All in a row: the three network schedules
Wussler in for Wood at CBS-TV

Broadcasting Apr 19

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

Doris Day
Everybody's Superstar

...sparkling in 128 color half hours. It's **The Doris Day Show**...
a favorite with all members of the family.

No. 1
Rating, Share and total women in time period for 5 years on the CBS-TV Network*

No. 1
best selling book in the country

No. 1
best selling newly released series at the NATPE Convention

Doris Day has also proven to be number one on her two most recent specials, scoring number one in her time period and ranking as the network's highest-rated show of the evening.

It will make you number one in your market with the all-family audience. A Supershow with a Superstar...Doris Day in **The Doris Day Show,** with McLean Stevenson, Peter Lawford, Kaye Ballard, John Dehner, and Rose Marie. Available September '76.

WORLDVISION
ENTERPRISES INC.

The World's Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Caracas, Rio de Janeiro, Munich, Rome

*Source: NTI (II Sept '68-II Mar '73)

Broadcasting Apr 19

TOPSIDE AT CBS-TV ☐ Robert Wussler moves into the presidency, succeeding Robert D. Wood who has formed his own production company. The new network chief installs Robert Daly in a revived number-two slot and then heads for West Coast to fill programing vacancies. **PAGE 19.** A look at the incoming RW and the departing RW. **PAGE 20.**

MAJOR FCC SHUFFLE ☐ Ashton Hardy and David Kinley head for the door, triggering seven new key appointments. **PAGE 21.**

EQUAL TIME EXEMPTION UPHELD ☐ U.S. Court of Appeals in Washington upholds the FCC decision allowing coverage of debates and news conferences involving political candidates. **PAGE 26.**

TUG OF WAR ON THE HILL ☐ Chairmanship of House Communications Subcommittee was a subject of confusion last week as Harley Staggers tried to get John Murphy named until year's end. It appears, however, Van Deerlin will get the job after all. **PAGE 27.**

THE FCC REMEMBERS ☐ After questioning its value, FCC gives the U.S. Court of Appeals a record of outsider contacts with the commission's staff during the pay cable case. Since no official lists were kept, the FCC has to rely on "recollection." **PAGE 31.**

WHODUNIT ☐ The president and general manager of WQIA(AM)-WPWR(FM) St. George, S.C., has no luck at the FCC in his attempt to learn the nature of a complaint about him and who filed it. **PAGE 34.**

TURNED DOWN ☐ Presidential aspirant Frank Church is rebuffed in his attempt to buy network time in 30-minute blocks. He takes his case to the FCC. **PAGE 34.**

SPECIALTY STATION SQUABBLE ☐ Broadcasters object to the FCC's new definition of "specialty" stations for unlimited carriage by cable systems. **PAGE 39.**

NBC'S GAME PLAN ☐ New fall schedule features nine new entries and allots six and a half hours for movies and serialized novels as the network seeks to improve its position. **PAGE 39.**

NICK JOHNSON REPRISE ☐ Former FCC Commissioner testifies at Los Angeles trial that the family viewing concept was not the first example of commission influencing self-regulation. Barry Cole tells of events prior to establishment of concept. **PAGE 44.**

'ROOKIES' ACTION ☐ Viacom Enterprises buys syndication rights to series now on ABC, plans some editing and will put it up for sale in prime time. Meanwhile, producer Spelling-Goldberg sues Worldvision for $5.6 million, charging that the latter backed out of a contract to syndicate *The Rookies.* **PAGE 46.**

TEMPEST IN SAN DIEGO ☐ Local broadcaster association complains to FTC that KCBQ(AM) there uses hypoing to distort Arbitron. **PAGE 47.**

CABLE COPYRIGHT TERMS ☐ NCTA and Motion Picture Association of America hammer out a compromise agreement that will be presented to the Kastenmeier subcommittee. It would do away with fees based on revenues and let payment depend on the number and kind of signals carried. **PAGE 48.**

STALEMATE ☐ There's little progress in negotiations between NBC and striking NABET. A network memorandum gives its stand on major issues, and prompts an instant rebuttal from the union. **PAGE 49.**

GOOD NEWS ☐ FCC gives the specifics of its rulemaking to relax certain rules for automatic transmission systems. Over-all, it would ease technical burdens. **PAGE 50.**

RCA'S RALLY ☐ Its income in the first quarter is more than double that of the same period in 1975. Conrad gives a tip of the hat to NBC. **PAGE 51.**

CHALLENGED COMMERCIALS ☐ The National Advertising Division of the Council of Better Business Bureaus reports three TV advertisers drop disputed ads, two others revise their messages. **PAGE 51.**

RESIDENT PLAY DOCTOR ☐ That's how Werner Michel modestly describes his broad responsibilities in ABC programing. His many qualifications stem from experience as a writer/composer, OWI assignments, agency stints and much service at network and station levels. **PAGE 73.**

Broadcasting is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington. Single issue $1 except yearend issue $2.50. Subscriptions, U.S. and possessions: one year $25, two years $45, three years $60. Canada add $4 per year, all other countries add $6 per year. U.S. and possessions add $52 yearly for special delivery, $65 for first class. Subscriber's occupation required. Annually: Broadcasting Yearbook $23. Cable Sourcebook $10.

WTEV DELIVERS THE MOST VIEWERS IN THE PROVIDENCE ADI

The latest Nielsen* Report, February-March, 1976, indicates that a greater average number of persons watch WTEV, than either of the other two stations in the area. For example:

Sunday through Saturday 9:00 a.m. to midnight		
WTEV	**Station X**	**Station Z**
115,000	106,000	105,000

And what's more, in this same time segment, WTEV led its nearest competitor by the significant average of 5,000 more men and women 18-49 – and they are prime prospects for the purchasing of your product. If you want to get results in this important market — you want WTEV.

*Audience estimates subject to limitations published by Nielsen.

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

WTEV 6 abc

Providence, R.I. • New Bedford-Fall River, Mass. • New London, Conn.
Vance L. Eckersley, Manager

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Insider report: behind the scene, before the fact

Ultimate hype

NBC-TV executives reportedly will try to induce baseball commissioner Bowie Kuhn and football commissioner Pete Rozelle to permit Sunday *night* World Series and Super Bowl games to beef up *The Big Event*, its weekly catch-all for specials like "Gone With the Wind" and NBC's 50th anniversary show in new schedule (see page 39). As part of alternate-year arrangement with CBS, next January's Super Bowl belongs to NBC. Sources say NBC has sugarplum visions of World Series going seven games and allowing two Sunday-night *Big Events*. Blockbuster sports events like these would not only give NBC soaring Sunday-night Nielsens, these sources add, but would demolish hits like *The Six Million Dollar Man, The ABC Sunday Movie* and *Kojak*.

Sweet sorrow

Whether it's incentive to produce or simply agreement not to compete, Bob Wood's post-resignation contract with CBS (see page 19) will keep him well fed over next four years. It guarantees him at least $250,000 annually—or, in round numbers, even $1 million. Additionally, he'll get 10% off top of any properties assigned to him by network, and will own negatives.

Pale blue sky

Ceiling on pay cable growth—at around two million subscribers, perhaps $200 million in annual revenues—could be reached in two years. That reality emerges from equation of: anticipated 12-million-homes total cable universe, 25% penetration for pay, $7.50 pay premium per month and discounting of systems too small to support pay (about three million homes). Current count is over half-million pay connections; that's expected to double by year end, may double again next year.

But after that what? Key variable, in urban markets, may be noncable pay services—over-air pay TV and/or multipoint distribution services. One estimate holds those two could account for as many pay subscribers as will cable in near term. Combination, however, would still be only five million homes, 7% of entire TV homes universe.

Not first

Former FCC Commissioner Nicholas Johnson's testimony in family viewing trial to effect that FCC Chairman Richard E. Wiley's meeting with heads of networks was unprecedented (see page 44) has sent commission lawyers to stacks for rebuttal material. Research has hardly begun, but inquiries have turned up reports of several such meetings on various subjects. Former chairmen said to have been involved include Dean Burch (1969-74), John Doerfer (1953-1960) and Wayne Coy (1947-1952).

Women's works

Twenty-fifth anniversary convention of American Women in Radio and Television, May 5-9 in Philadelphia, will include presentation of special Bicentennial award to Virginia Kassell, series creator and producer of PBS's *The Adams Chronicles*, and first annual commendations for television programs giving realistic portrayals of women, to include "Babe" (CBS), *Notorious Woman* and *Jennie* (both PBS) and *Eleanor and Franklin* (ABC).

Colder world

FCC may start turning deafer ear to requests by UHF stations for protection against encroachment of VHF's. Generally, commission has sided with U's in such cases. But staff, at prodding of FCC Commissioner Glen O. Robinson, is drafting discussion paper suggesting FCC weigh not only VHF's economic impact on UHF but benefits VHF could provide—in terms of additional service, for instance.

Paper will accompany two agenda items dealing with impact question. In one—involving request of Capital Cities Communications' WTNH-TV (ch. 8) New Haven, Conn., to abandon directionalization and permit its signal to reach into Springfield, Mass., served by two UHF's—staff would recommend grant. In other, involving request of Landmark's WFMY-TV (ch. 2) Greensboro, N.C., to extend signal into Durham, N.C., which is served by one U and is potential service area for additional UHF's, staff would call for hearing.

Rise and fall

There was talk of insurrection against Chairman Harley O. Staggers (D-W.Va.) in House Commerce Committee last week after Mr. Staggers first ordered Communications Subcommittee to hold hearings on broadcasting bills, with John Murphy (D-N.Y.) as acting chairman, and then postponed hearings. Some members said new rules adopted at outset of this Congress stripped chairman of that power. Petition circulated by retiring Communications chairman, Torbert H. Macdonald (D-Mass.), forcing Mr. Staggers to call caucus for election of Macdonald successor, was signed by first 11 members it reached (see page 27).

