) Olivia Newton-John—MCA	2	8	7	5
5	5 Sometimes (2:52) Bill Anderson—MCA	8	5	6	2
7	6 Don't Believe My Heart Can Stand Another You (2:48) Tanya Tucker—MCA	5	6	5	7
14	7 Overnight Sensation (2:45) Mickey Gilley—Playboy	9	9	2	8
6	8 Amazing Grace (Used to Be Her Favorite Song) (3:17) Amazing Rhythm Aces—ABC	7	7	10	6
2	9 When the Tingle Becomes a Chill (2:59) Loretta Lynn—MCA	12	4	11	9
25	10 Hank Williams You Wrote My Life (3:06) Moe Bandy—Columbia	4	10	8	15
—	11 Fly Away (2:59) John Denver/Olivia Newton-John—RCA	10	11	9	10
10	12 Country Boy (3:05) Glen Campbell—Capitol	13	18	12	12
12	13 Sometimes I Talk in My Sleep (2:57) Randy Cornor—ABC/Dot	11	15	17	11
11	14 Easy As Pie (2:58) Billy "Crash" Craddock—ABC/Dot	17	12	15	14
19	15 Just in Case (2:57) Ronnie Milsap—RCA	14	13	20	17
8	16 Last Game of the Season (Blind Man in the Bleachers) (3:30) Kenny Starr—Big Tree	15	14	22	13
20	17 Silver Wings, Golden Rings (3:25) Billie Jo Spears—United Artists	16	17	19	19
9	18 Me & Old C.B. (2:47) Dave Dudley—RCA	23	19	13	18
22	19 The White Knight (3:57) Cledus Maggard & the Citizens Band—Mercury	19	25	21	23
—	20 Somebody Loves You (2:17) Crystal Gayle—United Artists	20	21	23	22
17	21 Good Hearted Woman (2:57) Waylon Jennings & Willie Nelson—RCA	18	*	16	24
18	22 Somebody Hold Me (2:52) Narvel Felts—ABC/Dot	22	23	18	25
—	23 Since I Fell for You (3:02) Charlie Rich—Epic	*	16	*	16
24	24 Mamas Don't Let Your Babies Grow Up to Be Cowboys (3:17) Ed Bruce—United Artists	*	22	25	21
—	25 Motels and Memories (3:10) T.G. Shephard—Melodyland	*	20	*	*

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

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

■ **Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations and proposed law denying Canadian advertisers tax deduction for time purchased on American stations are being fought by U.S. broadcasters assisted by FCC and State Department. Latest meeting with Canadians on matter resulted in some optimism on commercial-deletion matter, but not on tax law (BROADCASTING, Jan. 19). Next meeting will be in Washington, before end of February.

Children's TV. FCC's policy statement on children's television programing, adopted in 1974 (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 na-

tional council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Commercials contract. Negotiators for Joint Policy Committee of Association of National Advertisers and American Association of Advertising Agencies have reached tentative agreement with American Federation of Television and Radio Artists and Screen Actors Guild on new three-year contract covering performers appearing in television commercials (BROADCASTING, Dec. 22, 1975). Proposal has been approved by governing board of unions and is to be submitted to membership for ratification by end of this month.

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 non-commercial 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. Number of parties had petitioned commission to reconsider its order, but commission denied them.

Crossownership (television-cable televi-

sion). 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 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.** FCC has declared itself firm on April 15 deadline for implementation of new two-tone EBS set-up. It has rejected petitions by the Louisiana Association of Broadcasters for a one-year extension of effective date and by the National Association of Broadcasters for a six-month extension (BROADCASTING, Jan. 19).

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 programing 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.

■ **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 have filed motions to dismiss in both suits (BROADCASTING, Jan. 19), with hearing on motions scheduled for Feb. 9. Trial date in Writers Guild case is set for April 6.

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.

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 WXP(NF) Philadelphia \$2,000 for obscene and indecent broadcast, may set station's license for hearing on ground of license abdication of responsibility (BROADCASTING, Dec. 8, 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). Case now goes back to court.

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

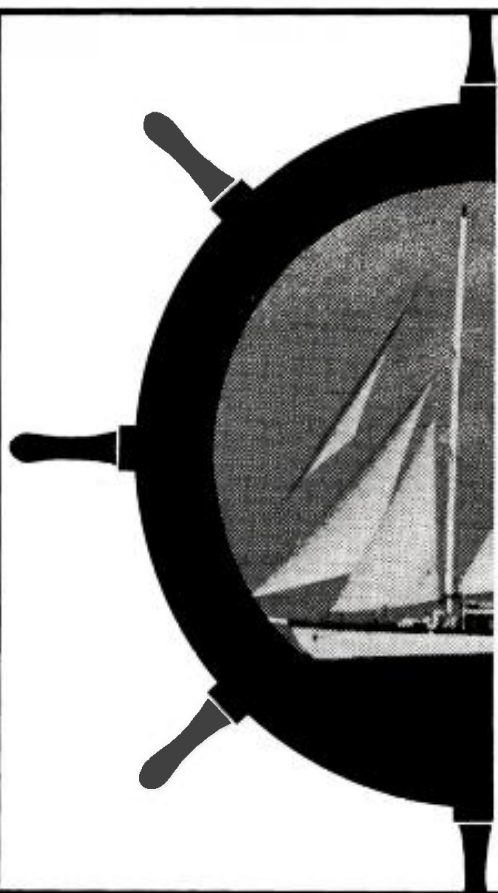
License renewal legislation. More than 150 representatives and 20 senators have sponsored or co-sponsored license renewal bills so far in 94th Congress. Nearly all provide for lengthening renewal period from three to four or five years and give renewal applicant preference over challenger for substantially 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, National Association of Broadcasters and number of individual broadcasters. 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). Group of Brunswick Record officials are



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now on trial before District Judge Frederick D. Lacey in Newark, N.J. Several others under investigation pleaded guilty (see story, this issue).

'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.** U.S. Court of Appeals has overturned FCC order asserting that WMCA(AM) New York violated personal attack rules. Court said commission substituted its judgment for that of licensee, Straus Communications (BROADCASTING, Jan. 19).

■ **atings.** Nielsen prime-time averages season-to-date (first 19 weeks): CBS 19.6, NBC 18.2, ABC 17.9. Sixteenth week alone: ABC 22.0, CBS 19.8, NBC 17.9.

Section 315. FCC has voted to change its ad-

ministration 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). Star has asked court to remand case to commission (see story, this issue).

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 UHF antennas to be attached to sets permanently, as with VHF (BROADCASTING, Aug. 18, 1975).

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 have been filed (BROADCASTING, Dec. 15, 22, 1975).

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). Case is moving toward oral arguments.

For the Record[®]

As compiled by BROADCASTING, Jan. 12 through Jan. 16 and based on filings, authorizations and other FCC actions.

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

New stations

TV action

■ Crossville, Tenn.—Cumberland Television Co. Broadcast Bureau granted ch. 55 (716-722 mhz); ERP 18.6 kw vis., 3.7 kw aur., HAAT 1180 ft.; ant. height above ground 230 ft. P.O. address: Box 591, Crossville 38555. Estimated construction cost \$28,500; first-year operating cost \$40,000; revenue \$52,000. Legal counsel none; consulting engineer none. Principal:

Edward M. Johnson (100%) is general manager and 49% stockholder of WCSV(AM) Crossville. Action Jan. 14.

AM applications

■ Long Island, Alaska—Valley Radio Corp. seeks

1150 khz, 5 kw-U. P.O. address: 1 Tuxedo St., Willow, Alaska 99688. Estimated construction cost \$77,122; first-year operating cost \$71,480; revenue \$180,000. Format: Informational variety. Principals: William Long Hale (28.57%) works in real estate; William J. Rhodes (17.86%) is contractor; William Mack (3.5%)

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Summary of broadcasting

FCC tabulations as of Dec. 30, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,432	3	28	4,463	50	4,513
Commercial FM	2,704	0	63	2,767	123	2,890
Educational FM	764	0	40	804	58	862
Total Radio	7,900	3	131	8,034	231	8,265
Commercial TV	700	1	9	710	52	762
VHF	509	1	3	513	9	522
UHF	191	0	6	197	43	240
Educational TV	229	9	14	252	16	268
VHF	90	3	4	97	7	104
UHF	139	6	10	155	9	164
Total TV	929	10	23	962	68	1,030

*Special temporary authorization

**Includes off-air licenses

is director of KAKM(AM) Anchorage; 14 other principals. Ann. Jan. 13.

■ Ft. Pierce, Fla.—Henry M. Leshar Jr. seeks 1400 khz, 1 kw-D, 250 w-N. P.O. address: 4 Lexington Court, Whippany, N.J. 07052. Estimated construction cost \$76,000 (equipment only); first-year operating cost \$40,000; revenue none. Principals: Henry M. Leshar Jr. is realtor and represents family interests in Florida orange groves. Mr. Leshar has application pending for FM in same city. Ann. Jan. 13.

■ Ontario, Ohio—GSM Media Corp. seeks 1440 khz, 1 kw-D. P.O. address: 2900 Park Ave. W., Mansfield, Ohio 44906. Estimated construction cost \$76,850; first-year operating cost \$39,885; revenue \$60,000. Format: contemporary (pop). Principals: Gunther Meisse (80%) and Johnny Appleseed Broadcasting Corp. (20%). Mr. Meisse is president and part owner (20.5%) of Johnny Appleseed Broadcasting, which is license of WVNO(AM) Mansfield, Ohio. Ann. Jan. 13.

AM actions

■ Alexander City, Ala.—Alexander City Broadcasting. Broadcast Bureau granted 1590 khz, 1 kw-D. P.O. address: Box 287, Alexander City 35010. Estimated construction cost \$40,032; first-year operating cost \$71,100; revenue not given. Principals: Dudley J. Davis (40%), Gerald Y. Allen (35%), William B. Causey (25%). Mr. Davis is auto dealer; Mr. Allen is on Senate committee on banking staff; Mr. Causey is president of junior college. Ann. June 10.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WKYO Caro, Mich.—June 12, 1976; WHND Monroe, Mich.—April 1, 1976; WENE Endicott, N.Y.—July 14, 1976; WCTM Eaton, Ohio—July 12, 1976; WIAD Jacksonville, Fla.—July 16, 1976; KRAM Las Vegas—July 31, 1976; WRNJ Hackettstown, N.J.—June 18, 1976; *KFNW Fargo, N.D.—May 1, 1976; WISN Milwaukee—July 1, 1976. Action Jan. 8-9.

AM starts

■ WOOZ Whiteville, N.C.—Authorized program operation on 1540 khz, 1 kw-D. Action Dec. 30.

■ WVFC Shippensburg, Pa.—Authorized program operation on 1530 khz, 1 kw-D, 250 w-CH. Action Dec. 31.

FM applications

■ Emmetsburg, Iowa—Palo Alto Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 25 Taggart Dr., Carlinville, Ill. 62626. Estimated construction cost \$61,495; first-year operating cost \$42,248; revenue \$48,000. Format: music variety. Principal: John F. Schad is president and sole owner of Palo Alto Broadcasting. Mr. Schad is branch manager of WSMI(AM) Litchfield, Ill. Ann. Jan. 6.

■ Logan, Utah—People's Broadcasting Co. seeks 92.9 mhz, 29.5 kw, HAAT —716 ft. P.O. address: Box 526, Logan, Utah 84321. Estimated construction cost \$46,204; first-year operating cost \$2,500; revenue none. Format: Music variety. Principal: People's Broadcasting Co. owns KBLW(AM) Logan, Utah. Glaucus G. Merrill is president. Ann. Jan. 16.

FM actions

■ Sauk Centre, Minn.—Dairyland Broadcasters. Broadcast Bureau granted 94.3 mhz, 3 kw., HAAT 300 ft. P.O. address: 123 Central Ave., Long Prairie, Minn. 56347. Estimated construction cost \$49,414; first-year operating cost \$39,960; revenue \$70,000. Format: MOR, C&W. Principal: Ken Eidenschink (100%) owns and manages KEYL(AM) Long Prairie (BPH-9444). Action Jan. 9.

■ *Kinston, N.C.—Lenoir Community College. Broadcast Bureau granted 90.5 mhz, 3 kw, HAAT 100 ft. P.O. address: Box 188, Kinston, N.C. 28501. Estimated construction cost: \$22,472; first-year operating cost \$1,000. Principal: John L. Griffin, instructor (BPED-2069). Action Jan. 9.

FM starts

■ KSNS Lake Charles, La.—Authorized program operation on 96.1 mhz, ERP 100 kw, HAAT 430 ft. Action Dec. 31.

■ KVLK Detroit Lakes, Minn.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 280 ft. Action Dec. 31.

Ownership changes

Applications

■ WJRD(AM) Tuscaloosa, Ala. (1150 khz, 5 kw-D, 1

kw-N)—Seeks assignment of license from Tidmore & Harrison, receiver to GMC Broadcasting for \$300,000. Buyer: GMC Broadcasting is equally owned by W.A. Grant Jr., George Mitnick and Charles Crow. Mr. Grant is Jasper, Ala., businessman with interests in WWB-AM-FM Jasper, WWF(AM) Fayette, WWR(AM) Russellville, all Alabama and WACC(AM) St. Augustine, Fla. Mr. Crow is Birmingham, Ala., MD with interest in WACC. Mr. Mitnick is Jasper businessman with interest in CATV franchise there. Ann. Jan. 12.

■ KPAZ-TV Phoenix, Ariz. (ch. 21)—Seeks assignment of license from Glad Tidings Church of America to Trinity Broadcasting of Arizona for approx. \$2 million (Trinity will assume certain debts and liabilities of Glad Tidings Church in lieu of actual payment). Buyer: Trinity Broadcasting is non-profit, non-stock corporation which owns 100% of International Panorama TV Inc., licensee of KLXA-TV Fontana, Calif. Ann. Jan. 15.

■ WCPH(AM) Etowah, Tenn. (1220 khz, 1 kw-D)—Seeks assignment of license from McMinn Broadcasting to Ketron Broadcasting for \$110,000. Buyer: Charles R. Ketron is president and sole owner of Ketron Broadcasting. Mr. Ketron is on the staff of WETE(AM) Knoxville, Tenn. Ann. Jan. 12.