But man most likely to lead insurrection if one were to erupt—John Moss (D-Calif.)—stayed cool, though he said issue of chairman's powers would be raised when Democrats caucus April 27, presumably to name Lionel Van Deerlin (D-Calif.) to Communications chairmanship. Mr. Moss said he doesn't want to disrupt harmony.

35 years later

Case involving longest-running controversy in FCC history—35-year-old fight between Hubbard Broadcasting's KOB(AM) Albuquerque, N.M., and ABC's WABC(AM) New York over occupancy of clear channel 770 kc—will be back before commission this week, in agenda item that staff says is designed to resolve matter. Proposed solution reportedly involves effort to split difference between parties, and although neither is expected to like it, staff believes each could live with it. One clue offered is that it satisfies ABC desire to have WABC license renewed—application has been on deferred status for years as result of KOB petition to deny and application for I B station on 770 kc in New York—but won't realize ABC's wish to see KOB removed from channel.

Fight began after KOB was bumped from 1180 kc, clear channel that went to Mexico, and landed on 770 kc as full-time 50 kw, on "temporary" basis in 1941.

Stalled

There's no agreement in sight between House and Senate conferees on bill to extend sports antiblackout law. Law, which required professional sports leagues to make available for TV broadcast all games sold out at home 72 hours in advance, expired last year when two houses failed to reconcile bills to extend it. Four months later, Communications Subcommittee chairmen in both houses won't budge. House's Torbert Macdonald (D-Mass.) insists on permanent extension. Senate's John Pastore (D-R.I.) insists on three-year extension.

There's another hangup: Representative Lou Frey's (R-Fla.) amendment in House bill, but not in Senate's, to prohibit home territory blackout from extending to stations more than 75 miles away. At meeting of House and Senate Communications Subcommittee staffers two weeks ago, House side offered to make it 85 miles. But Senate staffers say their information shows there are 12 National Football League cities whose blackout zones could still be penetrated by signals of stations outside.

Business Briefly

Johnson & Johnson □ Company's O.B. Tampon is moving out of its two-market test (Denver and Seattle/Tacoma) in spot radio and TV to other markets in West shortly, preparatory to going national. Caldwell/Compton, New York, said heavy advertising campaign, largely in broadcast, is planned for 1976 with expenditures expected to hit $3 million mark. Product will be directed toward teen-agers and women, up to 35, via commercials in daytime and fringe periods.

Union Carbide □ Heavy TV coverage will back intensive consumer campaign during June for Glad plastic bags and wrappings. All three networks will be used, with commercials on 23 different shows in both nighttime and daytime periods to promote coupon offers. Leo Burnett Co., Chicago, is seeking time slots appealing to women, 21-49.

Menley & James □ Sea & Ski suntan lotion begins first four-week push May 24 on network and in 23 spot markets, in radio and TV. Fringe 30's on TV, both 30's and 60's on radio, use theme "Come on sun." Target audience is women and adults, 18-49, teens, 12-17. Ogilvy & Mather, New York, is agency.

Standard Oil Co. (Indiana) □ Corporate campaign is being devised on approximately 50 TV stations, starting in late June for two weeks and returning for another two weeks in mid-July. D'Arcy-MacManus & Masius, Chicago, is setting its sights on men, 18-49, and seeking positions within or adjacent to news programs.

Firestone Tire & Rubber Co. □ Tires will be highlighted in spot radio effort carried in more than 100 markets for four weeks, starting in early May. Sweeney & James, Cleveland, is reaching out for male audience via spots in morning and afternoon drive periods and 10 a.m. to 3 p.m. on weekends.

Krazy Glue □ Firm scheduling advertising expansion, from 15 to 20 markets to 110 markets scheduled in three-week blitz, beginning May 10. Furman, Roth & Co., New York, hopes to attract men and women, 18-49, via commercials in fringe and weekend periods.

Rep appointments. WZGC(FM) Atlanta: Eastman Radio, New York. KVVU(TV) Las Vegas; WBFF(TV) Baltimore; KZAZ(TV) Tucson, Ariz.; KEZI-TV Eugene, Ore.; KJTV(TV) Bakersfield, Calif.: Adam Young, New York. WBUF(FM) Buffalo, N.Y.: Marv Roslin, New York. KZAP(FM) Sacramento, Calif.: Selcom, Los Angeles. KNOE-TV Monroe, La.: Katz Television Continental, New York.

Estee Lauder □ Cosmetic firm is blueprinting spot TV campaigns to run spring and summer, with starting dates ranging from May 6 to June 3, for three-week efforts in substantial number of markets. AC&R Advertising, New York, is targeting commercial messages toward women, 25-64.

Austin Nichols □ Campaign slated to go national next year promoting new alcoholic beverage by New York company, begins with preliminary flight in three test markets. First of four flights will run six weeks beginning May 24, in prime-time and fringe 30's. Target audience is adults, 25-49. Warren, Muller, Dolobowsky, New York, is agency.

Frito-Lay □ Frito-Lay, division of Pepsico, Dallas, will advertise Cheetos cheese-flavored snack for eight weeks beginning May 3. Fringe 30's in network and spot TV markets are geared to women, 25-54. Young & Rubicam, New York, is agency.

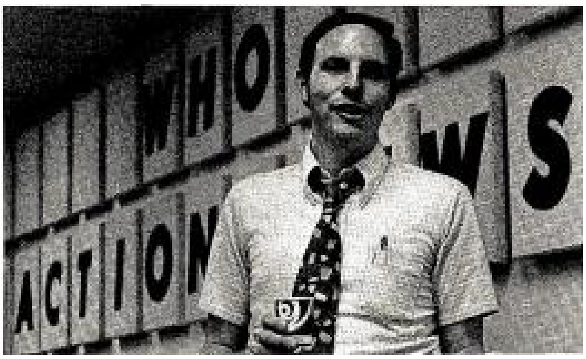
Nabisco □ Tuna Twist salad mix will be spotlighted in spot TV spread in more than 40 markets from mid-May to mid-June. William Esty Co., New York, is zeroing in on women, 25-54.

Wm. Underwood Co. □ Spot TV flight for meat spreads is scheduled to begin on May 24 for four weeks in 38 markets, coming on top of four-week spurt for Accent seasoning later this month in 20 major markets. Kenyon & Eckhardt, Boston, is steering campaigns toward women, 25-49.

Gulf Oil □ Separate spot radio and spot TV efforts are planned to begin in early

WHO-TV Eyewitness News is all over town, doubling news on film.

"There isn't a single piece of newsfilm equipment in this studio that hasn't paid for itself, one way or another," claims Lisle Shires, proudly. And that's only one aspect of their film production facility that has doubled the amount of film coverage for half-hour shows in one year.



Lisle Shires, Newsfilm director of WHO-TV in Des Moines, Iowa.

Jack Cafferty, WHO's Television News director, recalls: "WHO-TV used to average about six film reports per show. Then, management made some drastic changes in news programming.

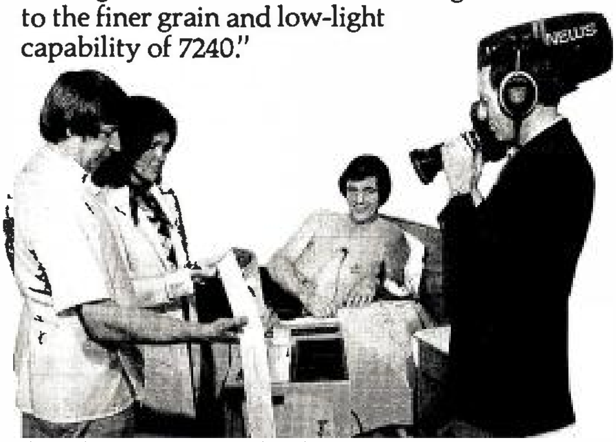
"We jumped from six to twelve film stories per news show, as a result, and we now have a dozen reporter-photographers.

"WHO-TV has always had a high percentage of film footage winding up on the air. Now we're shooting two to two-and-a-half times as much film and one-third of it is still being broadcast.

"Our field reporters have some of the finest film equipment available today. And although some of our film is still shot with silent cameras, we have a continuing program to upgrade our sound equipment.

"Presently, we're shooting all prestriped Kodak Ektachrome EF film 7242 (tungsten). You never can tell when we may want to add voice-over later or use silent footage as a B roll with sound effects. We're in the process of converting to the new Eastman Ektachrome video news film 7240 (tungsten) and while 7242 looks good on the air, we're looking forward to the finer grain and low-light capability of 7240."

Here's Lisle with Robert Kress in the smooth-functioning, surgically clean environs of WHO's deluxe processing lab.



One of the most popular film features is "Cafferty is —," in which Jack takes on different jobs. Like driving a semi or in this case, working in a hospital where he first gives — and then gets — a cardiogram.

Cafferty anticipates continued heavy use of film. "With film, I can send a man out with a 16-pound camera and he'll come back with pictures that are simple to edit — and to store, too.

"One more thing — our news is getting a lot of attention. We've been getting very good response from our viewers. And that's what it's all about, isn't it?"

Film is good news.

Kodak

May for service stations and motor oil. Radio drive for service stations will begin May 3 for seven weeks in 45 markets; TV spree will cover 71 markets, starting May 10 and continue for eight weeks. Spot television for motor oil will run from May 3 to late July in 24 markets; spot radio will be in 24 markets for four weeks, starting May 3.

Gallo Wines □ Six-week spot TV flight is in preparation to run in major markets starting in early May. Young & Rubicam West/Los Angeles is handling media buying, concentrating on periods catering to men and women, 18-34.

RCA □ RCA Service Corp., through Al Paul Lefton, New York, preparatory to major TV and radio flights, has contracted for 26-week TV schedule in Knoxville, Tenn., beginning next month, and six-week radio schedule in Atlanta beginning May 24. TV buys will be concentrated in early and late news and late-fringe programs. Radio buys will focus on middle-of-the-road stations. TV spots will cover RCA's TV-repair dealers.

Northwest Orient Airlines □ Month-long campaign for Minneapolis airline is scheduled to begin May 10 with fringe 30's on TV. Target audience is adults, 18-plus. Campbell-Mithun, Minneapolis, is agency.

Star-Kist Foods □ Star-Kist division of Heinz Foods, based in Terminal Island, Calif., will promote tuna and pet food products in "long list of markets," according to agency. Daytime, fringe and prime-time 30's begin May 3 for 17 weeks, targeted to women, 18-49. Leo Burnett, Chicago, is agency.

Kimberly-Clark □ Kimbies disposable diapers will be promoted in two spot TV flights this summer, with one set running from mid-May to mid-June and other from late June to late July. Kelly, Nason, New York, is searching for daytime, fringe and prime positions to reach women, 18-34.

Samsonite Corp. □ Tennis star Evonne Goolagong and golf pro Arnold Palmer are featured in 30-second TV commercial promoting Samsonite's Silhouette line during week of May 17 on various network programs and on syndicated series, *The Champions*. Other commercials promoting Samsonite items will be carried on spot TV in 22 major markets for three weeks, starting May 31.

Black & Decker □ Campaign in first two weeks of June for B&D's power tools and accessories is scheduled in substantial number of TV markets. Fringe 30's are targeted to men, 25-49. Media Corporation of America, New York, is broadcast buying service.

General Cigar □ Danish import, Skandinavik cigars, will be displayed in 25 major markets starting this week through mid-June. Fringe, news and sports TV 30's are geared to men, 18 and over, with theme "won't bite your tongue." Young & Rubicam, New York, is agency.

MEM Co. □ Musk cologne company, through Cunningham & Walsh, New York, readying 22-market radio campaign beginning May 24 for four weeks. Markets include Providence, New Orleans, Denver, Louisville, San Diego, Milwaukee and Omaha. Demographic target is men, 18-34.

Rath Packing Co. □ Sliced meat product will be handled in five-week flight to run in six major markets, starting April 19. Earle Ludgin & Co., Chicago, hopes to reach women, 25 to 49, via commercials in daytime, fringe and prime periods.

Marriott Corp. □ Latest Great American regional theme park of Marriott, in Gurnee, Ill., will be showcased in several TV commercials scheduled to go on air in early May for four months. Stations used will be in Chicago and Milwaukee, with more markets next year. Same commercials, with different tag line identifying locale, began in San Francisco in early March to herald new park in Santa Clara, Calif. Commercials were produced by Harvest Film, Los Angeles, for Clinton E. Frank, Chicago, which is aiming at children, 6-14, and men and women, 21 and older.

Morningstar Farms □ Low-cholesterol sausage made of soybean is topic in spot TV drive to begin in late April in about 12 markets for eight weeks. Tatham-Laird & Kudner, Chicago, is focusing on daytime and early fringe periods to reach men and women, 50 and older.

Herman's □ W.R. Grace & Co.'s Herman's World of Sporting Goods, New York, begins campaign today (April 19) in 11 markets, for two months or more, depending on market. Fringe, news and sports 30's are targeted to men, 18-49 with theme, "Be a sport, take a friend to Herman's." Waring & LaRosa, New York, is agency.

Burroughs Wellcome □ Drug company, through Rolf Warner Rosenthal, New York, has added 15 new stations to list of markets carrying weekly half-hour barter series, *Medix*. Burroughs Wellcome takes two national minutes in series and Syndicast Services, New York, which distributes *Medix*, barters it to stations, which get four minutes to sell locally. Sixty-five half-hours are now available, dealing with such subjects as human sexuality, heart attacks, acupuncture and children's diseases. Producer Dave Bell Associates does series first for KNXT(TV) Los Angeles; Syndicast selects certain ones for national distribution.

Fram Corp. □ Oil filters, windshield wipers and Autolite spark plugs are stressed in spot radio campaign in 25 top markets planned for late April. Eight-week flight supplements campaigns on various ABC-TV sports programs. Country singer Charlie Rich is featured in commercials, which are aimed at men, 18 to 34 and 18 to 49. Campaign was created and placed by Kurtz & Symon Inc., New York.

BAR reports television-network sales as of March 28

ABC $211,667,600 (31.1%) □ CBS $238,086,100 (35.0%) □ NBC $230,229,500 (33.9%)

Day parts	Total minutes week ended March 28	Total dollars week ended March 28	1976 total minutes	1976 total dollars year to date	1975 total dollars year to date	% change from 1975
Monday-Friday Sign-on 10 a.m.	135	$ 758,900	1,587	$ 8,924,700	$ 7,865,900	+13.5
Monday-Friday 10 a.m.-6 p.m.	1,010	12,217,300	12,458	149,624,800	130,951,800	+14.5
Saturday-Sunday Sign-on-6 p.m.	342	7,124,000	4,000	86,561,900	62,963,800	+37.4
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,034,000	1,272	37,367,100	32,303,700	+15.7
Sunday 6 p.m.-7:30 p.m.	18	700,100	281	12,615,700	5,914,100	+133.0
Monday-Sunday 7:30 p.m.-11 p.m.	412	27,442,900	5,141	337,962,300	317,291,600	+ 6.5
Monday-Sunday 11 p.m.-Sign-off	201	3,560,300	2,468	44,926,300	37,025,800	+21.3
Total	2,219	$54,837,500	27,207	$677,983,200	$594,316,700	+14.0

Source: Broadcast Advertisers Reports

Harris' MW-50 keeps some very fine company.

These pace-setting AM stations are now, or soon will be broadcasting, with Harris' MW-50, 50 kilowatt PDM (Pulse Duration Modulator) transmitters.

And here are a few of the reasons why:

- 125% positive peak modulation capability.
- PA efficiency approaches 90%.
- 60 kW output capability.
- Excellent transient response.
- Only five tubes — three types.
- A cleaner, louder signal.

For more reasons why the MW-50 is at home in so many top stations, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

HARRIS
COMMUNICATIONS AND INFORMATION HANDLING

CFGO CKLW KCBS WJR
KGBS KING WINZ KMOX
CFCW KOB KDKA KFRE
WWWE WBT WNOE
WHDH WCAW
WGTO WRKO
WKBW WBBM

KQRX KPOL KSTP WINS
WGN KGO WABC WCAU

... AND IN BRAZIL, ECUADOR, INDONESIA, IRAN, LEBANON, MALAWI, NIGERIA AND VENEZUELA.

Monday Memo®

A broadcast advertising commentary from David Kreinik, senior vice president, Benton & Bowles, New York

Women: a growing force to be reckoned with in advertising financial services

On Nov. 19, 1850, Carolina Ingraham purchased the first life insurance policy sold to a woman. The insurer listed her occupation as "woman."

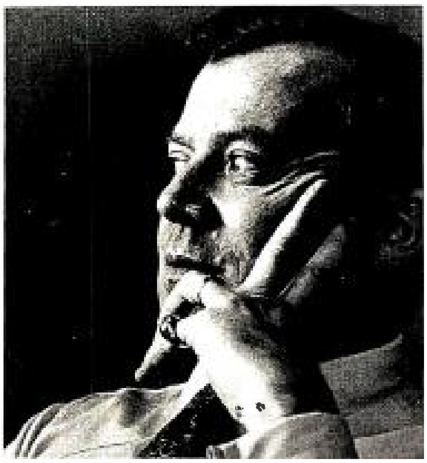
There have been some changes in our attitudes since then, and there are three major areas relating to the advertising of financial services to women that affect and are affected by those changing attitudes: what we say in advertising, how we say it and where we say it.

What advertising says is a reflection of the marketing objectives of the advertiser and of the existing market situation. Advertising must relate to demand, to product and service availability, to competitive forces and to a consumer who is often the breadwinner. And the changes in the demography of today's breadwinner have been startling.

Two-thirds of all new jobs open this year will go to women. Twenty-nine percent of new managers will be women, 44% of all professionals, 45% of all accountants. Over 25% of all women in the U.S. now work outside the home, and they make up 45% of our total work force—38 million women in all. These changes in the American work force are having profound effects on the marketing of virtually all goods and services.

For example, the working woman pays more for food than her nonworking sister. First, because she makes more money: the household income of the career woman is 50% greater than that of the woman who is not employed. The second reason she pays more for food is that she buys more expensive convenience items—from 15% to 45% more, depending upon the product category. She buys more cars, more tires, more gasoline. She takes more vacations and participates more actively in sports. She gives more parties, so she buys more alcoholic beverages. She uses more credit and bank cards, more checking accounts and more savings accounts, and owns more stock. She is a significant purchaser of life insurance—25% more so than five years ago, $13 billion in insurance purchases this year (quite a few Ms. Ingrahams). Colleges offer coursessfor women on the subject of finance, as do banks and brokerage companies. There is presently an extensive rewriting of school texts to remove sex discrimination. The government has taken a hand with the Equal Employment Opportunities Act and the Equal Credit Opportunities Act.

The financial influence of women is growing enormously, and marketers of financial services are not only offering new products and services, they are changing the look of their offices, the design of their material, their employe mix and their own attitudes. And their advertising reflects those changes.