■ KDOX(AM) Marshall, Tex. (1410 khz.—Seeks assignment of license from KDOX Inc. to Big Country Broadcasting for \$155,000. Buyer: Ralph Wayne, owner of Big Country (100%) also owns 72% of Panhandle Broadcasting, licensee of KKKXN(AM) Plainview, Texas and has insurance and bank interests. Ann. Jan. 12.

Actions

■ WTVU(TV) New Haven, Conn.—Broadcast Bureau granted involuntary transfer of control of permittee corporation from Victor Muscat, deceased, to Albert F. Campbell, Charles Tackman and Robert Tiberius, executors (BTC-7917). Action Dec. 30.

■ WIBG(AM) Philadelphia (990 khz, 50 kw-D, 10 kw-N)—Broadcast Bureau granted assignment of license from Buckley Broadcasting Corp. of California to Fairbanks Broadcasting Co. of Pennsylvania for \$2,950,000. Seller: Buckley Broadcasting owns KOL-AM-FM Seattle, KKH-AM-FM San Francisco and KGIL(AM) San Fernando, Calif. Buyer: Richard M. Fairbanks (93%), et al owns WIBC(AM)-WNAP(FM) Indianapolis, KVL-AM-FM Highland Park, Tex., WKOX(AM)-WVBF(FM) Framingham, Mass. and WRMF-AM-FM Titusville, Fla. Action Jan. 15.

Facilities

AM applications

■ WVCB Coral Gables, Fla.—Seeks mod. of CP to increase daytime power to 50 kw; change ant., TL to nighttime site at 4.5 miles west of Rt. 27. Ann. Jan. 13.

■ KPXE Liberty, Tex.—Seeks CP to change frequency to 1110 khz; increase daytime power to 2.5 kw. Ann. Jan. 13.

■ KYAC Seattle—Seeks CP to increase nighttime share time hours by adding DA-N when KWSU Pullman, Wash. is operating. Ann. Jan. 13.

AM actions

■ WLIT Steubenville, Ohio—Broadcast Bureau granted CP to increase daytime power to 1 kw, DA-D; change type trans. (BP-19644). Action Jan. 9.

■ WBQN Barceloneta, P.R.—Broadcast Bureau granted CP to increase power from 250 w to 1 kw DA-2, unlimited; and make changes in ant. system, trans. (BP-19981). Action Jan. 6.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KLO Ogden, Utah (BP-19,984), Dec. 23; WLSE Wallace, N.C. (BP-19,716), Dec. 30.

FM actions

■ WHHY-FM Montgomery, Ala.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system (decrease height); change TPO; change ant. height 710 feet (H&V); ERP 100 kw (H&V); remote control from main studio at 3435 Norman Bridge Rd., Montgomery, Ala. (BMPH-14691). Action Jan. 12.

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■ **KJOI Los Angeles**—Broadcast Bureau granted license for new auxiliary ant. at main trans. location for aux. purposes only; ERP 15 kw (H&V); ant. height 1120 ft. (H&V) (BLH-6311). Action Nov. 17.

■ **KTLB Twin Lakes, Iowa**—Broadcast Bureau granted mod. of CP to make changes in ant. system (decrease height); change TPO; change ant. height 300 ft. (H&V); ERP 3 kw (H&V); remote control from main studio at 1.5 miles east of junction Highways No. 4 and No. 124 on Highway No. 124 (BMPH-14705). Action Jan. 12.

■ Following stations were authorized program operating authority for changed facilities on date shown: KGVW-FM Belgrade, Mont. (BPH-9598), Jan. 2; WBJW Orlando, Fla. (BPH-9532), Dec. 31; WFLS-FM Fredericksburg, Va. (BPH-9142), Dec. 23; WHLM-FM Bloomsburg, Pa. (BPH-9335), Jan. 2; WJGS Houghton Lake, Mich. (BPH-8792), Dec. 31; WNUW Milwaukee (BPH-9408), Dec. 31; WROQ Charlotte, N.C. (BPH-9149), Jan. 2; *KEWC-FM Cheney, Wash. (BPED-2118), Jan. 2.

granted amendment **Prairieland's** application to effectuate merger and directed change of name from **Prairieland** to **Mumbles**. On Sept. 18, Judge Fitzpatrick dismissed **Decatur Broadcasting's** application, and on Nov. 20, 1975, dismissed application of **Superior**, on request of applicant. Ann. Jan. 13.

■ **Southport, N.C., FM proceeding:** Thoms Broadcasting Cos., Clarence S. Mowery Jr. and Brunswick Broadcasting Co., competing for 107.1 mhz (Docs. 20192-3)—ALJ Walter C. Miller granted application of Brunswick Broadcasting Co. Judge Miller concluded Thoms was not basically qualified, failed to ascertain community problems and failed to demonstrate means by which it proposed to meet those needs. Since Brunswick was basically qualified to be licensee and Thoms was not, Brunswick's application would be granted, judge ruled. Ann. Jan. 12.

Fines

■ **KENI Anchorage**—Broadcast Bureau notified of ap-

parent liability for \$750 forfeiture for violating rules since trans. operator did not have broadcast endorsement of third-class operator's permit and signed log; failure to make entries in operating log at proper intervals. Action Jan. 13.

■ **KSJO(FM) San Jose, Calif.**—Broadcast Bureau notified of apparent liability for \$800 forfeiture for failing to make equipment performance measurements records available at inspection by member of San Francisco office of the FCC, and by having inspection, maintenance and adjustment of trans. performed by holder of a third class radiotelephone operator permit instead of required first class. Action Jan. 12.

■ **WRLB(FM) Long Branch, N.J.**—Broadcast Bureau notified of \$25 forfeiture for violation of rules by filing renewal application beyond due date. Action Jan. 9.

■ **WJIC(AM)-WNNN(FM) Salem, N.J.**—Broadcast Bureau notified of apparent liability for \$25 forfeiture for each station for violation of rules by filing renewal applications beyond due date. Action Jan. 9.

■ **WDVL-AM-FM Vineland, N.J.**—Broadcast Bureau notified of apparent liability for \$200 forfeiture for each

In contest

Case assignments

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

■ ***WXPB(FM) Philadelphia, renewal proceeding:** Trustees of University of Pennsylvania (Doc. 20677)—Designated ALJ Walter C. Miller to serve as presiding judge at the proceeding; set hearing for April 1. Action Jan. 8.

■ **Auburn, Me., FM proceeding:** Andy Valley Broadcasting System and The Great Down East Wireless Talking Machine Co., competing for 100.1 mhz (Doc. 20643-4)—Designated ALJ Ernest Nash as presiding judge; set hearing for March 30. Action Jan. 7.

■ **WETT(AM) Ocean City, Md., license renewal proceeding:** Public Service Enterprises (Doc. 20674)—Designated himself as presiding judge; set hearing for April 29. Action Jan. 8.

■ **WWLD-TV Jackson, Mich., assignment of CP proceeding:** Jackson Television Corp. to Television Associates Inc. (Doc. 20673)—Designated ALJ Lenore G. Ehrig as presiding judge; scheduled hearing for March 31. Action Jan. 7.

■ **Monterey, Tenn., AM proceeding:** Monterey Broadcasting Co., applicant for 1420 khz (Doc. 20658)—Designated ALJ Thomas B. Fitzpatrick to preside in case; scheduled hearing for March 29. Action Jan. 7.

Procedural rulings

■ **WACT(AM) Tuscaloosa, Ala., renewal proceeding:** New South Radio (Doc. 20463)—ALJ Byron E. Harrison continued hearing date from February 3 to February 11. Action Jan. 9.

■ **Ocala, Fla., FM proceeding:** Harold James Sharp, Greater Ocala Broadcasting Corp. and Hunter-Arnette Broadcasting Co., competing for 92.7 mhz (Docs. 20510-12)—ALJ Byron E. Harrison continued hearing date from January 26 to February 9. Action Jan. 9.

■ **Austin, Tex., FM proceeding:** Dynamic Communications of Austin, seeking 102.3 mhz (Doc. 20447)—ALJ Joseph Stirmer canceled all procedural dates and hearing scheduled for Feb. 4 pending action on motion filed by Dynamic for summary decision. Action Jan. 6.

Joint agreement

■ **Laramie, Wyo. FM proceeding:** Rocky Mountain Broadcasting Corp. and KBMT Inc.—Broadcast Bureau granted joint request for approval of agreement involving payment of \$2,010 for dismissal of application, dismissed application of Rocky Mountain Broadcasting Corporation (BPH-8564); and retained application of KBMT Inc. (BPH-8823). Ann. Jan. 12.

Initial decisions

■ **Decatur, Ill., FM proceeding:** Mumbles Corp., WBIZ Inc., and Decatur Broadcasting, competing for 95.1 mhz at Decatur (Docs. 20055-20059)—ALJ Thomas B. Fitzpatrick granted application of Mumbles Corp. Judge Fitzpatrick found Mumbles met ascertainment of community needs issue. On April 24, 1975, Judge Fitzpatrick approved dismissal of WBIZ application, and on Nov. 4, approved merger agreement between **Prairieland** and **Soy**, dismissed **Soy** application,

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station for violation of rules by filing renewal applications beyond due date. Action Jan. 9.

■ WATN(AM) Watertown, N.Y.—Broadcast Bureau notified of apparent liability for \$100 forfeiture for violation of rules by filing renewal application beyond due date. Action Jan. 9.

Other actions

■ KLIV(AM) San Jose, Calif.—FCC granted license renewal of KLIV Inc. conditioned on conclusion of proceedings in Johnson v. KLOK, KEEN, KLIV, KSJO and KRRX, now pending in U.S. District Court. Action Jan. 12.

■ WRGB(TV) Schenectady, N.Y.—FCC granted license renewal of General Electric Broadcasting Co. conditioned on conclusion of proceedings in U.S. v. General Electric Co.; Viking Industries v. General Electric Co.; Appalachian Power Co. v. General Electric Co. and U.S. v. General Electric Co. (U.S. District Court for northern New York). Action Jan. 12.

■ WIBG(AM) Philadelphia—FCC renewed license. WIBG was one of seven Philadelphia-area stations whose renewals were deferred last April 30, pending receipt and approval of additional information on affirmative action employment practices. Commission said it was sufficiently persuaded by station's amended program and recent minority hiring activity that WIBG intended to adhere to the nondiscrimination rules. Action Jan. 15.

■ WOHN Herndon, Va.—Broadcast Bureau granted renewal of license to My Staff Inc. subject to condition that assignment of license be consummated within 60 days and commission be notified within one day thereafter. Action Jan. 13.

■ WEAU-TV Eau Claire, Wis.—FCC granted renewal of license for remainder of regular license period for Wisconsin stations. 1973 application was designated for hearing on issues relating to fraudulent billing practices. In initial decision ALJ Herbert Sharfman concluded that licensee repeatedly had engaged in "network clipping" practices. He proposed a short-term renewal and a \$1,000 forfeiture. Commission noted forfeiture had been paid and said grant of renewal until end of regular term would serve public interests. Action Jan. 15.

Allocations

Petitions

FCC received following petitions to amend FM table of assignments (ann. Jan. 14):

■ KGIW-FM Alamosa, Colo.—Seeks to assign ch. 277 to Alamosa, Colo. (RM-2633).

■ WLOP Jesup, Ga.—Seeks to assign ch. 237A to McRae, Ga. (RM-2632).

■ Elizabethtown Broadcasting Co., Elizabethtown, Ky.—Seeks to assign ch. 221A to Elizabethtown, Ky. (RM-2631).

■ James Short, Louisville, Ky.—Seeks to assign ch. 292A to Flemingsburg, Ky. (RM-2634).

■ William L. Wright, Skiatook, Okla.—Seeks to assign ch. 291 to Oologah, Okla. (RM-2630).

Actions

FCC took following actions on FM allocations:

■ High Springs, Fla.—Broadcast Bureau assigned 104.9 mhz (ch. 285A) (Doc. 20473). Action Jan. 9.

■ Macclenny, Fla.—Broadcast Bureau assigned 92.1 mhz (ch. 221A) (Doc. 20473). Action Jan. 9.

Rulemaking

Actions

■ FCC granted, in part, petition by Haley, Bader and Potts, Washington, requesting amendment of Part 1 of Rules and Regulations with respect to procedures for reconsideration of rule making actions. Action Dec. 22.

■ FCC denied petition by Joseph F. Hennessey, Washington, to make Federal Rules of Evidence applicable in commission adjudicatory hearing proceedings. Action Dec. 16.

Translators

Applications

■ County of San Bernardino, County Services Area No. 40, Baggett, Calif.—Seeks ch. 63 rebroadcasting KTLA; ch. 65 rebroadcasting KHJ-TV and ch. 67 rebroadcasting KTTV, all Los Angeles (BPTT-2952-4). Ann. Jan. 12.

■ County of San Bernardino, County Services Area No. 40, Newberry, Calif.—Seeks ch. 3 rebroadcasting KTLA Los Angeles (BPTTV-5473). Ann. Jan. 12.

■ County of San Bernardino, County Service Area No. 40, Newberry, Calif.—Seeks ch. 6 rebroadcasting KHJ-TV Los Angeles (BPTTV-5474). Ann. Jan. 12.

■ Television Improvement Association, Ukiah, Calif.—Seeks ch. 67 rebroadcasting KHSL-TV Chico, Calif. (BPTT-2959). Ann. Jan. 13.

■ Grasshopper TV Association, Upper Grasshopper Valley & Polaris, Mont.—Seeks ch. 7 rebroadcasting KXLF-TV Butte, Mont. (BPTTV-5476). Ann. Jan. 12.

Actions

■ K13LZ Western Communications, McGill and Ely, Nev.—Broadcast Bureau canceled authorization and deleted call letters at request of licensee. Ann. Jan. 15.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Harbison Development Corp., Box 21368, Suite 261, 800 Dutch Sq. Blvd., Columbia, S.C. 29221 for Harbison, (town of) S.C. (CAC-05950): WIS-TV, WNOK-TV, WOLO-TV, WRK-TV, Columbia, S.C.; WRET-TV Charlotte, N.C.; WTCG Atlanta.