David Kreinik's complete title is senior vice president-international and management supervisor. He is also president and chief executive officer of Chuo Senko Advertising, a partner agency of Benton & Bowles formed in 1974 which handles advertising for Japanese clients operating in the U.S. For B&B, Mr. Kreinik is responsible for the E.F. Hutton, Crum & Forster Insurance Cos. and Securities Industries Association accounts. In addition, he handles worldwide management and coordination of B&B International.

Some years ago, Chemical Bank ran a broadcast and print campaign directed to women: "When her needs are financial, her reaction is Chemical." It was an immediate and flat-out success. It built business. A new campaign for the Institute of Life Insurance features young couples. It recognizes that both parties build a home and a life; that women play now a parity role in financial decision-making. The Securities Industry Association, a group comprising the largest member firms of the Stock Exchange, ran a TV commercial that showed a young mother seeking the advice of a stockbroker. In the "When E.F. Hutton talks, people listen" television campaign, one current commercial features two women at a garden party talking of their investments. The content of financial advertising—and these are just a few examples—has been changing, reflecting changes in both the market and the marketer.

More important, perhaps, are the changes that are occurring in the second area I mentioned: how we say what we say. If advertising is to be memorable and persuasive—two key ingredients of any successful advertising campaign—then it must be relevant. It must be pertinent to the consumers' perceptions of and associations with that product or service. There is clear evidence that these perceptions and associations are changing.

Three years ago, a study in the *Journal of Broadcasting* found that in TV advertising, a preponderance of women were cast in decorative roles or as housewives and mothers. We're beginning to see some changes in programing and in commercials. A recent TV series featured a lady lawyer; another, a wife who works with her lawyer-husband. There are at least four successful TV series that feature women who are doing interesting, creative things and not portrayed as somewhat dim-witted homebodies. In advertising, there is a woman marine biologist extolling a breakfast drink, a lady hotel owner selling Cool Whip, wives participating in the decision to buy an automobile, a lady mechanic displaying her expertise, women athletes discussing nutrition and good health and female teachers selling bank services. The negative appeals and stereotypes are going, and that's vital. It is simply counterproductive for marketers to attempt to appeal to one who feels insulted.

The third advertising area I mentioned as being affected by the changing makeup of today's breadwinner is where we say what we say. With reference to the broadcasting media, the working woman views 27% less television than the nonworking woman, and over 53% of her TV viewing is in prime-time and late-night hours. She spends only 12% of those hours in daytime viewing, whereas the nonworking woman spends about twice that percentage in daytime viewing.

How can we reach the working woman with our financial service messages? Selectivity is the key: selective use of TV dayparts that place greater emphasis on prime time and late-night programing (Procter & Gamble now spends a greater portion of its budget in these segments to sell its household products); selective use of TV programs that are of special interest to women, such as women's tennis, women's golf and specials on women's health; selective use of radio—for example, in drive time, when suburban women are likely to be on their way to and from work.

In sum, the changing characteristics of the U.S. income-earner and our own attitudes have brought very real, very important changes, not only in where we advertise financial services, but in the subject content of that advertising and in the execution of that advertising. We can no longer afford the patronizing error of stereotyping a woman as a check-bouncing financial lost sheep.

Datebook

■ indicates new or revised listing

This week

April 20—*FCC's* new deadline for comments on commission's inquiry as to its role in format changes at radio stations (Docket 20682). Previous date was April 5. Replies are now due May 20. FCC, Washington.

April 20-24—Annual TV Newsfilm Workshop, sponsored by *National Press Photographers Association* and *University of Oklahoma*. UO, Norman, Okla.

April 21-23—*Indiana Broadcasters Association* spring meeting. Rodeway Inn Airport, Indianapolis.

April 21-23—*International Radio and Television Society* 13th annual college conference. Richard Pinkham Jr., CBS Television Sales, chairman. Biltmore hotel, New York. Contact: IRTS, 420 Lexington Avenue, New York, N.Y. 10017: (212) 532-4546.

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

April 22-24—*Kansas Association of Broadcasters* spring convention. New Hilton Inn, Wichita.

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 members in Oklahoma and Texas. Austin, Tex.

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

April 23-24—Annual meeting of *International Broadcasters Idea Bank*. Host: WPOC-FM Baltimore. Cross Keys Inn, Baltimore.

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

April 24—*Georgia AP Broadcasters Association* annual meeting and awards luncheon. Midnight Sun Restaurant, Peachtree Center, Atlanta.

April 24—Special meeting of *Chicago section of Society of Motion Picture and Television Engineers*. Topics: Newsgathering, by Raymond J. Smith, WKYC-TV Cleveland; digital communications, Frank Davidoff, CBS-TV, New York; filmstrips and slides, Si Becker, Allied Film Lab, Detroit; technical and production panel; 16 mm color film production, Robert Swanson, Swanson Productions, Milwaukee; film scratch remedies, Walter Hrastnik, Bell & Howell, Chicago; video tape and motion picture distribution, Ed Swanson, Modern Talking Pictures, Chicago; animation production, Donald Shoemaker, Hanna Barbera Productions, Chicago-Hollywood. O'Hare Inn, Chicago.

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

April 24-25—*Ohio AP Broadcasters* spring meeting. Carrousel Inn, Columbus.

April 25—*International Broadcasters Idea Bank* sales seminar. Cross Keys inn, Baltimore.

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

April 25-30—Annual Broadcast Industry Conference, sponsored by *San Francisco State University*. SFSU campus, San Francisco.

Also in April

April 28-29—*Television Bureau of Advertising* retail television workshop. Hotel Biltmore, New York.

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

■ **April 29-30**—Third annual Los Angeles Videoshow conference and exhibit, including sessions on the use of video. Organized by *The International Tape Association* and the *Western Educational Society for Telecommunications*. Ambassador hotel, Los Angeles.

April 30—*FCC's* new deadline for comments on its inquiry into release of American TV programs to Canadian stations before broadcast in U.S. (Docket 20649). Replies are now due May 21. FCC, Washington.

April 30—*FCC's* deadline for comments on possible expanded uses for FM multiplex channels of noncommercial educational stations (Docket 19079). Replies are due May 28. FCC, Washington.

April 30—*Association of Broadcasting Executives of Texas* workshop and seminar. Marriott hotel, Dallas. Information and registration: Steve Hapeman, P.O. Box 5975, Dallas 75222: (214) 638-8100.

May

May 1—*White House Correspondents' Association* annual dinner to honor the President. Washington Hilton hotel, Washington.

May 1-2—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Carbondale.

May 3—*FCC's* deadline for comments on proposals to insure adequacy of New Jersey VHF service (Docket 20350). Replies are due May 24. FCC, Washington.

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

May 3-7—Annual meeting and symposium co-sponsored by the *Society for Information Display* and the *University of California at Los Angeles*. Keynote speaker will be Dr. James Hillier, executive vice president, RCA Corp. Among topics: advantages and limitations of contemporary color picture tubes; flat panel displays for TV and color broadcasting and video disk systems. Beverly Hilton hotel, Beverly Hills, Calif.

■ **May 4**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport N.E., Madison, Wis.

May 4-5—*Annual convention, CBS-TV affiliates*. CBS Studio Center and Century Plaza hotel, Los Angeles.

May 4-6—Video Expo Chicago '76, second annual video users show. Included in agenda is one-day seminar on "ENG for the Broadcast Professional," presented by the *International Industrial Television Association* in conjunction with Bell & Howell. Holiday Inn—O'Hare/Kennedy, Chicago.

May 5—Presentation luncheon for winners of George Foster Peabody awards, sponsored by the *Broadcast Pioneers*. Hotel Pierre, New York.

May 5-9—*American Women in Radio and Television* 25th annual national convention. Helen Thomas, chief of UPI's White House bureau, will be keynote speaker. Marriott hotel, Philadelphia.

■ **May 6**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn No. 1, Bloomington, Minn.

May 7-8—Conference on "Communications Policy in the Public Interest," sponsored by *City of Boulder, Colo., Boulder Public Library and Community Free School of Boulder*. Purpose is to inform/involve citizens in the media. Principal speakers include FCC Commissioner James H. Quello, Representative Timothy Wirth (D-Colo.), Charles B. Howe, state representative, and James Richards, Office of Communications for United Church of Christ. Panelists will include representatives of various government and state agencies, broadcast organizations, citizen groups, trade press, universities and research and motivation companies. Boulder Public Library and Boulder City Council chambers. Contact: Tom Cross, project director, P.O. Box 791, Boulder 80302; (303) 441-3009.

May 7-9—Northeast regional meeting of the *National Association of Farm Directors*. Holiday Inn, Quincy, Ill.

May 10—*FCC's* deadline for comments on commis-

Major meetings

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. 1977 meeting will be held in St. Louis; site and date to be announced

June 13-17—*National Association of Broadcasters* board meeting. Washington.

June 16-18—*Broadcasters Promotion Association* 21st annual seminar. Statler-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

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott hotel, Los Angeles.

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

Jan. 23-26, 1977—*National Religious Broadcasters* 34th annual convention. Washington Hilton hotel, Washington.

Feb. 12-16, 1977—*National Association of Television Program Executives* 14th annual conference. Fontainebleu hotel, Miami. 1978 conference is scheduled for Los Angeles: site and date to be announced.

March 27-30, 1977—*National Association of Broadcasters* annual convention. 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 17-20, 1977—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

sion's review of rules regulating network radio broadcasting (Docket 20721). Replies due June 7. FCC, Washington.

May 10—*FCC's* new deadline for filing comments on proposed rulemaking to allow captioning of TV programs for the deaf using vertical blanking interval (Docket 20693). Replies are now due May 25. FCC, Washington.

May 11—Radio Day of *The Advertising Club* of *Metropolitan Washington* International Inn, Washington.

May 11—*Connecticut Broadcasters Association* spring convention. Western Connecticut State College, Danbury.

■ **May 11**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn East, Springfield, Ill.

■ **May 11**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn, Albuquerque, N.M.

May 11-14—Electro '76, Bicentennial convention of *The Institute of Electrical and Electronics Engineers*. Hynes Auditorium and the Sheraton-Boston hotel, Boston.

May 12—*New York Women in Communications* Matrix Awards dinner. Edwin Newman, NBC News correspondent, will be speaker. Hotel Lexington, New York.

May 12-14—*Washington State Association of Broadcasters* spring meeting. Red Lyon Motor Inn, Pasco.

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. Brittania Beach hotel, Paradise Island, Nassau.

■ **May 13**—*FCC's* deadline for comments on proposed rule amendment to modify certain standards for cable TV systems (Docket 20765). Replies are due May 24. FCC, Washington.

■ **May 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Casa Grande, Lubbock, Tex.

■ **May 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Moline, Ill.

May 13-14—*Ohio Association of Broadcasters* spring convention. Speakers include John Eger, acting director of Office of Telecommunications Policy; Ray Seddon, FCC chief of Emergency Broadcast System; Paul Peterson, Federal Trade Commission, and Carl Stevens of Personnel Management Workshops. Sawmill Creek, Huron.

May 13-16—Western Advertising Conference, sponsored by *Western States Advertising Agencies Association*. Friday luncheon speaker will be Erwin D. Canham, editor emeritus, *The Christian Science Monitor*, and past president of U.S. Chamber of Commerce. Canyon hotel, Palm Springs, Calif.

■ **May 17**—*FCC's* deadline for comments on rule *Association* 12th annual convention. Forum 30 hotel, Springfield, Ill.

■ **May 17**—*FCC's* deadline for comments on rule amendment to require broadcast stations and cable systems to notify opposing candidates of gifts of time to any other candidate within 72 hours prior to election day (Docket 20764). Replies are due May 27. FCC, Washington.

May 17—Eighth World Telecommunications Day, developed by the *International Telecommunications Union* in co-operation with the *United Nations Educational, Scientific and Cultural Organization*. Theme this year is "Telecommunications and the Mass Media."

May 17—*Emmy Awards* presentation, carried live on ABC-TV (9-11 p.m.). From Century Plaza hotel, Los Angeles.

May 17-18—*Virginia Cable Television Association* spring conference. Holiday Inn, Afton Mountain, Waynesboro. Contact: Ron Roe, 560 Patton Street, Danville, Va. 24541; (804) 797-4131.

May 17-18—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

■ **May 18**—Idearama, sponsored by *Radio Advertis-*

ing Bureau for salespeople. Holiday Inn West, Spokane, Wash.

■ **May 18**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Buffalo, N.Y.

■ **May 18**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Birmingham, Ala.

May 19—*National Radio Broadcasters Association* sales seminar. O'Hare Hilton hotel, Chicago.

May 20—*Advertising Research Foundation* second mid-year conference. Hyatt Regency O'Hare, O'Hare International Airport, Chicago.

■ **May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Airport, Salt Lake City.

■ **May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Latham, Albany, N.Y.

■ **May 20**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Downtown-Motor Inn, Pensacola, Fla.

May 20-21—*FCC-Federal Trade Commission* joint panel discussions on over-the-counter drug advertising. FCC, Washington.

May 20-21—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." St. Regis Sheraton hotel, New York. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

May 20-22—*Iowa Broadcasters Association* annual management conference. Speakers: Senator Dick Clark (D-Iowa), Representative Lou Frey (R-Fla.), Iowa Governor Robert D. Ray, William B. Ray, chief of FCC Complaints and Compliance Division. Hotel Fort Des Moines, Des Moines.

May 21—*FCC's* new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due June 25. FCC, Washington.

May 21-22—*Public Radio in Mid-America (PRIMA)* spring convention. KIOS-FM Omaha, Neb.

May 24-27—Annual convention, *ABC-TV affiliates.* Century Plaza hotel, Los Angeles.

■ **May 25**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Jackson, Miss.

■ **May 25**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Country Village Motor Hotel, Phoenix.

May 25-26—Seminar on television and film lighting to be presented by E. Carlton Winckler, Imero Fiorentino Associates. Bradley University, Peoria, Ill. Information: Joel Hartman, Bradley University, Center for Learning Resources, 1501 West Bradley Avenue, Peoria 61625; (309) 676-7611, ext. 209.

May 26—*National Radio Broadcasters Association* sales seminar. Essex House, New York.

■ **May 27**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West, Airport, Shreveport, La.

May 27-28—*Practicing Law Institute* program on "Legal and Business Problems of Television and Radio." Stanford Court hotel, San Francisco. Enrollment: PLI, 810 Seventh Avenue, New York 10019; (212) 765-5600.

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.

May 30—Tenth World Communications Day, co-ordinated in U.S. by the communications department of the *United States Catholic Conference,* Washington.

Open Mike®

On Hylan on Schorr

EDITOR: William Hylan's March 29 letter criticizing Daniel Schorr's actions oversimplifies and distorts the actual situation.

First, Mr. Schorr received a copy of the Intelligence Committee's report well before the House reversed itself and decided to keep it a secret. Second, it should be known that over 11,000 federal employes have the right to stamp a government document "secret"—including many who don't know a government secret if they trip over it, and many more who can and are influenced to classify a document "secret" not because it actually is, but because it is politically embarrassing. Additionally, it is common knowledge that such national security secrets are leaked regularly by the administration itself when its purposes are served by so doing.

Remember the Pentagon Papers? The government went to the Supreme Court to stop their release. It failed, they were released and all that happened was the Johnson administration was terribly embarrassed for being exposed publicly as liars. So much for national security, political style.—*Richard J. Scholem, general manager,* WGSM(AM) *Huntington-*WCTO(FM) *Smithtown, both New York.*

EDITOR: I was disturbed by William H. Hylan's letter (March 29) that reduced Daniel Schorr's actions to a simple matter because a majority of our elected officials decided the report was potentially damaging to our "national security." As we have seen in the past, decisions undertaken for reasons of "national security" have had nothing to do with "national security."

Furthermore, a majority decision does not necessarily mean that it is the correct one. Martin Luther King Jr. spoke of the difference between a just and unjust law; Henry David Thoreau and Leo Tolstoy wrote on civil disobedience; people refused to comply with the draft during the Vietnam War; and Daniel Schorr released a report that had been suppressed. All of these decisions ran counter to the majority and all of them were matters of individual conscience.—*Bob Orenstein,* WCOU-AM-FM *Lewiston, Me.*

Misdirection

EDITOR: I've been keeping track of the snafu between U.S. television stations and the Canadian government pertaining to the deletion of commercials from the signals of U.S. stations.

The abuse and overregulation of advertising in Canada made it easy to pick a scapegoat, the United States, whose products constituted the bulk of Canadian commercials. The Canadians, in their search for self-identity, are focusing more on the sponsors and content of commercials than on how advertising has been misused. Instead of spending millions of dollars regulating and restricting south-to-north broadcasting, Canada should have used governmental funds to *develop* east to west.

Only Canada, which has misunderstood and mishandled television and radio advertising, could demand the deletion of U.S. commercials and still expect to see the show.—*Michael J. Bugeja, instructor, South Dakota State University, Brookings.*

Every picture tells a story

EDITOR: With all the controversy about the First Amendment application or lack of application to news broadcasting, I found it interesting that the *Philadelphia Bulletin* chose a picture of the city's mayor surrounded by 13 microphones to draw attention to an article titled "Mayor Rizzo and the press."

Mayor Rizzo And the Press

Not a single reporter's scratch pad and pencil.—*C. V. Mullen, Cherry Hill, N.J.*

Sore point on stamps

EDITOR: According to your March 22 issue, FCC Commissioner Robert E. Lee has requested that Congress put up $20,000 for Bicentennial commemorative stamps for representatives of the 145 countries in the International Telecommunications Union.

A great idea. Now how about the commission working with the Postal Service to put out a stamp for the broadcasting industry? The Postal Service has developed a crummy record of issuing stamps noting mundane events and persons. But there's obviously a dislike of our industry by the Postal Service as it has not issued a single stamp for any event or American person in broadcasting.

How about trading the $20,000 worth of ITU commemoratives for a broadcasting stamp next year?—*Peter K. Onnigian, president, Jampro Antenna Co., Sacramento, Calif.*

Barter starters

EDITOR: I hope the people at DIR Broadcasting didn't notice the item in "Closed Circuit" April 5 stating, "Bartering of entertainment series ... is about to start in radio." It might get them to wondering just how their *King Biscuit Flower Hour* is getting played on about 200 stations every week. Not to mention the *National Lampoon Radio Hour* and *Innerview* (by other producers).—*Eric Riback, sales manager, Progressive Radio Network, New York.*

Variety and the spicy life

EDITOR: I read that the National Association of Broadcasters' Bill Carlisle has taken affront over programing of soft-core porno on cable Channel J in New York (BROADCASTING, March 15).

I count 23 hours of cops and robbers in the first quarter of 1976's prime-time schedule, with the balance predominantly moronic sitcoms and nonvariety shows.

I don't deny anyone their *Hee-Haw, Emergency* or nonstop sports. However, Mr. Carlisle seems to be of the opinion that the only acceptable TV programing is that of which he approves.