■ Elizabeth City Video, for Elizabeth City, N.C., Pasquotank county (unincorporated areas) N.C. (CAC-05951-2): WCTI-TV New Bern, N.C.; WHRO-TV Hampton-Norfolk, Va.

■ Citizens Cable of Allen County, St. Joseph township, (unincorporated areas) Ind., New Haven, Ind. and Adams township, (unincorporated areas) Ind. (CAC-05953-5): WGN-TV Chicago, Ill.

■ Big Valley Cablevision, for San Joaquin county, (unincorporated areas) Calif. and Stockton, Calif. (CAC-05956-7): KBHK-TV San Francisco; delete: KTLA Los Angeles.

■ Warner-CCC Inc., for Grandview Heights, and Marble Cliff, (village of) Ohio (CAC-05777 & 827): WTTV Bloomington, Ind.

■ Copper Belt Cablevision, Box 816, Idabel, Okla. 74745 for Pinal county, (unincorporated areas), Ariz. (CAC-05915): KTVK, KPHO-TV, KAET, KOOL-TV, KTAR-TV, KPAZ-TV, Phoenix; KVOA-TV, KUAT-TV, KGUN-TV, KOLD-TV Tucson, Ariz., KZAZ Nogales, Ariz.; KTLA, KTTV, Los Angeles.

■ Sheridan Cablevision, for Sheridan, Wyo. (CAC-05916): KBTv, KMGH-TV, KOA-TV, KRMA-TV, Denver.

■ Tahoe Systems, for Washoe county, (unincorporated areas) Nev. and Placer County, (unincorporated areas) Calif. (CAC-05917-8): KVIE Sacramento, Calif.

■ Johnstown Cable TV, for Lower Yoder, (township of) Pa., Southmont, (borough of) Pa., West Taylor (township of) Pa., Brownstown, (borough of) Pa., and Ferndale, (borough of) Pa. (CAC-05939-43): Requests certification of existing operations.

■ Beaumont Cablevision, for Beaumont, Tex. (CAC-05944): Requests certification of existing operations.

■ Idabel Cablevision, Box 322, Idabel, Okla. for Idabel, Okla. (CAC-05945): KTBS, KSLA, Shreveport, La.; KTAL Texarkana, Tex.; KTVT Ft. Worth, Tex.; WKY-TV, KOCO-TV, KWTv, KETA, Oklahoma City, Okla.; KTen Ada, Okla.; KFSM-TV Ft. Smith, Ark.

■ Midwest Cable Television, for Holyoke, Colo. (CAC-05946): KOA-TV, KBTv, KMGH-TV, Denver; KLOE-TV Goodland, Kan.

■ Blue Devil Cable TV, Point Breeze Dr., Bethany, W. Va. 26032, for Avella, Pa., Burgettstown, Pa., and Smith township, Pa. (CAC-05947-9): KDKA-TV, WTAE-TV, WHI-TV, WQED, WQEX, WPGH-TV,

Pittsburgh; WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; WJAN Canton, Ohio

■ K&K Cable TV, for Devils Lake, N.D. (CAC-05919): CKND-TV, CJY-TV, Winnipeg, Man., Canada; delete: KCND-TV, Pembina, N.D., CBWT-TV, Winnipeg, Man., Canada.

■ All American Cablevision Company, 360 S. Monroe St., Denver 80209 for Westerville, Ohio (CAC-05920): WBNS-TV, WLWC, WTVN-TV, WOSU-TV, Columbus, Ohio; WUAB Lorain, Ohio; WXIX-TV Newport, Ky.; WTTV Bloomington, Ind.

■ Alexander City Cablevision Co., for Alexander City, Ala. (CAC-05921): WTCG, WHAE-TV, Atlanta.

■ Jefferson Cable Corp., for Charlottesville, Va. (CAC-05922): Requests certification of existing operations.

■ Warner-CCC, 75 Rockefeller Plaza, New York 10019 for Grove City, Ohio (CAC-05923): WLWC, WTVN-TV, WBNS-TV, WOSU-TV, Columbus, Ohio; WXIX-TV Newport, Ky.; WUAB Lorain, Ohio; WOUB-TV Athens, Ohio; WJW-TV Cleveland; WTRF-TV Wheeling, W. Va.; WKEF Dayton, Ohio; WTTV Bloomington, Ind.

■ Court Cable Co., for Washington Court House, Ohio (CAC-05924): Requests certification of existing operations.

■ Canandaigua Video Corp., Box 311, Liberty, N.Y. 12754, for Farmington, (town of) N.Y., and Victor, (village of) N.Y. (CAC-05925-6): WROC-TV, WHEC-TV, WOKR, WXXI, Rochester, N.Y.; WSYR-TV, WHEN-TV, WNYS-TV, Syracuse, N.Y.; WOR-TV, WPXI, New York.

■ Total TV, 839 Harding St., Janesville, Wis. 53545 for Evansville, Wis. (CAC-05927): WISC-TV, WMTV, WKOW-TV, WHA-TV, Madison, Wis.; WVTv Milwaukee; WGN-TV Chicago; WREX-TV, WJBK-TV, Rockford, Ill.; WTVK Freeport, Ill.

■ Nation Wide Cablevision, for Millbrae, Calif. (CAC-05928): KMUV-TV Sacramento, Calif.; KDTV, KVOF-TV San Francisco; delete: KTLA Los Angeles.

■ Blue Ridge Cable Television, for Summit Hill, (borough of) Pa., and Nesquehoning, (borough of) Pa. (CAC-05929-30): Requests certification of existing operations.

■ Cablevision of Chickasha Co., Chickasha, Okla. (CAC-05931): KBMA-TV, Kansas City, Mo.

■ Cumberland TV for Cumberland, Ky. (CAC-05932): WATE-TV, Knoxville, Tenn.

■ Schenectady Cablevision, for Rotterdam, (town of) N.Y. (CAC-05933): Requests certification of existing operations.

■ Tioga TV Cable Co., for Owego, (village of) N.Y. (CAC-05934): Requests certification of existing operations.

■ Johnstown Cable TV, for Franklin, (borough of) Pa., Stonycreek, (township) Pa., Lorain, (borough of) Pa., and Dale (borough of) Pa. (CAC-05935-8): Requests certification of existing operations.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Valparaiso Cable Co., Valparaiso, Fla. (CAC-0590); Canton Cable TV, Canton, Ga. (CAC-05218); Highland Video, Latrobe, Youngstown and Derry boroughs, Derry and Unity townships, Pa. (CAC-05479-83); Logan Cablevision, Logan, West Logan, Mitchell Heights, Logan county, Man, W. Va. (CAC-5028-32).

■ Southern Monterey County TV Cable, Gonzales, Soledad, Calif.—Cable Bureau denied certificates of compliance to add four San Francisco stations (CAC-5411-2). Action Jan. 15.

In contest

■ Sullivan, Ind., Sullivan Cable TV Co., Cable TV joint agreement—ALJ Reuben Lozner granted joint request by Sullivan and the Cable TV Bureau for approval and agreement and termination of proceeding; dismissed without prejudice order to show cause; terminated proceeding; directed Sullivan to file with the Commission an application for certificate of compliance for authorization to continue carriage of present complement of signals within 60 days of effective date of order (Doc. 20533). Action Jan. 9.

■ Iola, Kan., Iola Cable TV, Cable TV proceeding—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Ernest Nash to be presiding judge; set hearing for March 31 (Doc. 20657). Action Jan. 7.

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Call yourself: manager, salesmanager, salesperson. If you can sell, fantastic potential, booming market. Dan Libeg, KSNN AM FM, Pocatello, ID.

Sales Manager needed to run sales dept for top notch FM in Chickasha Oklahoma. Draw \$10,000 plus on well formatted country FM in two station market in 30,000 population county. Send resume to Jack Brewer, Box 1268, Chickasha, OK, KXXX Radio.

Station Manager, expanding group owner seeks exceptional person with general management goals. Will consider both programming and sales managers with strong administrative ability. Starting salary: \$30,000. Send resume to Dave Boylan, Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631. Confidentiality assured.

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HELP WANTED SALES CONTINUED

Combo account executive/announcer position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape, to Betty Mastick, WDXI, Jackson, TN 38301.

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.

AM Sales Manager. New position with strong central Illinois station. Strong radio sales background and leadership ability essential. Excellent salary and benefits. Send resume to Orv Graham, WSOY, PO Box 2250, Decatur, IL 62526.

Young expanding company needs experienced salespeople. All formats, Kansas, Oklahoma, and Colorado. Bob Freeman, President, American Media, 7397 W. Central, Wichita, KS 67212.

Virginia 5,000 watt looking for broadcasters with program experience ready to move into sales. Good opportunity with fast growing small group. Call Tom Manley at 703-434-1777.

Jingle salespersons, Top commissions, leading producer. Keep your broadcast sales job, still moonlight for us. Box 49, Altamonte Springs, (Metro Orlando), FL 32701.

HELP WANTED ANNOUNCERS

Experienced D.J. with personality and production ability wanted for New England suburban station. Send resume. Box A-152, BROADCASTING.

Announcer, several for fulltime AM. Middle Atlantic. Some experience preferred. Full details, salary requirements. Box A-186, BROADCASTING.

Live in sunny Florida and help us create an exciting MOR-Contemporary format. Need creative announcers; combo-announcer copy writer plus a person to head up our news department. Minorities urged to reply. An Equal Opportunity Employer. Send complete resume along with salary requirement to Box A-188, BROADCASTING.

Immediate opening for versatile Disc Jockey, 10,000 watt station, medium market. Rush resume. Equal Opportunity Employer. Box A-189, BROADCASTING.

Announcer mid-Atlantic area. Easy listening format. Third phone. Talented beginner who wants to sell part-time considered. Box A-196, BROADCASTING.

Announcer-Production Whiz: Good voice, bright, creative spot production ability. Some news, information sense. Professionalism and quality a must. New facilities, best staff around. Excellent salary, superior benefits. EOE. Box A-214, BROADCASTING.

Morning person 5 K Country/pop; 1 hr. daily talk; AM & FM. Write Box A-240, BROADCASTING.

Top 50 market, northeast morning person for modern, progressive format must be experienced. Box A-251, BROADCASTING.

Northeast Country Music giant needs one experienced country personality for bright friendly daytime show. In confidence, send resume, income history. EOE. M/F. Box A-252, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

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.

Wanted, a one to one communicator for morning drive, an entertaining personality, but one who knows when enough is enough. Good voice and delivery a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

Combo announcer-sales, booming market, resume, tape, Calvin Hunter, KSNM AM FM, Pocatello, ID.

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.

Inspired, creative, professional Top 40 morning person. Top flight FM/AM in growing university city. Good bucks. Tapes and resumes to Bob Sherman, WCLG, Morgantown, WV 26505.

Combo announcer/account executive position at No. 1 contemporary country station. Excellent growth opportunities. Send resume, tape to Betty Mastick, WDXI, Jackson, TN 38301.

Announcer who has good commercial delivery and production ability. Must be experienced and have 3rd. Prefer someone from southeast. Send tape and resume or call Billy Powell, WFBC, Greenville, SC. 803-233-4601.

Contemporary adult MOR seeks knowledgeable and energetic announcers for full and part-time positions. Send tape and resume immediately to Jeffrey Jay Weber, Program Director, WNNJ, Box 40, Newton, NJ 07860.

WVOJ is actively interviewing for a Disc Person (Air Personality), female & other minorities encouraged to apply. Job requirements, first ticket, 3-5 years broadcast experience, knowledge of country music, willing to work Mid-6AM air shift w/some production. Send tape, resume & salary requirements to Gene Pope, 1435 Ellis Rd. S., Jax, FL 32205.

Wanted, bright morning person, sales person for FM stereo station. Experience required. Reply to PO Box 2107, Southern Pines, NC 28387.

Country Western announcer for regional station in New Mexico. Send tape & resume to John Allen, Box 919, Hobbs, NM 88240.

HELP WANTED TECHNICAL

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!

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

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.

1st class engineer needed. Transmitter and studio experience required. Deep south/Gulf Coast area. Contact James Cope 504-529-1212.

HELP WANTED NEWS

Why is it so difficult to find an experienced aggressive news director who can build and demand professionalism from his/her staff? N.J. local station wants such a person. Also looking for experienced, proven newscasters. Equal Opportunity Employer. Reply with resume, and references to Box A-151, BROADCASTING.

Wanted, a news director who believes that news can entertain as well as inform, not just hard news, but news of human interest and off beat stories. Good voice, delivery and writing ability a must. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

News Director wanted, KWOC, PO Box 399, Poplar Bluff, MO 63901; 5,000 watt regional station, 930 khz; must be strong on local news and talk oriented shows. Send resume, tape.

Fulltime staff announcer with demonstrated local news gathering ability. Third endorsed. No beginners. Tape and non-returnable tape: WHTG-AM-FM, Eatontown, NJ 07724.

No. 1 contemporary station needs aggressive, innovative newscaster. Send tape, resume: Operations Manager, WKWK, Wheeling, WV 26003.

Metro Orlando rocker with dominant news department wants aggressive, creative beat reporter, digger, must be experienced, strong local news emphasis, good air sound, abundant actualities, not afraid of hard work. No phone calls. Tape, resume, writing samples to News Director, WLOF, PO Box 15746, Orlando, FL 32808. EOE.

No. 1 area station needs top newscaster due to vacancy created by promotion of our man to another station in chain. Send resume, tape to Frank Kelley, WMCL, McLeansboro, IL 62859.

Aggressive, competent newscaster to gather, write and deliver the news. Send resume and tape. Tad Diesel, WNNJ, Newton, NJ 07860.

WOAI Radio needs a news anchor person with sports P-B-P experience. Tape and resume to John Barger, GM, 1035 Navarro, San Antonio 78205. EOE.

Opening for a good news person. Must gather, write and deliver with authority. Excellent salary and benefits. Send tape, resume to News Director, WSOY, PO Box 2250, Decatur, IL 62526.

Leading East Texas broadcast organization has an opening for a news director, experienced professional to head 3-man news staff. Strong voice. Good delivery. Five figure salary. Texas background desired. Phone Dudley Waller, 214-586-2211.