It's time for the networks to realize that the American public does not have a mental age of 12 and to offer substantial alternative programing. *T.A.J. Pollack, chief engineer,* WECW-FM *Elmira, N.Y.*

PTV and ratings

EDITOR: Judging by your March 8 article, "All's fairly quiet on House oversight front," WETA-TV's position regarding programing for minority audiences and the use of ratings has been misunderstood.

In an effort to broaden the audience for public television in Washington, we certainly do look at audience research. We look at ratings to make sure we have some audience for the programs we broadcast. If virtually no one is watching, whom are we serving?

We do schedule prime-time programs of interest to minorities and have a long list of public affairs and cultural offerings to prove it. But these programs have appeal beyond any specific racial group, and they attract a measurable audience. We are trying to serve minority audiences by presenting programs that they—and others—will really watch. To do otherwise is to provide no real service at all. And we need audience statistics to see if we are succeeding or not.—*Fred Flaxman, director of programing,* WETA-TV *Washington.*

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

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

PHILADELPHIA

GOES WITH THE DIFFERENCEMAKERS

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television

Broadcasting Apr 19
Vol. 90 No. 16

Top of the Week

Wussler picked to head CBS-TV as Wood leaves to make programs

He installs Daly in revived number-two spot and heads for L.A. to fill programing vacancies

Robert Wussler was named president of CBS-TV last week to replace Robert D. Wood, who resigned after seven years on the job to form his own West Coast production company. The move ended several weeks of intensifying speculation about imminent CBS-TV changes ("Closed Circuit," April 5).

The change was officially announced on Sunday, April 11, after news of Mr. Wood's resignation had leaked. The principals appeared the next day in a combination news conference and closed-circuit report to affiliated stations, originating in New York.

Mr. Wussler's first appointment—Robert A. Daly, CBS-TV business-affairs vice president, to be executive vice president, a post not used at CBS-TV in recent years—was announced on Tuesday, April 13. The new president also indicated he would act promptly to fill major West Coast programing vacancies and to select his successor as vice president for sports.

At the Monday closed-circuit conference, presided over by John A. Schneider, president of the CBS/Broadcast Group, Mr. Wood said, in response to questions, that ABC-TV's recent ratings gains in prime time "are in no way associated with my leaving CBS. This whole thing has been gestating since last fall." Mr. Wood had his 51st birthday last Saturday, April 17. Mr. Wussler is 39.

After the formal questioning was over, Mr. Wood compared the pressure of the CBS-TV president's job to "being pounded by the waves off Oahu. It can be exhilarating, but the question becomes: How many more can you take?"

Mr. Wussler said: "I have no mandate to go in and cut up the existing prime-time schedule" which was announced two weeks ago (BROADCASTING, April 12). He said, however, that the schedule was "not locked in cement" and that there might be "a change or two before next September."

In introducing Mr. Wussler to the CBS affiliates and to the assembled reporters, Mr. Schneider said Mr. Wussler is "cool under pressure, and he responds well to stress." He cited as evidence Mr. Wussler's 15-year record with CBS News, where he supervised, among other special events, the Apollo space flights and the Republican and Democratic national conventions in 1968 and in 1972.

Mr. Wussler's "leadership skills" at CBS News, as Mr. Schneider put it, came to the fore when he was named vice president and general manager of CBS-owned WBBM-TV Chicago early in 1973.

Named vice president of sports in July of 1974, Mr. Wussler "brought flair, new kinds of drama and a new look to sports at CBS and to sports coverage in general," according to Mr. Schneider.

The outgoing president, Bob Wood, will establish his production company on the West Coast, where he grew up and is still active in affairs of the University of Southern California, his alma mater. According to the terms of the deal, which was not spelled out in detail, CBS "will give me the financial underpinning necessary to launch a new enterprise," Mr. Wood said. In return, CBS has an exclusive lock on everything Mr. Wood produces over the course of the four years beginning May 1. He has no specific projects in mind yet, although he said he won't start with a situation comedy because "that's such a difficult form to execute well. I'm not going to be so ambitious my first time out."

Mr. Schneider said of the new CBS-TV president that "rarely, if ever, has any network been able to find in a single president the tremendous breadth of experience, youth, initiative, creative capacity and accomplishments which have characterized Bob Wussler's career at CBS."

Mr. Schneider also noted that the retiring president had headed CBS-TV during a period "when television was going through a challenging transition," and that "Bob made a substantial contribution to CBS's efforts to keep pace with these changes by encouraging innovative programing. At the same time he continued to maintain the network's traditional position as the country's largest advertising medium and the most popular source of entertainment."

Referring to CBS's involvement in Mr. Wood's new production venture, Mr. Schneider said: "We take satisfaction in the knowledge that CBS will have the benefit of his talents for years to come."

Mr. Wussler, in announcing Mr. Daly's promotion to executive vice president, said that "Bob will participate with me in the tactical and strategic planning as we address ourselves to the short and long-term challenges. He will also remain responsible for the business-affairs department of

Changing of the guard. "We don't have to change the towels, everybody," announced Jack Schneider (c), president of the CBS/Broadcast Group, to "affiliates out there in videoland" and the trade press as he introduced the new president of the CBS Television Network, RW for Robert Wussler (l), and bade farewell to the departing RW for Robert Wood. Mr. Wood's decision to go into independent production, funded under a four-year, exclusive contract, was brought on by the "corrosive pressure" of the network presidency, which, Mr. Schneider testified, "two of us know and the man on my right is about to find out." "We kind of grow our own," Mr. Schneider said of Mr. Wussler, adding later that "CBS is a big, solid apparatus. It goes on."

the network."

The network has had only one executive vice president in recent memory: Richard Jencks, who retired some months ago as Washington vice president of CBS Inc., held the post from October 1968 to February 1969, when he was named president of the CBS/Broadcast Group.

Mr. Wussler said he would probably be in Hollywood this week working on, among other things, the selection of successors to Perry Lafferty and Frank Barton, who resigned a few weeks ago as CBS-TV's number-one and number-two programing men, respectively, on the West Coast (BROADCASTING, March 1).

Men in the News

Arriving Wussler and departing Wood: alike in their devotion to work

Both also came up through ranks at CBS; the new man is cited for his calmness under pressure

The outgoing and incoming presidents of the CBS-TV network share several qualities, not the least pertinent of which is a capacity for long hours of hard work under pressure.

Bob Wood, who left to form his own production company, and Bob Wussler, who succeeds him as head of CBS-TV, also have reputations for being unafraid to make the hard decisions and stick by them, for being their own men and, in a business where this is rare enough to remain newsworthy, for having made their marks while retaining all their friends. Both enjoy enormous popularity.

They also both rose through the CBS ranks, though by somewhat different routes. Mr. Wood was primarily in sales and station management (CBS-owned KNXT(TV) Los Angeles) and then headed the CBS Television Stations division for two years before taking over the network presidency in 1969. Mr. Wussler was in CBS News for 15 years, then in station management for two (CBS-owned WBBM-TV Chicago) and since July 1974 has headed CBS-TV Sports.

Mr. Wussler, who is 39, was at Augusta, Ga., where CBS Sports was covering the Masters golf tournament when John Schneider, president of the CBS/Broadcast Group, called him on Saturday, April 10, to tell him he'd been tapped for president of the network. CBS had not planned to announce it until last week, but after word of Mr. Wood's resignation leaked in the *New York Times* on Saturday, CBS made it official on Sunday and Mr. Wussler flew to New York from Augusta that afternoon.

He recalls the Saturday morning telephone conversation as going something like this:

Schneider: "How's the weather?"

Wussler: "Great."

S: "How's the golf?"

W: "We're just getting started."

S: "How'd you like to be president of the television network?"

W: "Love to."

Mr. Wussler says he was not completely taken by surprise: "I knew I was in the running, but I didn't know how many others were, too. So I didn't know what the morning line was—whether I was even money or what the odds were."

In the meantime, he had to sit on his news for 24 hours, because the announcement wasn't to be made till Sunday. He went out and had himself a stiff drink, oversaw the day's Masters coverage and that evening carried through with plans made much earlier for a cookout for some 150 CBS staff and technical people and guests, with himself as chief cook.

Last week he was getting settled in his new quarters, screening pilots, conferring, reading reports, telephoning, asking questions, trying to get details pinned down on a successor to himself in sports, seeking counsel on West Coast program vacancies, getting ready to fly to the Coast himself, boning up for the annual convention of CBS-TV affiliates in early May. It wasn't a week to do much casual TV viewing, but when he has time for it, he considers his tastes fairly broad. "I watch a lot of sports, of course, and a lot of news," he says. "I like movies and I also see a fair amount of mysteries, and *M*A*S*H* and the *Mary Tyler Moore Show* are the comedies I've seen more than the others."

Mr. Wussler is known to his colleagues as an imaginative man, full of ideas and energy and intensely competitive. He is also a candid man who has a fair appreciation of his own abilities, confident without bluster. "I think that I'm up to doing the job," he said when introduced to affiliates and newsmen at a closed-circuit presentation last Monday; "I hope that I'm up to doing the job. We expect to be number one. We are number one. We will remain number one."

His star has been rising at CBS for a long time, noticeably in recent months. Earlier this year there was persistent speculation that higher responsibilities were in store—specifically including the CBS-TV presidency if that should become available ("Closed Circuit," Feb. 2).

The new CBS-TV head is especially noted for his long work days. When he was vice president in charge of sports, his typical day in New York started at his office about 9:40 a.m., broke for a business lunch at 1 p.m., resumed at the office until around 7 p.m., then broke again for cocktails and dinner with friends or business associates, then resumed at the office again about 9:30 for a final round of mail, cassette viewing and telephoning until around midnight.

"Having him was like having a man and a half on the payroll, says Bob Wood, who hired him for the sports post (but who, in line with CBS policy, had no voice in choosing him—or anyone else—for his own successor).

Jack Schneider gave some insights into the Wussler make-up—and into the kind of man CBS wanted for the network presidency—at the combination closed circuit and news conference. The presidency "is a tough job and getting tougher," he said, and added:

"What we like to have is someone who's used to being cool under pressure and responds to stress very well. And we have seen that in Bob Wussler. I think any of you would recognize that handling an Apollo space shot, handling the conventions, be they in 1968 in Chicago or 1972 in Miami, handling election nights, all the special events that he's done—these were stressful, pressure-filled jobs that required an enormous amount of organization and leadership skills on his part.

"He succeeded in those jobs for CBS, and so we tried something else with him. Let's test him again and stress him again, and he took over WBBM-TV in Chicago at a time when its fortunes were not really on the upswing. And he energized that station with personal leadership and an enormous amount of dedication and turned the fortunes of that station around in a very important way in a relatively short time.

"Following that, of course, he came to New York as head of sports. And you've seen the flair that Bob has brought to that. In new kinds of sports coverage that he's developed you've seen that he has a flair for the dramatic; and you've seen that he has the ability to revitalize an organization, and you've seen, I think, that he's given a new look to sports, not only to sports at CBS but a new look to sports coverage in general.

"He can stand pressure and he can get the tough job done. And these are the qualities we looked for in asking him to take over the television network."

Bob Wood, the man he's taking over from, is CBS-TV's eighth president in 25 years. His seven years in the job set a longevity record. In that time, in Mr. Schneider's words, he proved himself "as a first-rate business leader, as a superior broadcasting executive, as one who participated in the changes of television taste, and perhaps entertainment taste."

He has indeed presided over a lot of change in programing, most notably that which followed his acceptance of *All in the Family*—which one network had already rejected.

Some CBS-TV affiliates recall the chill that overtook them when he told an affiliates convention of his plan to schedule "a program that talks about kikes and spades." But he also said he thought it would help expose the evil of bigotry, and in the end affiliates accepted it before advertisers did (in its first appearances, *All in the Family* was without sponsors). But after that show "broke the crust," as he puts it, others started dealing with contemporary problems and contemporary themes, and programing was changed for sure, not only on CBS but on television generally.

Bob Wood also presided over the program changes that, as he has described them, "took the wrinkles off the face of the network" by dropping programs that were still high-rated but skewed heavily toward older audiences, replacing them with series aimed at younger viewers. And he did it all, friends recall, without dropping a stitch either in CBS-TV's over-all rating leadership or in its consistently high sales and presumably high profits.

He is also proud, he has told friends, of the specials CBS has presented under his presidency, most particularly *The Autobiography of Miss Jane Pittman,* the widely acclaimed story of a slave.

But he says the job was beginning to get "corrosive," a term used by Jack Schneider, who held it once himself.

"I wish the people who criticize television all the time could have this job for a while," he said recently. "They'd see things differently. It's such a pounding—nobody knows what it's like unless he's done it, but it's a beating. It has moments of exhilaration, of course—but you don't have time to treasure the moments."

The idea of getting out came to him well over a year ago, he says, partly because of the "beating" that goes with the job, partly for other reasons. For one thing, he turned 50 a year ago—last Saturday (April 17) was his 51st birthday—and as that milestone approached he began to assess his life and career and to "wonder whether I shouldn't recycle myself," and make way "for a new face." There was also his love for southern California, where he grew up. "I love New York and I love CBS," he says, "but I'm not of the East."

So for the past year the idea of giving up the presidency has been taking shape, he says, and he's been actively cultivating it since last September. With final agreement with CBS on the new deal setting him up in his own production business for four years, developing exclusively for CBS, he says that—to use a favorite phrase—"if I were any happier, I'd be two people."

Mr. Wood has named his production firm the Nephi Production Co., after a town in Utah that he says lies "between Levan and Mona" and "is so small that the next sign after 'Welcome to Nephi' is 'Resume speed.'" His father was born in Nephi and as a boy, young Bob Wood visited his grandparents and fished and rode ponies there, and he says that in calling his company Nephi "I can recall some very great memories, embrace my dad and remind myself of humble—but respectable—beginnings."

He isn't talking about his financial arrangements but says he hopes to be at his desk at his new office in CBS's Studio Center in Hollywood by mid-May. He does say that if he gets a hit or two, he stands to make "an awful lot of money." And if he doesn't get a hit or two? "Then this will have been a pretty dumb move."

The return of Thomas Houser

The White House appears finally to have settled on its choice of a new director of the Office of Telecommunications Policy: Thomas J. Houser, a Chicago attorney who from January to October of 1971 was a member of the FCC. Mr. Houser declined comment on reports of his pending nomination by President Ford, but it is assumed announcement of the nomination will be made when Mr. Houser returns from a State Department-sponsored lecture tour in Eastern Europe early next month.

John Eger has been acting director of OTP since September 1974, when Clay T. Whitehead resigned. At one point, it appeared the job would go to another former FCC commissioner, Robert Wells, but citizen group opposition persuaded the administration to look elsewhere.

Mr. Houser, a well-connected Republican, was appointed to the FCC by President Nixon. He had been deputy director of the Peace Corps. His FCC tour was cut short because President Nixon had promised to name then-Congresswoman Charlotte Reid (R-Ill.) to the Houser seat when his term expired in June 1971. While at the FCC, Mr. Houser earned a reputation as hardworking and knowledgeable. Some broadcasters who regarded him as pro-cable may not welcome his return.

Mr. Wiley rearranges his chess board at the FCC

Kinley, Hardy plans to resign trigger seven key appointments; chairman's stamp now almost total

FCC Chairman Richard E. Wiley, moving as quickly and quietly as the perpetrator of a South American coup, last week engineered a reshuffle of the commission's staff, the likes of which had not been seen at the commission in years.

When the dust had settled—on Wednesday morning—there were no new faces, only seven old faces in new jobs.

The reshuffle was made necessary by the decision of two mainstays of the commission staff—General Counsel Ashton R. Hardy and Cable Television Bureau Chief David Kinley—to leave government service.

To fill those gaps Chairman Wiley proposed, and the commission on Wednesday approved, the appointments of Werner K. Hartenberger, now deputy general counsel, as general counsel, and James R. Hobson, now chief of the Broadcast Bureau's renewal branch, as chief of the Cable Television Bureau.

Indeed, the reshuffle results in the commission's creation of a new top echelon of staff at the cable bureau: Jerold L. Jacobs, now assistant chief for management, moves up to deputy chief, and Albert J. Baxter, now legal assistant to Commissioner Benjamin L. Hooks and a former Cable Television Bureau staff member, fills the assistant chief's slot.

The deputy job became vacant with the transfer of J. Clay Smith, the highest-ranking black staff member, to the general counsel's office as associate general counsel.

And that job needed filling after the commission approved the chairman's recommendation that the incumbent, Roscoe E. Long, be named to the job of chief of the new Policy and Rules Division. The commission created that unit out of elements of the old Rules and Standards and Research and Education Divisions (BROADCASTING, April 5).

The machinery for the reshuffle was set in motion late in the afternoon of Friday, April 9, when Mr. Kinley, who had joined the commission in July 1973 as deputy chief of the bureau and was named chief the following May, informed Chairman Wiley of a desire to leave government service after seven years.

Mr. Kinley, a lawyer from Oxnard, Calif., had been an assistant to Robert


Hartenberger


Hobson


Long

Hardy

Kinley

Finch, Secretary of Health, Education and Welfare (for whom he had worked when Mr. Finch was lieutenant governor of California) and later was a top aide to L. Patrick Gray III, when he was head of the Justice Department's civil division and later when he was acting director of the Federal Bureau of Investigation. Mr. Kinley joined the commission after Mr. Gray's nomination to be FBI director collapsed under the weight of the Watergate scandal.

The chairman, who abhores commission staff vacancies almost as much as nature does a vacuum, was determined to move quickly—and at the same time to fill the post of general counsel that he had known for some time would become empty during the summer. Mr. Hardy, a New Orleans lawyer who Chairman Wiley had known for years and had been persuaded to take the general counsel's job in May 1974, had told the chairman he planned to fill it only for two years.

At the same time, he decided to move on the Policy and Rules Division post. The result was the filling of not two but seven posts. (A deputy chief is expected to be named soon—John Taff, an engineer.)

Actually, one more staff job remains to be filled—that of renewal branch chief. In addition, Chairman Wiley and Commissioner Hooks are each down one staff assistant. But the vacancy in Commissioner Hooks's office is to be filled by Clarence V. McKee, now deputy chief of the commission's industry equal employment opportunity unit.

Mr. Hardy will leave his commission post sometime in August, Mr. Kinley his on May 1. Neither has made any future plans, although Mr. Kinley said he had received a number of calls indicating interest in him. Mr. Hardy has not decided whether to return to New Orleans and a place with Jones, Walker, Waechter, Pointevent, Carrere & Denegre, or to practice law in the Washington area.

With Mr. Kinley leaving at the end of the month, Messrs. Hobson, Jacobs and Baxter will move into their jobs on an acting basis—all jobs subject to Civil Service Commission approval—on May 1. Messrs. Clay and Long will also move into their new jobs on an acting basis on that day.