HELP WANTED PROGRAMING, OTHERS PRODUCTION,

Wanted, production ace, good voice and delivery, with a superb ear for good production and a sharp razor blade. Stable professionals only. Send tape and resume to: KRAV, PO Box 746, Tulsa, OK 74101. An EOE.

Production/Swing announcer, WBT, Charlotte, North Carolina, has an opening for an experienced, creative production person-swing announcer. Send tape and resume to Andy Bickel, 1 Julian Price Place, Charlotte, NC 28208.

WOAI Radio needs an operations manager with MOR format, production, and systems experience. Tape and resume to John Barger, GM, 1035 Navarro, San Antonio, 78205. EOE.

Program Director wanted with experience in Black formats. Position leads to General Manager opportunity with group broadcaster. Must now be program director at black-oriented station with at least one year total program director experience. Exceptional growth opportunity for right person. Equal Opportunity Employer. Send tape and resume to Ron Curtis & Co., Suite 285-A, O'Hare Plaza, 5725 East River Road, Chicago, IL 60631.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger Professor of Public Affairs Reporting. Applicants must have extensive experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative reporting techniques related to coverage of federal, state and local government; advises students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1976. Salary: \$25,080 for 12 months. Applications must be received before February 15, 1976. Send resume and references to: Chairman, Personnel Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

SITUATIONS WANTED MANAGEMENT

Have been through four license renewals, Mass Media degree, first phone, 33, married. Experienced GM in small market, community leader, looking for permanent home. Box A-135, BROADCASTING.

General Manager with ten years experience. Last eight years with the same chain as general manager. Superior motivator salesman looking for position with long term future or part ownership. Family man, excellent references, successful. Will relocate for right opportunity. Box A-144, BROADCASTING.

Communications Executive, 25 years of experience in all phases of broadcast, advertising agency and corporate management seeks medium market opportunity. Box A-149, BROADCASTING.

Sales Manager at well known major market FM'er wants general management position. All markets considered. Eleven years radio-all phases. Seven at current station. R&TV degree. All responses answered. Box A-164, BROADCASTING.

Experienced manager desires return to radio. Will do any market on percentage or salary. 27, married, let's talk! Box A-178, BROADCASTING.

Experienced broadcaster. Extensive sales-Management-Programming-Announcing-PBP background. First phone. Family man will deliver mature, permanent, working management for your small to medium market radio or TV. \$12,500 minimum. Box A-193, BROADCASTING.

\$\$\$\$\$\$\$ That's the name of the game! FM General Manager seeks opportunity to turn AM/FM operation into real money maker, 18 years all phase radio. Presently showing 26 percent increase over '75. Box A-205, BROADCASTING.

Experienced broadcaster. Sales oriented with knowledge and dedication to broadcast management responsibilities. Self generating, will lead and motivate staff. Excellent references. Will invest substantial cash. Box A-206, BROADCASTING.

Proven operations, copy, production pro seeks greater opportunity growth potential job with possible future partnership. Box A-225, BROADCASTING.

General Manager, successful, profit making GM. Highly experienced, seasoned, and in late forties. Background in major, and medium market. Currently running medium market profit maker. Am known broadcaster with reputation for turning properties around. Desire more challenge. Primarily interested in West, and West Coast. Box A-243, BROADCASTING.

It's the bottom line that counts. Consultant: Build sales teams quickly! Haven't failed yet! Proof of performance. Wm. Gallagher, Junior. Four Ingress Way, Matawan, NJ.

Experienced P&L, Sales and promotion oriented G.M. family man, 43, background, Ann. P.D., News, S.M., and 10 years G.M. 1st phone, references, stock option necessary. Ken Farnsworth, 305-626-4928 or 1845 Circle Drive, North Palm Beach, FL 33408.

SITUATIONS WANTED SALES

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.

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

Mature professional, 15 yrs. experience (4 yrs. major market net O&O). Humorous, creative, good at production. Left the business two years ago. Would welcome the right opportunity in large or medium market. Will also consider production & sales. Excellent references. Box A-130, BROADCASTING.

Two years experience. Hard worker. Have to move now. Write for tapes, resume. Box A-132, BROADCASTING.

News, mature pro, 23-year radio veteran desires return to media in Central-Eastern Pennsylvania area. Available for personal interview now. Seeks permanent position. Box A-133, BROADCASTING.

Announcer wants DJ shift, rock, or MOR, 1½ yrs experience, 3rd endorsed, good board, good production, midwest preferred. Box A-143, BROADCASTING.

Twenty four year mike vet plus MD PD station mgr would like more mgr time less air time. Make offer. Let's talk. Conn., Vermont, N.H. preferred. Television announcer experience also. Box A-174, BROADCASTING.

Young, experienced announcer-engineer with 1st phone. Willing to go anywhere. Box A-191, BROADCASTING.

Two Major Market (Top 10) air personalities wish to form a morning team in a small or medium East Coast market. MOR, Top 40, or Progressive Rock. So you don't forget, reply before midnite tonight to Box A-223, BROADCASTING.

Dynamite drive jock, production and promotion director wants to move up, 5 years experience. I want to move now! I hope you will too. Box A-232, BROADCASTING.

Young ambitious broadcaster seeking first job on air news, sales. Third endorsed. Box A-233, BROADCASTING.

Dependable, experienced, 1st phone D.J. seeking fulltime employment. in Southwest. Willing to learn engineering and/or sells. Call Gary 505-327-9476.

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.

Experienced 1st phone, seeking medium market announcer and/or P.D. position. Bob Rymell 704-536-0099.

Charley Donovan, ABC O&O Houston. Seeks Major/Lg. Med. Contemporary. 713-789-1532.

Top 40 jock seeks work within 150 mile radius of Hartford, Ct. Call Pete 1-203-223-4323.

Beginner looking for break. Some board experience. DJ, sports, desired. 3rd. Jim Zagami, 911 Linwood St., Hyattsville, MD 20783. 301-559-0463 after 6:30 PM.

First phone DJ, limited experience, seeks small mid-western top 40 or oldies station. Rollin 312-788-1272.

Responsible communicator seeks situation with medium sized operation. Personality oriented music shows, production. Married. 215-256-6330. John LaMonica.

Humorous, first phone, air personality desires small market Top 40 or contemporary. 213-386-0286 No. 319. S.H. Green.

Civil Service employee desires life ambition. B.A. Communications, college station experience. P.A. work, 3rd endorsed, 24, married. Mark Anderson, 152-52 Jewel Ave., Flushing, NY 11367. 212-263-1670.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Ambitious young announcer, news director, chief newscaster 10 KW in North Carolina. Good production, boardwork, community affairs, talk show. North Eastern states only, esp. New England. Richard Goodman, c/o B. Marchese, 3755 N.E. 167th Street, North Miami, FL 33160.

MOR personality. Top production man with experience in Dallas, New Orleans, Miami, Cincinnati. Consider any market. 305-752-8943.

Jock: Wants to join team in medium market total 4 yrs. Quality major market experience 3 yrs. Allround background 1 yr. Live jock good potential for Top 40-rock-MOR. Call Detroit area 313-294-0941.

First class phone, 6 years air experience, experience in all facets of radio. Will relocate. Contact Barry Fitzpatrick, PO Box 354, Escanaba, MI 49829 or telephone 906-786-7790.

Need first break in radio. Some experience. Willing to learn. Bob Dasdorf, 819 Maryland, Pittsburgh, PA 15232. 412-363-8602 evenings.

For Seven years I've been employed as a computer programmer but despite the excellent pay and security radio is still in my blood. I have a first phone, attended broadcasting school, some engineering experience and an amateur license. MOR or light contemporary format. Interested? I'm blind. Still interested? Tom Dimeo, 3118 Schoolhouse Lane, Harrisburg, PA 17109.

Working now, looking for something bigger. LP-oriented contemporary AM/FM, 2½ years experience, good copy and production, extensive music background, first phone. 203-423-1271.

Versatile, experienced announcer. Available now. Music, sports, talk. Neil Rogers 305-961-1398. 351 Cambridge Road, Hollywood, FL 33024.

Florida, small or medium market, prefer MOR air shift plus sales. 2½ years experience, former PD, 28, stable, looking for a home. Tom, 305-636-4228.

Contemporary or Top 40 announcer. Production/traffic. 2 years experience. Prefer Midwest. Box 71, Park Forest, IL 60466.

Experienced announcer, news, program director, writer. College. Country, MOR, small market. Presently managing family business. Wishes to resume Broadcasting career. Ray White, 919-482-2693, POB 61, Murry Hill, NC 27957.

Attention smaller markets, If you're looking for a talented, mature, experienced D.J. with quality production, news and copywriting, call Phil. Excellent contemporary aircheck available. 3rd endorsed. 212-238-2849, 7-10 AM, or after 6 P.M. Northeast or Florida preferred.

Young D.J.-Announcer. 3rd endorsed. Know music. Some experience. Call Ken Ditty Collect 415-697-3845. 483 Lincoln Circle, Apt. 7, Millbrae, CA 94030.

DJ-Production. Creative. Do many voices. Year experience. Top 40 or progressive preferred. Tapes. 402-843-5662.

SITUATIONS WANTED TECHNICAL

Contract maintenance, proofs, new installations, emergency repairs, Philadelphia vicinity. Former field engineer for broadcast equipment manufacturer. Box A-201, BROADCASTING.

FCC 1st, 2 yrs technical training, ham license will work around Carbondale, Ill. or western U.S. Ready to start 6/1/76. Box A-249, BROADCASTING.

24 years of know how. Radio-TV. C.L. Sweet, 3413 Nugent, Houston, TX 77016.

Frustrated DJ seeks board operator/production position. First phone student. Prefer Midwest. Box 71, Park Forest, IL 60466.

Chief Engineer, 35, family, strong on solid state, AM/FM Stereo, automation, SCA, proofs, and filing of FCC applications, good preventative maintenance. Excellent references, available immediately. 1-804-237-4369.

SITUATIONS WANTED NEWS

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 newsmen (14 years). Now in NYC suburban. Organized administrator. Like public affairs. Box A-80, BROADCASTING.

Broadcast journalism pro. Over six years experience as staff reporter and news director in medium markets seeking stable position with a future at a larger market station. Dedicated and knowledgeable in all facets of local news coverage. B.A. Married. Box A-128, BROADCASTING.

Radio network editor in charge with network air experience seek major market ND slot. Management commitment to news and editorial freedom a must. Box A-154, BROADCASTING.

News Production background in 4 New York FM stations in the past 5 years. Also 1st phone. Box A-190, BROADCASTING.

12-year, major market news specialist seeks N.D. post to develop your all-news or 5-minute format. Would also consider assistant N.D. or editor spot in all-news. Box A-217, BROADCASTING.

Sports expert, for hire! Over four years radio experience, associates and BA degrees in broadcasting. Sports director, play-by-play and talk-show host for major college sports. Relocate anywhere. Contact: Brian Herrmann, 24 Westminster Drive, Dallas, TX 18612. 814-865-3363.

Newswoman, experienced in all news duties, 3 yrs. major & medium, Sue McNett, 14306 Lowe Riverdale, IL 312-849-2303.

Capable meteorologist desires experience radio TV. Available now for low salary. Contact S.G. Davis, 401-464-3666 or 401-828-0157 weekday mornings or afternoons.

Top sportscaster PBP and reporting background. Only stations that have it together, call 1-717-733-0531.

Young, aggressive medium market news director looking for station that can offer security and stability. Can do PBP and production. Call Phil Neuman at 609-653-0213.

**SITUATIONS WANTED
PROGRAMING, PRODUCTION,
OTHERS**

I am currently employed as a morning man in a major (Top 10) market and now seek the opportunity to employ major market tactics and practices in a small or medium market programing situation. My experience encompasses MOR, Top 40, and progressive rock and country. I prefer the Atlantic Coast but will consider all offers. Available in time for the spring ARB. Reply to Box A-122, BROADCASTING.

2½ years PD experience with good medium market rocker. Large market jock experience. Capable in all facets; excellent track record. Box A-127, BROADCASTING.

Increase sales 300%? I've done it before and ready to do it again! This time possibly for you with my country programing and promotion ideas. Contact A.S.A.P. as I'm ready to move. Box A-161, BROADCASTING.

Major market radio vet ready to be your next p.d. Music-news-sports: puts it all together. Cost-conscious, too. Box A-216, BROADCASTING.

Five-year radio man ready to step into Program Director position. Proficient on-air work, broadcasting, degree, experienced in several formats. Box A-219, BROADCASTING.

N.A.B. research grant winner. Wants to research, write, produce news and/or public affairs. Recent masters degree. Plenty of enthusiasm and ideas to offer. Superior references. Box A-231, BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Experienced, creative production/air talent seeking challenge with Major Market contemporary or MOR station. Employed. Opportunity first, money second. Box A-239, BROADCASTING.

Program Director, announcer! First phone. Losing ground? Sales? Guts to change to quality programming? Audience 35 & over? All markets. 219-436-8781. Twenty seven years radio. Mature. 53.

Professional, 30, seeks news or programming position. Experienced all phases. Now operations mgr, part-owner. 207-255-8889.

Looking to program Top 40 small to medium market station. Write: Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

Nine years of good numbers, last three in Philly. Want to program Top 40 or MOR in Northeast. Worked with and learned from the best. Kris 215-284-7406.

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 Call day or evening.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager, high volume network VHF in southeast has growth opportunity for experienced, aggressive salesperson with national or rep experience. Must have talent for writing and making sales presentations. An Equal Opportunity Employer. Send resume to Sales Manager, Box A-140, BROADCASTING.

Local Television Sales Manager. Promising future with group owned top 50, net affiliate. Young aggressive sales person with proven local experience, combined with ability to motivate others! All replies confidential. An Equal Opportunity Employer. Send resume to Box A-192, BROADCASTING.

HELP WANTED SALES

Salesperson, television syndication. Company expanding program library. New prime time access series just sold to network group. Need creative, energetic salesperson with television background, not necessarily syndication. We'll offer top salary and all expenses against commissions. Include current earnings, experience and references in resume. All replies confidential. Box A-145, BROADCASTING.

HELP WANTED ANNOUNCERS

Staff announcer with excellent commercial production voice plus on air experience. Potential for news position. Equal Opportunity Employer. Contact Jeffrey Hark, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

Broadcast Engineer for southwest PTV station. Operation and maintenance of broadcast equipment. Second Class FCC license required and several years experience with color equipment. Box A-203, BROADCASTING.

Supervising Engineer for Southwest PTV station. Responsible for operation and maintenance of remote facilities. Three to five years experience in videotape, and in operating and maintaining color broadcast equipment. Box A-204, BROADCASTING.

Chief Engineer for southeastern PBS UHF. Need good administrator who can plan growth, train and motivate staff, and demonstrate current hands-on expertise. Send resume with salary requirement. Box A-236, BROADCASTING.

Expanding PTV in southeast needs maintenance engineer February 1st. Experienced with UHF, ENG, RCA VTRs and cameras. Competitive salary and benefits. Include salary requirement with resume. Box A-237, BROADCASTING.

South Florida VHF station needs master control switcher. No experience necessary. Will train right person. First phone required. Send resume. Equal Opportunity Employer. Box A-246, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

Opening for first class phone. Excellent opportunity for person wishing to continue college or learn television broadcasting. Contact J.R. Middleton, KTVQ-2, Billings, MT.

Transmitter Maintenance/operating engineer. Immediate opening. Experience with RCA TT50-AH preferred. Call Larry Young, Chief Engineer, WDTB-TV, 232 Harrison Avenue, Panama City, FL 32401. 904-769-2313.

T.V. Studio maintenance engineer. First phone required. Experienced in tape and video. Excellent benefits. Send resume to Personnel Dept., WPEC, Fairfield Drive, West Palm Beach, FL 33407.

Video design engineers wanted by leading switcher company. Experience in video systems preferred. Contact Mr. Buzan, Vital Industries Inc., 3700 NE 53 Ave., Gainesville, FL 32601. Phone 804-378-1581.

HELP WANTED NEWS

If you would like to be a co-anchor at a large television operation with an excellent news reputation, we would like to see your resume. Box A-125, BROADCASTING.

Equal Opportunity Employer Southeast Number One wants SOF cameraperson/editor who works hard and fast with reporter or by self. Five years experience. Strong on preventive maintenance and repair. Box A-195, BROADCASTING.

Television News Producer. If you can produce a top quality television newscast nightly, if your writing style is brisk and concise, if you can inspire others to excel, you may be ready for Milwaukee. Box A-227, BROADCASTING.

Major market East Coast station needs aggressive reporter, strong on-air, creative with film. Send picture and resume. An Equal Opportunity Employer. Box A-248, BROADCASTING.

Take charge news director for medium market CBS affiliate. Applicant must have strong administration ability. Phone 614-282-0911 Ext. 240. An Equal Opportunity Employer.

U. of Missouri School of Journalism. Faculty position for strong broadcast news person. Must have exceptional record of achievement. Experience training beginning news people helpful. Highly motivated and outstanding students need same qualities in faculty person. Students staff news departments of University commercial TV station and public radio station. Position will be filled by June 1st. Resume to: Chairperson, Broadcasting Search Committee, School of Journalism, Columbia, MO 65201. Equal Opportunity Employer.

Weather person to anchor 6 & 11 PM television newscasts. Must have one year's experience or comparable education in meteorology. Salary negotiable. Equal Opportunity Employer. Television Corporation of Michigan, Inc., Suite A, 6810 S. Cedar St., Lansing, MI 48910.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

We need a first rate news producer who knows how to put together a good newscast. We're a big station in a large market with a first rate news reputation. Send a resume and a letter of what you think a newscast should be to: Box A-126, BROADCASTING.

Wanted: Creative Production minded promotion manager for medium midwest market. Must have ability to conduct campaigns in all media. An Equal Opportunity Employer. Box A-131, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Production Manager for southwest PTV station. Strong background in producing and management required. Prefer experience in major market television station. Salary \$15,000 plus benefits. Box A-158, BROADCASTING.

Photographer for production oriented Gulf Coast market. Creative and personable work with 35mm and 16mm as well as graphic arts products. Equal Opportunity Employer. Box A-215, BROADCASTING.

Director. Busy midwest ad agency needs director. Must have solid VTR production experience, commercial credits and a talented eye for color, graphics, lighting, etc. Top salary and bright future for the right person. Rush resume and letter to Box A-224, BROADCASTING.

SITUATIONS WANTED MANAGEMENT

TV Program Manager, medium market, under 35, seeks increased earning opportunity. Production excellence, program knowhow, tight operation. Box A-218, BROADCASTING.

TV Station manager in major market seeking general manager position. Aggressive and successful all aspects of station operation. Profit oriented and community minded management at its best. Call 216-243-3490 or Box A-221, BROADCASTING.

Personnel/Human Relations position. I am black, mature, experienced, highly activated. Extensive experience radio/TV/film. B.S. Communications. Master's in Social Work/Human Relations. Box A-244, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Chief Engineer with plenty of management and maintenance experience. Looking for new challenge. Box A-234, BROADCASTING.

SITUATIONS WANTED NEWS

News Director. Mature, 25 years experience all phases capable administrator, management oriented. Medium market. Call 405-364-6611 or Box A-91, BROADCASTING.

Young, ambitious female wishes to grow. Three years experience. Willing to relocate and work. Box A-200, BROADCASTING.

Attorney (experience in communications) seeks to employ legal background as television reporter; will forward tape(s), copy, upon request. Box A-212, BROADCASTING.

Experienced radio newsmen, some TV, looking for anchor/reporter position. Under 30, married, degree and currently employed suburban Philadelphia radio. Video cassette and resume. Box A-235, BROADCASTING.

Dynamic young ass't ND/anchor/producer with heavyweight ratings seeks serious, progressive news operation dedicated to being or becoming number one. 30s market or better. Box A-242, BROADCASTING.

Kurait type interests, background, reporting and photography skills. Awards to match. Contact Box A-245, BROADCASTING.

You want the job done, I want the job. Mature, aggressive male operating on 'can do' philosophy. BS in Broadcasting. 1 yr experience news director award winning cable TV station. You want more experience??? So do I. Will consider anything, especially in news and news documentary. Call 904-438-0705 or Box A-247, BROADCASTING.

Weatherman doing number one show in 28th market desires a move up to larger, progressive station. Exceptional presentation, appearance and delivery. Filmed reports, graphics, and charts will brighten your weather outlook. Box A-250, BROADCASTING.

Meteorologist, graduate wants your weather! Some experience (Avco), some ideas, much desire! Paul Hagar, 12 Langdon, Madison, WI 53703. 608-256-4762.

SITUATIONS WANTED NEWS CONTINUED

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.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Three years experience media field. Interested in learning the production end of the business. Willing to relocate and work for you. Box A-200, BROADCAST-ING.

Creative coordinator. Radio copy-production-operations pro seeks TV break. Better local spots are possible. Box A-226, BROADCASTING.

Wanted: Two-year producer-director apprenticeship with production company or TV station. Possibility of permanent employment afterwards desirable. Presently employed, four years experience at major market public TV station working camera, lights, etc. on studio and remote productions of all kinds. Interested in entertainment and information programs. B.A. in Communications; Drama and computer science secondary fields of study. Box A-238, BROADCASTING.

MA Mass Comm. strong practical training in all phase TV production. Experienced VTR & photography. Japanese, bilingual. Willing to work in any phase production to gain experience. Will relocate. Yoshio Saito, 72 Mt. Vernon West Roxbury, MA 02132.

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

For Sale: Five 300 foot microwave towers and reflectors. Contact: Larry Young, Chief Engineer, WDTB-TV, 904-769-2313. Panama City, FL 32401.

WANTED TO BUY EQUIPMENT

Need 5 or 10 KW FM transmitter and 1 KW AM transmitter. Box A-5, BROADCASTING.

Plate transformer, for RCA type 8TA 5 F or BTA 10 F transmitter, or if you have info, where one is obtainable contact Phillip D. Brady, Radio Station WAPF, McComb, MS.

Projector, 30 fields, 16mm optical with reverse. 520 Vectorscope. Phone Jay or Wright, WTCG Atlanta 404-873-2242.

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

Ampex 350 consol model tape recorder \$900.00 other recording equipment and accessories. Northwestern Inc., 011 S.W. Hooker, Portland, OR 97201.

5 KW RCA FM transmitter, 4 years old, used 6 mos. \$9500.00. Call Bible Broadcasting Network, 804-623-6262.

CCA 10KW transmitter, good condition, spare tubes. \$9000.00. KTAC, Tacoma, WA. 206-473-0085.

Heilax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

FOR SALE EQUIPMENT CONTINUED

Two Fairchild IB FICM 468 integrated control modules. Each is a plug-in strip, with all necessary amplification and controls to process mike or line level signals. Moduls house equalization, pre-post echo feeds, complete metering and compression. Plus one 24-V DC power supply 667/II, capable of handling 20 modules. All in excellent condition. Worth \$1500. \$800 or best offer. Write or call True Tone Taping, 40 N. Main, Albany, NY 12203. 518-438-6681.

Complete Gates automation system 3 Scully decks. 2 carousels with random select, time announce, 3 cartridge machines and digital logger. All sources stereo. System is now on the air and in mint condition. Call KRAV, Tulsa 918-585-5555.

IVE 1 inch recorders, 870C, 700C, possible trade for 3/4 inch editing set-up. Call or write Box 40, Matherly Hall University of Florida 32611. 904-392-1426.

Automate for just \$8,500. Complete Gates SP-10 system, 2 Scully playbacks, network join, logging, 55, extras, mint condition, now available. KBUR, Burlington, IA. 319-752-2701.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

You belong on top! Obits can help! Free sample: Obits, 366-C West Bullard Avenue, Fresno, CA 93704.

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.

Every market can afford programing and engineering consultants. Pac Three Enterprises offers a combined total of 25 years of experience and research. We can make your radio station. Write Box 19042, Phoenix, AZ 85009. 602-966-9276.

Air checks of the top personalities in the nation! Current and collectors tapes available! Send for free catalogue: Air Checks, 1516 Hinman, Suite 505, Evanston, IL 80201.

Instant automation music library. Over 420 hours MOR music. Christmas music, 150 14-inch reels. Switching tones. Over \$3000 tape value. \$1500. KBUR, Burlington, IA. 319-752-2701.

PLACEMENT SERVICE

Many Top 40, MOR, and country & western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 80201.

INSTRUCTION

No FCC license? Tried every way but the right way? It's time for Genn Tech. Home Study. Free catalog. 5540 Hollywood Blvd., Hollywood, CA 90028.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Naked girls or free booze are not available at the Institute of Broadcast Arts in Chicago or Milwaukee. Current FCC license updates and the lowest prices in the Midwest area are available. 312-236-8105 or 414-445-3090.

No: tuition, rent! Memorize, study—Command's "Tests-Answers" for FCC first class license.—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications. 11488 Oxnard St., N. Hollywood, CA 91606.

INSTRUCTION CONTINUED

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin Feb. 16, March 29, May 10.

REI. 61 N. Pineapple Ave., Sarasota, FL, 33577. 813-955-6922.

REI. 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

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. 312-321-9400. 237 East Grand Avenue, Chicago, IL 60611.

Kiis Radio's Broadcasting Workshop for Professional DJ & News training. Both in studio and on-air training. Write: Kiis, 8560 Sunset Blvd., Los Angeles.

Grantham's FCC License Study Guide. New. Covers third, second, and first class radiotelephone exams. 377 pages. \$8.95 postpaid. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training Studios, 152 W. 42nd St., 3rd floor, N.Y.C., Licensed and V.A. benefits.

Get your first to get there first! Don Martin School of Communications! Since 1937, training broadcasters for Broadcasting! 1st phone training using latest methods and completely equipped transmitter studio. Call or write for details and start dates. Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281 or 213-657-5886.

RADIO

Help Wanted Management

MANAGER - SALES MANAGER

To replace managing owner who desires semi-retirement. Fulltime AM. Must personally sell, direct other salesmen, possess profitable sales ideas, have experience selling against local competition. Excellent future in smaller community two hours from nation's Capital. Give detailed business and personal background, availability, and financial requirements. Confidential; Interviews necessary. Box A-183, BROADCASTING.

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 Sales

WANTED

Sales Persons... Top Draw/Commissions
Excellent fringe benefits
Send resume to Ross Adkins
KSOM AM/FM
PO Box 1510
Ontario, California 91762
(Equal opportunity employer)

Help Wanted Announcers

MID-DAY PERSONALITY

Dominant No.1 Station in Top 50 Eastern market needs a strong professional Personality—not just a disc-jockey, but a professional communicator. Major group ownership offers liberal benefits and limitless opportunity. Salary open. Equal Opportunity Employer. Send resume to Box A-209, BROADCASTING.

YOU BELONG IN BROADCASTING!

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

Help Wanted Announcers Continued

WNBC - NEW YORK

Wanted: Professional air personality.
Affirmative Action Employer
Rush letter & tape to: John Lund, Program Manager, WNBC Radio, Rm. 293, 30 Rockefeller Plaza, New York, N.Y. 10020. Equal Opportunity Employer.

We want a great adult entertainer
We're a 50Kw giant in California....
If you're a real communicator.
If you know music....
If you can work within a format
and still sound free...
If you love having fun on the air....
If you know how to get involved with
your audience—and how to get your
audience involved with you.....
If you need to be part of
an air "Family"....

Send us a tape.....
P.O. Box 1008
New York, New York 10019.
An Equal Opportunity Employer

Help Wanted News

A distinguished Eastern graduate school of journalism is seeking a journalism teacher of reporting and writing. Professional experience in radio and television news is essential; the ideal candidate should also have worked in print journalism.

Box A-194, BROADCASTING.

MORNING NEWS

Full time morning news plus Big Ten football play-by-play. Send news and play-by-play air checks and resume to Jerry Reid, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Excellent opportunity for position as News Director/Morning Anchor. Only real communicators need apply. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

Help Wanted Programing, Production, Others

DIRECTOR OF BROADCASTING RADIO GROUP

Major market Program Director wanted to assume station management responsibility with growing group. Position holds complete responsibility for programming and operations of several group stations. We need a Program Director ready to move out of creative and into more general management responsibilities. Requirements include a background in contemporary formats, at least two years of Program Director experience, and college degree. Send resume to Ron Curtis & Company, O'Hare Plaza, Suite 285, 5725 East River Road, Chicago, IL 60631.

Miscellaneous

YES

YOU CAN OWN YOUR OWN LEGITIMATE THEATRE 2200 seat house, complete with fly space, dressing rooms, \$12,000. a year income in stores plus more... CALL Shirley Wolf Realty 914—939-6350.

Situations Wanted Management

RADIO GENERAL MANAGER

I have operated successful powerhouse stations in the top live markets. P&L oriented. Available at once. No employment agencies. Will answer all replies in confidence.

Box A-59, BROADCASTING.

Situations Wanted Announcers

NEW YORK CITY—New Jersey Beautiful Music Station Operations Manager seeks announcing and/or production position with New York City radio station or agency. I have B.A., 3 years experience, great voice, unique on-the-air style and a brain closely related to my mouth. Recently produced my own LP comedy record utilizing old air-checks. Can write, think, and talk. Reply with haste to Box A-228. BROADCASTING.

I'M READY TO PLAY WITH THE BIG KIDS!

Professional MOR Personality currently employed, in 250,000+ Metro is ready to move up to large or major market airshift. My pipes, production, numbers and ad agency credits can be yours. Just write Box A-241, BROADCASTING.

Fired by major O&O for telling it like it is! Multi talented sportscaster. Nine years radio & TV. Excellent delivery and play by play. Family and great references except one. No skeletons.

Bob Buck 314—441-1458.

CONTEMPORARY JOCK-ADEPT AT PRODUCTION & NEWS

1st phone, 7 years experience, some programming. Prefer medium market with stable operation. Equitable salary required. Walt Molony, 7629 North Greenview, Chicago, IL 60626. 312—743-7970.

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

can deliver the ratings, and a smooth running operation. MAJOR MARKET air personality would like to resume career as program Director. Promotion minded, business oriented. Medium to major mkt. only.

Box A-163, BROADCASTING.

WANTED: ONE MEDIUM MARKET RADIO STATION

I'm currently production and promotion director in a top ten market. I've excelled in pop, mor, and all news.... In production, administration and on the air. And... I'd like to be your next program director.

BOX A-202, BROADCASTING.

No magic Q, X, or Z format, just hard work, professionalism, showmanship and entertainment. Major mkt. air personality with 1st phone and 9 yrs. experience, including network O&O, would like to be the PD of your personality top 40 or contemporary mor station. Want good people and a stable organization in med. to sm. mkt. Max Wulf (713) 461-2249.

For Sale Equipment

**For Sale - Television
Transmitter
RCA TTV 25 UHF
Excellent Condition
Box A-175, BROADCASTING.**

TELEVISION Help Wanted Management

TV PROMOTION MANAGER

This respected West Coast network affiliate is seeking an aggressive professional to take charge of all advertising and promotion.

The successful candidate will have a meaningful background of experience, and strong conceptual, writing and administrative skills

Please send your resume with salary history, plus copies of your three best print ads (will be returned).

BOX M-218, BROADCASTING.

An Equal Opportunity Employer.

FINANCIAL EXECUTIVE

Publicly held, New York City based, multicorporate broadcasting and communications company seeks aggressive executive experienced in consolidations, SEC and stockholder financial reports, accounting systems and corporate taxes. CPA preferred. Send resume and salary requirements in complete confidence. We are an equal opportunity employer.

Box A-222, BROADCASTING.

Help Wanted Technical

MAJOR COMPANY NEEDS BROADCAST CHIEF ENGINEER

Must be capable of maintaining video production equipment and supervising repair of audio visual equipment. Technically creative to assist in design of video and audio systems and supervise installation. Coordinate all technical aspects of video production projects. Must be familiar with time base correction, plumbicon cameras, INV and Ampex tape formats. Fast growing company with major company benefits. Send resume and salary requirements.

WRITE TO: Mr. Ed Horton, General Manager/Global Productions, A Member of Greyhound Exposition Services, 1624 Mojave Road, Las Vegas, Nevada 89104.

Situations Wanted News

METEOROLOGIST

Highest rated TV weatherman in Southeast's largest market is available. Over 20 years TV experience—qualified meteorologist—AMS Seal holder. If you've got the money, I've got the ratings. 404—351-2478.

Public Notices

CATV REQUEST FOR PROPOSALS

The Village of Solvay, in Onondaga County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until March 29th, 1976, and all applications received will be available for public inspection during normal business hours at Village Clerk's Office, Village of Solvay, 1100 Woods Road, Solvay, New York.

CATHERINE E. LOPERFIDO
Village Clerk-Village of Solvay
1100 Woods Road
Solvay, New York 13209
Tel. (315) 468-1679

Media Tour

ATTENTION: BROADCASTERS, PRODUCERS, "TALK-SHOW" HOSTS

Been to Israel lately? You MAY BE ELIGIBLE to join a partially-subsidized ten-day Tour of ISRAEL, meet with Jewish and Arab leaders, gain insights into problems of the area. Total cost: \$439 includes round-trip transportation New York to New York, first-class hotels, three meals daily, all touring.

Contact: American Zionist Federation
515 Park Avenue, New York, N.Y. 10022
Phone: (212) 371-7750.

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lincoln, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

Tower Service

SWAGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL
TOWERS SOCKETS ATTACHED

All work supervised by Certified
Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Miscellaneous

"COMMUNITY NEEDS" SURVEYS

To satisfy FCC requirements for license
renewals, ownership changes, and subscrip-
tion TV applications.

Professional Research Services



6806 S. TERRACE RD. TEMPE, ARIZ. 85283 (602) 839-4003 Collect

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



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

For Sale Stations

EVERYTHING YOU EVER WANTED IN A RADIO STATION

- ... one of the lowest frequencies in America.
- ... 5,000 watts fulltime
- ... best signal in the market
- ... number one 18-49 in ARB
- ... valuable real estate
- ... good profitability
- ... more than 50 years of service
- ... metro more than 250,000
- ... beautiful midwest location

Write to owner for unique reason we're selling
this beauty ... Box N-214, BROADCASTING.

New England

1 KW single station market with FM po-
tential. Excellent track record. \$50,000
down, cash flow will amortize remainder,
\$350,000.

Box A-61, BROADCASTING.

TOP TEN MARKET CLASS II FULLTIME AM STATION

\$3,700,000 CASH

Principals only reply to:

Box A-197, BROADCASTING.

Midwest Class B-FM. Priced 2-1/2 times
revenues. Outstanding opportunity for
medium-market group owner. Price firm at
\$500,000 cash. Please reply on company let-
terhead to:

Box A-198, BROADCASTING.

Come South where the living is easy. This
Florida fulltime AM with FM companion has the
best signal in the market and valuable real
estate. The asking price of \$750,000 is approx-
imately three times the gross. Grow with Florida
by owning this AM/FM combination. No brokers
please. Please write Box A-199, BROADCAST-
ING.

Texas	Small	Fulltime	\$275K	\$70
SE	Metro	Daytime	\$385K	\$112
East	Metro	Daytime	\$600K	Nego
West	Metro	Fulltime	\$295K	\$85
SW	Major	FM	\$1.8KK	Cash

Atlanta—Boston—Chicago—Dallas
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nationwide service

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Atlanta, Georgia 30341

For Sale Stations Continued

5000 WATTS—Mid Dial
6 x C.F. \$840,000
Cash Only
40 acres - Principals
Box A-213, BROADCASTING.

AM Gulf Coast \$650,000
TV Mid West \$4,000,000

John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-541-1900.

RECEIVERSHIP SALE OHIO

WMGS 730 khz, 1 kw (PSA) Potential
Fulltime and Power Increase! Minimum
acceptable bid \$300,000. 20% down,
balance cash at closing. Contact: B.
Bernard Wolson-Toledo (419) 248-2666
or G.M. Carl A. Cook, 138 N. Main Street,
Bowling Green, Ohio 43402. PH. (419)
352-5233.

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 308, 1723 DeSales St., N.W.
Washington, D.C. 20036
202-273-1933

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8 Mi. to GREAT SAILING

40 MI. TO WORLD FAMOUS SKI SLOPES
YEAR ROUND TENNIS

CLASS "A" STEREO FM

Almost new automation & live studios transmit to nearly 2 million people!
Less than \$6,000 monthly operation expense ... Ultra-plus atmosphere!

SOUTHERN CALIFORNIA

\$450,000

TERMS NEGOTIABLE

Principals only - Substantiate Qualifications

D.B. McCann, 1519 National City Bank Bldg., Cleve., O. 44114

Broadcasting's index of 135 stocks allied with electronic media

	Stock symbol	Exch.	Closing Wed. Jan. 21	Closing Wed. Jan. 14	Net change in week	% change in week	High	1975-76 Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Broadcasting													
ABC	ABC	N	22 1/2	23 1/8	-	5/8	-	2.70	27 3/8	13 1/8	8	17,187	386,707
CAPITAL CITIES	CCB	N	50 3/4	49 1/4	+	1 1/2	+	3.04	50 3/4	22	17	7,208	365,806
CBS	CRS	N	56 3/8	55	+	1 3/8	+	2.50	56 3/8	20 1/2	14	28,313	1,596,145
COX	COX	N	32 3/4	31 3/8	+	1 3/8	+	4.38	32 3/4	10 1/4	17	5,812	190,343
GROSS TELECASTING	GGG	A	11 1/8	11	+	1/8	+	1.13	11 1/4	6 7/8	8	800	8,900
LIN	LINB	O	12	11 5/8	+	3/8	+	3.22	12	2 5/8	13	2,382	28,584
MOONEY	MOON	O	3 7/8	3 7/8	-		-	.00	3 7/8	1 1/4	10	385	1,491
RAHALL	RAHL	O	4 5/8	4 3/4	-	1/8	-	2.63	6 1/4	2 1/4	10	1,297	5,998
SCRIPPS-HOWARD	SCRIP	O	21 3/4	20 1/2	+	1 1/4	+	6.09	22 1/2	14 1/4	8	2,589	56,310
STARR *	S8G	M	3 1/2	3 1/2	-		-	.00	7	2 3/4	3	1,091	3,818
STORER	S8K	N	18 1/4	18	+	1/4	+	1.38	21 1/4	12 1/8	9	4,571	83,420
TAFT	T8B	N	26 3/8	24 5/8	+	1 3/4	+	7.10	28 1/2	11 5/8	9	4,042	106,607
TOTAL										75,677	2,834,129		

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	2 5/8	2 5/8				.00	2 5/8	3/4	15	1,248	3,276
AVCO	AV	N	6 1/2	6	+	1/2	+	8.33	7 5/8	2 3/8	2	11,481	74,626
BARTELL MEDIA	BMC	A	5/8	5/8				.00	1 5/8	5/8	1	2,257	1,410
JOHN BLAIR	BJ	N	6 3/4	7	-	1/4	-	3.57	7	3 7/8	32	2,403	16,220
CHRIS-CRAFT	CCN	N	5 3/8	5 3/4	-	3/8	-	6.52	6 3/4	2 1/8	20	4,164	22,381
COMBINED COMM.	CCA	N	13 3/4	13 7/8	-	1/8	-	.90	16 7/8	5	8	4,673	64,253
COWLES	CWL	N	7 1/8	6 5/8	+	1/2	+	7.54	9	4 1/8	6	3,969	28,279
DUN & BRADSTREET	DNB	N	31 7/8	33	-	1 1/8	-	3.40	33	18 3/4	21	26,520	845,325
FAIRCHILD IND.	FEN	N	7 3/8	7 1/8	+	1/4	+	3.50	9 1/2	3 3/4	6	4,550	33,556
FUQUA	FQA	N	5 3/4	5 1/8	+	5/8	+	12.19	7 1/4	3 1/4	10	8,689	49,961
GANNETT CO.	GCI	N	36 3/4	35 7/8	+	7/8	+	2.43	38 5/8	23	23	21,108	775,719
GENERAL TIRE	GY	N	21 3/8	19 1/2	+	1 7/8	+	9.61	21 3/8	10 5/8	7	21,523	460,054
GLORETROTTER	GLBTA	O	1 3/4	2	-	1/4	-	12.50	3 5/8	7/8	8	2,783	4,870
GRAY COMMUN.	G	O	6 1/2	6 1/2				.00	7	6	5	475	3,087
HARTE-HANKS	HHN	N	20 1/4	19 1/2	+	3/4	+	3.84	20 1/4	6 1/4	13	4,369	88,472
JEFFERSON-PILOT	JP	N	30	29 5/8	+	3/8	+	1.26	38 3/4	26 1/4	12	24,066	721,980
KAISER INDUSTRIES	KI	A	9 3/4	9 1/8	+	5/8	+	6.84	11 5/8	4 5/8	6	27,575	268,856
KANSAS STATE NET.	KSN	O	3 1/2	3 1/2				.00	4 1/8	2 7/8	6	1,815	6,352
KINGSTIP	KTP	A	6 1/2	5 1/4	+	1 1/4	+	23.80	7 3/8	1 7/8	12	1,154	7,501
KNIGHT-RIDDER	KRN	N	34 5/8	32 1/4	+	2 3/8	+	7.36	34 5/8	14 1/4	22	8,305	287,560
LEE ENTERPRISES	LNT	A	21 7/8	20 5/8	+	1 1/4	+	6.06	21 7/8	12	12	3,352	73,325
LIBERTY	LC	N	12	11 1/4	+	3/4	+	6.66	13	7 1/8	6	6,762	81,144
MCGRAW-HILL	MHP	N	15 1/4	14 3/4	+	1/2	+	3.38	15 1/4	6	13	24,569	374,677
MEDIA GENERAL	MEG	A	17 1/4	16 3/8	+	7/8	+	5.34	17 1/4	13 1/4	6	3,604	62,169
MEREDITH	MOP	N	13 1/4	12 1/2	+	3/4	+	6.00	13 1/2	8 3/8	5	3,041	40,293
METROMEDIA	MET	N	17 7/8	16 3/8	+	1 1/2	+	9.16	17 7/8	5 1/4	14	6,553	117,134
MULTIMEDIA	MMED	O	14 3/4	14 1/2	+	1/4	+	1.72	14 3/4	8 3/4	10	4,389	64,737
NEW YORK TIMES CO. *	NYKA	A	13 3/4	15 5/8	-	1 7/8	-	12.00	15 5/8	7 1/2	8	10,938	150,397
OUTLET CO.	OTU	N	16 1/8	14 7/8	+	1 1/4	+	8.40	16 1/4	8	6	1,387	22,365
POST CORP.	POST	O	8 3/4	8 1/2	+	1/4	+	2.94	8 3/4	3 1/4	35	871	7,621
PSA	PSA	N	7	6 3/4	+	1/4	+	3.70	7	3 3/4	14	3,181	22,267
REEVES TELECOM	R8T	A	1 1/2	1 1/4	+	1/4	+	20.00	2 1/4	3/4	6	2,376	3,564
ROLLINS	ROL	N	25 1/4	23 3/4	+	1 1/2	+	6.31	25 1/4	11 1/4	18	13,404	338,451
RUST CRAFT	RUS	A	6 1/2	6 3/4	-	1/4	-	3.70	9 3/4	4 3/4	5	2,328	15,132
SAN JUAN RACING	SJR	N	7 3/4	7 1/2	+	1/4	+	3.33	14 1/4	5 3/4	6	2,509	19,444
SCHERING-PLOUGH	SGP	N	49	53 3/8	-	4 3/8	-	8.19	67 1/4	44 1/2	21	53,938	2,642,962
SONDERLING	SDB	A	8 1/2	8 1/2				.00	8 1/2	4	6	727	6,179
TECHNICAL OPERATIONS	TO	A	4	3 1/4	+	3/4	+	23.07	6 1/4	2 3/8	4	1,344	5,376
TIMES MIRROR CO.	TMC	N	21 1/2	19 1/2	+	2	+	10.25	21 1/2	10 1/4	13	33,814	727,001
WASHINGTON POST CO.	WPD	A	26 1/8	25	+	1 1/8	+	4.50	30	16 7/8	9	4,751	124,119
WOMETCO	WOM	N	14 7/8	15 1/4	-	3/8	-	2.45	17 1/4	6 5/8	10	5,775	85,903
TOTAL											372,740	8,747,998	

Cablecasting

AMECO**	ACO	O	3/8	3/8	-		-	.00	1 7/8	1/8		1,200	450
AMER. ELECT. LARS	AELRA	O	1 1/8	1	+	1/8	+	12.50	2 3/8	1/2	9	1,672	1,881
AMERICAN TV & COMM.	AMTV	O	16 3/4	15 3/4	+	1	+	6.34	17 3/4	6	30	3,304	55,342
ATHENA COMM.** *		O	1/8	1/8	-		-	.00	2 1/4	1/8		2,125	265
BURNUP & SIMS	BSIM	O	5 5/8	5	+	5/8	+	12.50	7 3/4	3	11	8,361	47,030
CABLECOM-GENERAL	CCG	A	6 5/8	6 1/4	+	3/8	+	6.00	7 3/4	1 5/8	12	2,560	16,960
CABLE FUNDING	CFUN	O	6 3/4	7	-	1/4	-	3.57	7 3/4	4 1/4	169	1,121	7,566
CABLE INFO.		O	1/2	1/4	+	1/4	+	100.00	1 1/4	1/4	1	663	331
COMCAST		O	2 1/2	2 1/2	-		-	.00	3	3/4	10	1,708	4,270
COMMUNICATIONS PROP.	COMU	O	2 1/8	2	+	1/8	+	6.25	3 1/2	1 1/4	13	4,761	10,117
COX CABLE	CXC	A	16	15 3/8	+	5/8	+	4.06	17 1/4	4 3/8	25	3,560	56,960
ENTRON	ENT	O	1 3/4	1 3/4	-		-	.00	1 3/4	5/8	13	1,358	2,376
GENERAL INSTRUMENT	GRI	N	10	9 5/8	+	3/8	+	3.89	31 1/2	7 1/2	7	7,201	72,010
GENERAL TV *			3/4	3/4	-		-	.00	3/4	1/4	38	1,000	750
SCIENTIFIC-ATLANTA	SFA	A	13 1/4	13 1/2	-	1/4	-	1.85	14 1/2	11 1/8	11	1,355	17,953
TELE-COMMUNICATION	TCOM	O	4	3 3/4	+	1/4	+	6.66	4 3/8	1	3	5,181	20,724
TELEPROMPTER	TP	N	6 7/8	7 1/4	-	3/8	-	5.17	9 1/2	1 1/2	15	16,604	114,152
TIME INC.	TL	N	66 1/2	67 1/2	-	1	-	1.48	67 1/2	24 3/4	14	9,960	662,340
TOCOM	TOCM	O	2 3/4	2 1/2	+	1/4	+	10.00	2 3/4	1 5/8	7	617	1,696
UA-COLUMBIA CABLE	UACC	O	10 3/4	10	+	3/4	+	7.50	13	4 5/8	15	1,714	18,425
UNITED CABLE TV	UCTV	O	1 3/4	1 3/4	-		-	.00	4 1/8	1 1/4	3	1,879	3,288

	Stock symbol	Exch.	Closing Wed. Jan. 21	Closing Wed. Jan. 14		Net change in week	% change in week	High	1975-76	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
VIA COM	VIA	N	9 1/4	8 1/2	+	3/4	+	8.82	10	2 3/4	12	3,665	33,901
VIKOA**	VIK	A	1 1/4	1 1/4				.00	2 3/4	5/8	1	2,534	3,167
TOTAL												84,103	1,151,954
Programming													
COLUMBIA PICTURES	CPS	N	5 3/8	5 5/8	-	1/4	-	4.44	9 5/8	2 3/8	21	6,748	36,270
DISNEY	DIS	N	57	53 1/8	+	3 7/8	+	7.29	57	21 1/4	31	30,977	1,765,689
FILMWAYS	FWY	A	5 7/8	6	-	1/8	-	2.08	5 1/4	2 3/4	8	1,792	10,528
FOUR STAR			1/2	1/2				.00	1/2	1/4	1	666	333
GULF + WESTERN	GW	N	24 5/8	21 7/8	+	2 3/4	+	12.57	24 5/8	18 1/4	3	30,058	740,178
MCA	MCA	N	72 1/2	76 3/4	-	4 1/4	-	5.53	89 1/8	27 3/4	10	8,478	614,655
MGM	MGM	N	14 3/4	13 3/4	+	1	+	7.27	18 3/4	12 1/4	6	12,247	180,643
TELETRONICS INTL.	D		4 1/2	4 3/4	-	1/4	-	5.26	5 3/4	1 3/8	9	943	4,243
TRANSAMERICA	TA	N	10 1/2	9 1/4	+	1 1/4	+	13.51	10 1/2	6	16	64,945	681,922
20TH CENTURY-FOX	TF	N	11 1/4	11 1/2	-	1/4	-	2.17	15 1/2	5 1/8	11	7,547	84,903
WALTER READE**	WALT	O	3/8	3/8				.00	3/8	1/4		4,296	1,611
WARNER	WCI	N	18 7/8	20 7/8	-	2	-	9.58	22 7/8	8 1/4	8	16,718	315,552
WRATHER	WCO	A	4 1/4	4 1/4				.00	5 7/8	1 1/2	8	2,229	9,473
TOTAL												187,644	4,446,000
Service													
BBDO INC.	BBDO	O	19 1/4	18 1/2	+	3/4	+	4.05	19 1/4	11 1/8	8	2,513	48,375
COMSAT	CO	N	25	26	-	1	-	3.84	46 1/2	24 1/2	5	10,000	250,000
DOYLE DANE BERNBACH	DOYL	O	10 5/8	10 1/8	+	1/2	+	4.93	12 3/8	6 1/4	6	1,816	19,295
FOOTE CONE & REIDING	FCB	N	12 5/8	11 5/8	+	1	+	8.60	12 5/8	5 1/2	8	2,121	26,777
GREY ADVERTISING	GREY	O	8 1/4	7 5/8	+	5/8	+	8.19	8 1/4	5 1/2	5	1,213	10,007
INTERPUBLIC GROUP	IPG	N	17 3/8	17 1/4	+	1/8	+	.72	19	8 5/8	6	2,290	39,788
MARVIN JOSEPHSON	MRVN	O	8 1/4	7 7/8	+	3/8	+	4.76	10 1/4	2	6	2,030	16,747
MCI COMMUNICATIONS	MCIC	O	1 3/4	1 1/2	+	1/4	+	16.66	3 7/8	1 3/8		13,339	23,343
MOVIELAB	MOV	A	1 1/8	1 3/8	-	1/4	-	18.18	1 7/8	5/8	6	1,407	1,582
MPO VIDEOTRONICS	MPO	A	2 1/2	2 3/8	+	1/8	+	5.26	4 1/8	1	14	537	1,342
NEEDHAM, HARPER	NDHMA	O	6	6				.00	6 3/4	3 7/8	9	853	5,118
A. C. NIELSEN	NIELB	O	23 1/8	22 5/8	+	1/2	+	2.20	24 1/4	10 5/8	22	10,598	245,078
OGILVY & MATHER	OGIL	O	22	20 1/2	+	1 1/2	+	7.31	23 1/2	11 1/2	7	1,805	39,710
J. WALTER THOMPSON	JWT	N	8 5/8	9 1/2	-	7/8	-	9.21	9 1/2	4 1/8	12	2,649	22,847
TOTAL												53,171	750,009
Electronics/Manufacturing													
AMPEX	APX	N	5 3/4	6	-	1/4	-	4.16	7 3/8	2 5/8	6	10,885	62,588
CETEC	CEC	A	1 1/2	1 1/2				.00	2 1/8	1	7	2,319	3,478
COHU, INC.	COH	A	2 1/4	2 1/2	-	1/4	-	10.00	3 5/8	1 1/4	25	1,617	3,638
CONRAC	CAX	N	23 1/4	23 1/4				.00	30 1/4	10 7/8	10	1,278	29,713
EASTMAN KODAK	EASKD	N	115	112 1/8	+	2 7/8	+	2.56	115	63	29	161,347	18,554,905
FARINON ELECTRIC	FARN	O	9 1/4	8 1/4	+	1	+	12.12	14 3/4	6 1/4	17	3,925	36,306
GENERAL ELECTRIC	GE	N	53 1/2	51 3/4	+	1 3/4	+	3.38	54 3/4	32 3/8	17	182,885	9,784,347
HARRIS CORP.	HRS	N	36	36				.00	36	14 1/2	24	6,160	221,760
MARVEL INDUSTRIES *	HARV	O	6	6				.00	9	3	38	480	2,880
INTERNATIONAL VIDEO	IVCP	O	2 1/8	2 1/8				.00	3 3/4	3/4	4	2,730	5,801
MICROWAVE ASSOC. INC	MAI	N	16 3/4	16 5/8	+	1/8	+	.75	26 7/8	9 3/4	8	1,320	22,110
3M	MMM	N	60	60 1/8	-	1/8	-	.20	66 7/8	46 1/8	30	114,240	6,854,400
MOTOROLA	MOT	N	47	46	+	1	+	2.17	57 7/8	33 3/4	22	28,198	1,325,306
N. AMERICAN PHILIPS	NPH	N	24 1/4	23 1/2	+	3/4	+	3.19	24 1/4	12 3/8	12	12,033	291,800
OAK INDUSTRIES	OEN	N	8 1/2	8 1/8	+	3/8	+	4.61	11 1/2	5 1/2	3	1,639	13,931
RCA	RCA	N	24 1/8	22	+	2 1/8	+	9.65	25 1/8	10 3/8	19	74,547	1,798,446
ROCKWELL INTL.	RDK	N	25 1/4	25 1/8	+	1/8	+	.49	25 1/2	18 7/8	8	30,913	780,553
RSC INDUSTRIES	RSC	A	2 1/2	2 1/4	+	1/4	+	11.11	2 1/2	1 1/4	9	3,440	8,600
SONY CORP.	SNE	N	10 3/8	10 1/8	+	1/4	+	2.46	13 1/4	5	27	172,500	1,789,687
TEKTRONIX	TEK	N	50 3/4	49 7/8	+	7/8	+	1.75	50 3/4	18 1/8	18	8,671	440,053
TELEMATION	TMT	O	1	1				.00	1 1/2	3/4	6	1,050	1,050
VARIAN ASSOCIATES	VAR	N	14	13 3/8	+	5/8	+	4.67	18 1/2	6 1/2	13	6,838	95,732
WESTINGHOUSE	WX	N	16	14 1/2	+	1 1/2	+	10.34	20	9 3/4	44	87,091	1,393,456
ZENITH	ZE	N	27 1/2	26 7/8	+	5/8	+	2.32	28 5/8	10	115	18,797	516,917
TOTAL												934,903	44,037,457
GRAND TOTAL												1,708,238	61,967,547

Standard & Poor's Industrial Average

110.0 108.1 +1.9

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

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

*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.

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 extraordi-
nary 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	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

A different perspective for RCA's ambassador to Washington, Ray Scherer

For a reporter who spent almost three decades immersed in the major events of his time, the thought of leaving the news business is one to be avoided. The excitement and appeal of the job, particularly for the best of them, never fade. But Ray Scherer, for 28 years a correspondent for NBC News in Washington and London, is finding that there may well be something else to do with one's life than chase Presidents and worry about being shot at in Northern Ireland. Like serving as top man in Washington for the \$4-billion-a-year RCA Corp., parent of NBC.

Mr. Scherer, who succeeded one-time FCC Chairman Charles Denny on Jan. 1 as RCA executive vice president, Washington, seems to be making the transition from correspondent to corporate executive reasonably well. "I had great misgivings about leaving the news business," he says. "I felt wedded to it. Like others in news, I tended to look down my nose at people in the corporate structure. But now that I'm here, I find it comfortable, congenial and fairly interesting."

Mr. Scherer represents a novel approach by a large corporation in selecting a person who, in effect, is the firm's ambassador to Washington. RCA could have picked an old company hand. Instead, it picked someone who knew Washington, its power centers and those who operate them, and who, in addition, had the reporting skills any good Washington VP must have. (In one of his new noontime haunts, the Carlton Club, Mr. Scherer lunches with other corporate vice presidents, Washington, and is impressed with the inside information they develop. "Their knowledge of what goes on at the Capitol is much more acute and perceptive than that of some reporters," he says.)

One of those who recommended him for the job was Julian Goodman, now chairman of NBC and a director of RCA, but assistant manager of the NBC Washington news bureau when Mr. Scherer arrived there in 1947 from Fort Wayne, Ind. "I think he's ideally suited to the job," Mr. Goodman says. "His training as a newsman will stand him in good stead. A lot of people have gone from news to other jobs; I'm one of them."

But his journalism experience couldn't prepare him for everything he would face in his new post. In the last three months of 1975, he did what he could to fill in what he admits were large gaps in his knowledge of highly diversified RCA. He traveled to Alaska to visit the RCA subsidiary there.



Raymond Lewis Scherer—RCA vice president, Washington; b. June 17, 1919, Fort Wayne, Ind.; BA, Valparaiso (Indiana) University, 1942; U.S. Navy, 1942-46; MA, international relations, University of Chicago; Fort Wayne (Ind.) *Journal-Gazette*, 1939, 1942, 1947; NBC News correspondent 1947-75; in new post since Jan. 1; m. Barbara Hetzner, Dec. 28, 1950; children—Nancy, 21, and David, 18.

He saw RCA tubes in production at Marion, Ind., and sets being designed in Indianapolis and built in Bloomington, Ind. He visited RCA's Banquet Foods in St. Louis and talked to officials of the firm's publishing arm, Random House, in New York. It was, he says, "a fascinating few months."

But so were the preceding 28 years, during which he was a member of the first generation of television journalists and developed a reputation as a cool, competent reporter with a knack for reducing complicated stories into comprehensible, balanced pieces. "One of his charms," says Don Meany, vice president of NBC News in Washington, "is that the listener feels he knows Ray and can trust him. He exudes that quality."

Mr. Scherer's memories of those 28 years are still remarkably fresh. He was recruited by NBC from the *Fort Wayne Journal-Gazette* (where, he says, he grew up; his father was business manager) by the late Cassius M. Keller, a former *Journal-Gazette* man who was then manager of the NBC News Washington bureau. ("Cash" Keller, home in Indiana on vacation, bumped into Mr. Scherer at a bar frequented by *Journal-Gazette* staff.)

Harry Truman was in the White House at the time. Mr. Scherer recalls the excitement the President could create among broadcast newsmen by permitting a sen-

tence or two of a news conference to be quoted directly. That act of grace allowed broadcasters to play a snippet of audio tape on the air. In those days, Presidents were reported only in the third person.

Mr. Scherer recalls, too, his biggest beat. He was the only network newsmen with President Eisenhower when he suffered his heart attack in 1955. Mr. Scherer maintained a running report on the air for 12 hours.

Later, there was Lyndon Johnson, a President who trusted few reporters, Ray Scherer among them. Mr. Scherer did a documentary with Mr. Johnson, the highly acclaimed *The Hill Country, Lyndon Johnson's Texas*. The program explored the President's past through the people he had known and the country from which he came. The President, dubious about the project, referred to it first as NBC's program, then as Ray Scherer's program and then, after the President heard the praise for the show, as "my program." It's now a part of the Johnson archives.

Mr. Scherer became a foreign correspondent in 1969, when he was assigned to London. From there, he covered events in Europe. "The curse of the job," as he calls it, was Northern Ireland. He happened to be in Londonderry when the first stone was thrown. The story was a difficult one to cover, he says. "The Protestants were hostile; then when the troops came, the Catholics went sour, and there was no one you could talk to. What's more, a lot of it happened at night. You had to cruise around the dark parts of Belfast and Londonderry with a camera crew, and you had to be careful you didn't blunder into something and get shot at."

When he returned to the U.S. in 1973, NBC assigned him to Capitol Hill, and, as he says, he "fell into this enormous story—the move to impeach the President."

Now all of that is behind Mr. Scherer. At 56, he was persuaded, once the RCA offer was made, that the time had come to make a change. He had had the choice assignments as a newsmen, the offer was "very nice" and there was something disconcerting about competing with 30-year-olds for time on the evening news.

What's more, the new job will, he feels, give him "wider scope" and allow him more time "to think and to contemplate." He will, of course, keep his associations in Congress and at the White House. And while he has not yet registered as a lobbyist, he will whenever that becomes necessary and not feel any qualms about doing so.

After all, says Mr. Scherer, in whom the reporter has not yet given way to the corporate executive, "some of the President's best friends are lobbyists."

Editorials

Yes, sir

House Speaker Carl Albert (D-Okla.) is not exactly breaking new ground when he complains that Presidents get more television exposure than members of Congress get (BROADCASTING, Jan. 19). The complaint has been repeatedly uttered on the Hill since the advent of television and will undoubtedly be uttered into the distant future, given the differences in news values represented by a President, senator or congressman.

Mr. Albert has a point, however, in questioning whether editorial judgment is being exercised when all three television networks consistently come running whenever a President calls. The statistics cited by Mr. Albert are telling: Of 45 requests for all-network live coverage of presidential speeches in the past 10 years, 44 have been unanimously honored. That borders on pavlovian response.

Network officials defend the consistency of their live coverage on the ground that Presidents make news. True enough, but that defense ignores the journalistic fundamental that news comes in varying degrees of importance. When the whole network system casts aside all other programming whenever a President speaks, it is saying that all presidential speeches are of equal—and paramount—news value. Other media of journalism are more finicky in their appraisals.

The automatic acquiescence to White House requests for live coverage gives Presidents the means to manipulate television. Modern Presidents have at their command a captive audience of infinitely huger size than any pre-television President could dream of. And the counterbalance is not to be found in the subsequent presentation of opposing views.

If they are not to deteriorate into mere mechanisms of presidential control, the networks must begin to make hard journalistic decisions about the timing and extent of presidential coverage. It may not be easy. Few journalistic decisions are. But the public will be better served and television's stature as a medium of journalism elevated if no network goes live to the White House again until its news chief has determined that the speech to be covered is indeed to be a news event of exceptional importance.

Deadbeat

It is now revealed that one of the principal reasons that the FCC has refused to refund fees paid by broadcasters under a schedule that the Supreme Court invalidated nearly two years ago has nothing whatever to do with the justness of the broadcasters' case. Among the principal reasons that the FCC is refusing refunds of all fees, except those paid by cable operators, is that its staff is horrified by the administrative prospect of refunding all or part of the fees paid by perhaps a million Citizens Band radio operators.

The revelation was made a week ago in BROADCASTING's article about CB and the regulatory load it is piling on the FCC. It must have opened old wounds.

The Supreme Court's rejection of the FCC's original fee schedule came in an appeal initiated by the National Cable Television Association. The commission with reasonable promptness refunded \$4.1 million in cable fees, but denied all other claims. It has consistently stuck by its original explanation that the fee schedule was ruled illegal in a cable case and therefore required restitution only to cable. That explanation conveniently omits mention that the FCC revised its whole schedule of fees, for all business it regulates, to comply with the court.

Some broadcasters have filed suit in the U.S. Court of Claims

to recover fees that are due them. Others have appealed the FCC's ruling to the Court of Appeals. If there is justice to be found in the judicial system, the broadcasters must eventually prevail—but only at enormous legal expense they would have been spared by a straightforward FCC action.

Surely the case for general refunds is enhanced by the discovery that equities have never figured in the FCC's reasons for confining its refunds to cable. The agency simply wants to avoid the paperwork that would be involved.

Nuttier than fruitcake

The new advertising campaign that Foote, Cone & Belding has put together for *Newsweek* is, well, intriguing. We mean the one wherein *Newsweek's* circulation is combined with *Time's* and touted with such comparatives as "Mightier Than *Maude*," "Choicer Than *Chico*" or "Richer Than \$6,000,000 Man" (BROADCASTING, Jan. 19).

Without getting into the substance of the claims, we rather admire the concept. It's about as good as anyone could be expected to do, given the circumstances. We'd probably admire it even more if we were *Time*, since *Newsweek* is footing the entire bill.

Yet there is something just a mite troubling about this campaign, a question that, if we were in Foote, Cone's place, we wouldn't know how to answer. That is, if *Newsweek* and *Time* really are bigger and better than much of TV's best, how on earth will Foote, Cone justify to other clients the approximately \$126 million of their money that the agency put into television instead of into *Newsweek* last year?

Perhaps it should just admit, in the spirit of the campaign, that usually television is Niftier Than *Newsweek*, More Timely Than *Time*.

Space shots

As had been predicted, pressures are building up for reallocation of spectrum space in the U.S. in anticipation of the 1979 World Administrative Radio Conference which will divvy up frequencies internationally. Last week land-mobile radio interests put in a claim for space now occupied by 38 UHF television channels. The Office of Telecommunications Policy had earlier advised the FCC that government in the next 10 years will need 100 mhz more space in the UHF frequencies.

The crunch will only get worse as the FCC prepares the U.S. case for presentation at the international conference. Broadcasters are reminded once again that nobody's frequency is safe.



Drawn for BROADCASTING by Jack Schmidt

"If I had known I was going to get home so early at night, I'd never have insisted on that family-viewing time."

The Carolinas Made History in the American Revolution.

The Greenville-- Spartanburg-- Asheville Market Is Still Making It.

Bicentennial Note: **You can't win 'em all.**

In 1780 Ninety Six fell to the British, who fortified the town, made it a major outpost, and, from May 22 to June 19 held out against General Nathanael Greene's force of Continentals. "We fight, get beaten, and fight again," said General Greene.

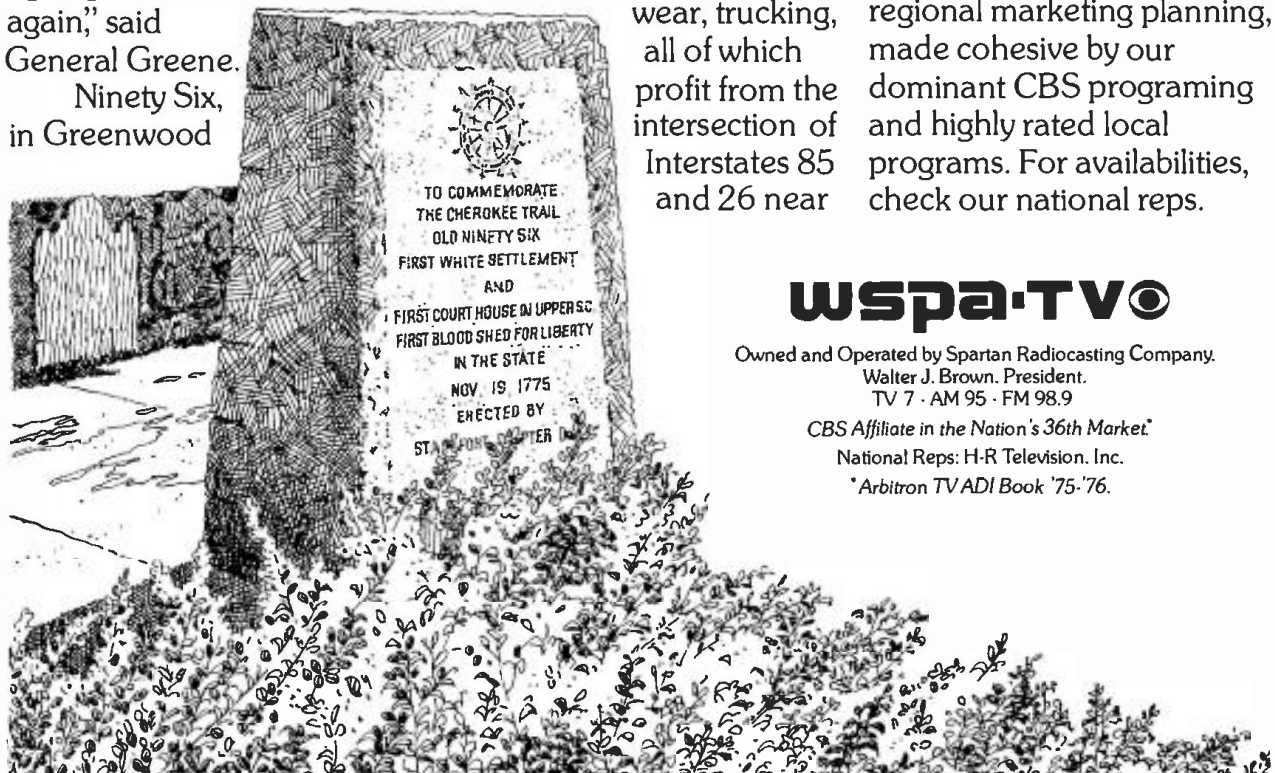
Ninety Six,
in Greenwood

County, is part of WSPA-TV's Area of Dominant Influence, 481,800 TV households* in 31 counties in the Carolinas and Georgia.

Many major industries have developed around the long established textile mills, including chemicals, rubber, electrical, ready-to-

wear, trucking, all of which profit from the intersection of Interstates 85 and 26 near

Spartanburg. This tremendous industrial activity combined with a flourishing agriculture (\$80 million peach crop alone) and tourism make Greenville-Spartanburg-Asheville one of the best balanced markets in the nation. It's the 36th U.S. market,* important in regional marketing planning, made cohesive by our dominant CBS programming and highly rated local programs. For availabilities, check our national reps.



WSPA-TV

Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President.
TV 7 · AM 95 · FM 98.9

CBS Affiliate in the Nation's 36th Market.

National Reps: H-R Television, Inc.

* Arbitron TV ADI Book '75-'76.



Beware of burns.

Seeing what accidental burns can do to children is a shocking experience, yet adults in Kalamazoo asked that the local special, "Learn Not To Burn," be telecast again when children could see it. And learn from it.

WKZO-TV aired the show again in the family time period. The production included a touching interview with a young burn victim as part of a visit to the burn center of a local hospital. The picture was grim but effective in teaching a respect for fire.

Reminding children about safety is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTN Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
			WWAM Cadillac
			KMEG-TV Sioux City