The job reshuffle has enabled Chairman Wiley to put even more clearly then he has thus far his stamp on the commission staff. Although Mr. Kinley had gotten along well with Chairman Wiley and the

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In Brief

- National Association of Broadcasters takes **dim view of compromise** worked out by National Cable Television Association and Motion Picture Association of America **on copyright legislation** (see page 48). Although it contains "some good points," NAB thinks own proposal—requiring cable systems to pay full copyright liability—is "superior ... less complex and more equitable for all concerned." NAB also said small compulsory license fee could be defended if cable were to operate only as carriers of TV signals, but that "cable industry fully intends to ask for virtual total de-regulation once it pays copyright" and many cable systems "will expand their pay TV operations." Network representatives express views even more forcefully. One calls it "sweetheart agreement" between suppliers and users of film product, designed to enable pay cable to "get off the ground." House judiciary subcommittee is expected to mark-up cable section of copyright legislation immediately after Easter recess (week of April 26). Cable representatives expect little opposition to compromise.

- Procter & Gamble, Cincinnati, has appointed Leo Burnett Co., Chicago, to handle **Gleem toothpaste,** replacing Wells, Rich, Greene, New York, effective Aug. 1. Account bills more than $6 million, virtually all in television.

- Creamer Colarosi Basford Inc., New York, has acquired Fuller & Smith & Ross, New York, for undisclosed amount of stock **to form Creamer/FSR** with combined billings of about $50 million (estimated $21 million in broadcast). Donald E. Creamer is chairman-chief executive officer; Arthur E. Duram, vice chairman of F&S&R, becomes chairman of operating committee, and Benjamin Colarosi has been named president of New York office.

- RCA feels under **no great pressure to market its Selectavision VideoDisc** home TV system, has no deadline for doing so but will introduce it when market and economy seem right, according to President Anthony L. Conrad. Originally, RCA officials had talked of being ready for market by fourth quarter of this year, but Mr. Conrad, who replaced Robert W. Sarnoff as chief executive last November, said when pressed for deadline that he expects to introduce system 12 to 18 months from now, with player priced around $500. He also said he didn't expect NBC-TV's prime-time ratings to remain low but that NBC's earnings are expected to be higher despite them—and that in any case prime-time ratings don't reflect NBC's strength in other day-parts. (Also see story page 51.)

- FCC Review Board has upheld administrative law judge's order that **Kyle Moore's Gridley, Kan., cable system** must cease operations (by May 26) for operating without certificate of compliance. Mr. Moore, president of Community Antenna Television Association, generated issue as challenge to FCC authority, anticipates case will end up in court.

- Senator **Frank Church** (D-Idaho), Democratic presidential candidate, will deliver five-minute campaign address on CBS today (April 19) at 10:55 p.m. Estimated cost: between $15,000 and $20,000. He will pursue his complaint at FCC against three networks for refusing to sell him 30 minutes, however (story page 34). Commission will take that up Wednesday.

- Campaign committee for **George Wallace,** Alabama governor and Democratic presidential aspirant, is raising money to buy 30 minutes of network prime time for campaign speech. Rationale will be that Mr. Wallace deserves time to answer Republican **Ronald Reagan,** who did get 30 minutes on NBC last month, and who hurts Mr. Wallace more than do Democratic challengers in states with crossover primaries—like Texas and Alabama (May 1 and 4, respectively).

- Republic of Italy has awarded rank of "Commander in the Order of Merit" to **William S. Paley,** board chairman of CBS. Consul General Vieri Traxler (at left in picture) made presentation in New York ceremony.

- Executors of estate of late **George B. Storer** propose to sell 646,229 shares of Storer Broadcasting Co. common stock back to company for $14,540,000, or $22.50 per share. Sale must be approved by FCC and Carbon County, Wyoming, probate court. It would be financed with money from Storer's sale of Storer Leasing to Delta Airlines for $30 million (BROADCASTING, Feb. 16). Sale would reduce number of shares outstanding by 14.2%.

□ Employe associates of Eastman Radio Inc. rep firm completed $2.5 million **buy-out of founder Robert E. Eastman** with "mortgage burning dinner" in New York's Waldorf-Astoria April 7. Celebrants: Frank Boyle (l), president, William K. Burton (r), executive VP, and Mr. Eastman. Most of company's 65 employes are stockholders.

□ Minneapolis Star and Tribune Co. has agreed to sell its **47% of WCCO-AM-FM-TV** Minneapolis to MTC Properties Inc. for $1 million and MTC's 14.98% interest in paper. MTC currently owns 26.5% of stations, has also agreed to pay Ridder voting trust $11,760,000 for Ridder's 26.5% of the stations. LIN Broadcasting Corp. has offered to buy Ridder stock for $12 million, but MTC has right of first refusal (BROADCASTING, March 22). Transactions, if approved by FCC, will give MTC 100% ownership of three stations. MTC is holding company owned by descendants of W.J. and F.E. Murphy families who published *Minneapolis Tribune* from 1900 to 1940.

□ It will suffice if radio broadcasters **have ordered new EBS equipment** by April 15, date that is deadline for installation. Word came from meeting FCC Chairman Richard E. Wiley held with National Association of Broadcasters' small-market radio committee, which is opposing licensing of radio stations with more than 50 kw power.

□ Although ABC-TV's 12-hour *Rich Man, Poor Man* series leads pack with 23, CBS-TV inched into first place in prime-time **Emmy award nominations** tally. It has 110 to ABC's 109, NBC's 77 and public television's 38. Lee Grant, whose *Fay* series was early casualty on NBC, has chance to add best actress in comedy award to Oscar she won few weeks ago. Similarly, CBS canceled Anne Meara's *Kate McShane* and Brenda Vaccaro's *Sara* but both are up for best actress in dramatic series honors. Prime-time Emmys will be broadcast on ABC May 17 (9-11 p.m. NYT), daytime Emmys on CBS-TV May 11 (3-4:30 p.m. NYT).

□ Chairman **Leonard Goldenson** and President **Elton Rule** of ABC Inc. received contract salaries of $200,000 and $175,000, respectively, in 1975, but received nothing from company's employes' incentive compensation plan, which pays extra for superior corporate financial results and in record-setting 1974 added $382,000 to Mr. Goldenson's take and $350,000 to Mr. Rule's (BROADCASTING, April 28, 1975). Salaries for 1975, financially sub-par year for ABC, were reported in proxy statement distributed Friday (April 16) in preparation for annual meeting May 18 in New York. Walter A. Schwartz, now president of Blair TV Stations Division, received $73,462 as president of ABC Leisure Group II until departure Sept. 1 and subsequently was paid $200,000 in termination. Other salaries, for full year, included: Everett H. Erlick, senior VP and general counsel, ABC Inc., $109,900; Frederick S. Pierce, president, ABC Television, $110,000; I. Martin Pompadur, VP and assistant to president and president of ABC Leisure Group I, $109,808.

□ Saturday (April 17) was last official day at CBS for **Richard W. Jencks,** Washington vice president succeeded late last year by Bill Leonard, former senior VP for news. Mr. Jencks's retirement will take him first to San Diego State University for eight-month tenure in "distinguished lecturer's chair" on communications. He and wife, Mary, are selling Washington home, have purchased residence in Stinson Beach, Calif., north of San Francisco. Mr. Jencks has been named chairman of public media panel of National Endowment for the Humanities, duty that will take him to Washington four times yearly.

□ **Rev. Gerald L.K. Smith,** 78, right-wing Arkansas preacher known for broadcast opposition to Franklin D. Roosevelt, died April 15 in Glendale, Calif., of complications following pneumonia. Mr. Smith, self-styled heir to Huey Long's share-the-wealth plan, delivered such inflammatory addresses that, after one such talk in 1936 at WDSU(AM) New Orleans, three men broke into studio and attacked him. Mr. Smith founded Christian Nationalist Crusade, strident anticommunist organization that was active in all media prior to World War II.

ımission, he had been brought to the commission by former Chairman Dean Burch. Mr. Hobson, who joined the commission in 1972 as a member of the general counsel's office, had been a special assistant to Chairman Wiley before being named chief of the renewal branch in 1974.

The shift of a Broadcast Bureau branch chief to the top job at the Cable Television Bureau probably occasioned the most surprise. However, Chairman Wiley places stress on management ability, and the renewal branch during Mr. Hobson's tenure has made an impressive record in reducing backlogs of license renewal applications. What's more, he is not completely green in cable television matters. Both in his tour as a lawyer in the general counsel's office and as a special assistant to the chairman, Mr. Hobson was involved in cable television matters. "So I'm less of a neophyte than might be supposed," he said.

Mr. Hobson is not the only new appointee with strong ties to the chairman.

■ Mr. Hartenberger, who joined the commission in 1970, was a member of the general counsel's staff when Chairman Wiley was general counsel, served him as his legal assistant when he was a commissioner and later chairman, then was recommended by him for two other key posts—chief of the Office of Plans and Policy and deputy general counsel. (Mr. Hartenberger probably has more academic degrees than most others at the commission—B.A. and M.A. in broadcasting and speech, and a Ph.D and J.D., all from Wayne State University, in Detroit.)

■ Mr. Secrest joined the general counsel's office in 1972, then moved up to the chairman's office in 1974 as legal assistant. He was named administrative assistant in January.

■ Mr. Long, who had known Mr. Wiley through their activities in the American Bar Association, was recruited by him for the general counsel's office in 1971. He later became legal assistant to Commissioner Charlotte T. Reid before moving into the associate general counsel's job last year (BROADCASTING, Feb. 17 1975).

■ Mr. Smith was one of the first individuals Chairman Wiley recommended for a major appointment after he became chairman two years ago. He had joined the FCC as deputy chief of the Cable Television Bureau in June 1974, and had been an associate of the Washington, D.C., law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Only Messrs. Jacobs and Baxter appear to have moved outside the Wiley circle. Mr. Jacobs joined the Cable Bureau in the days when it was still a task force, in 1968, and moved up through the ranks over the years. Before being named assistant chief of the bureau, he was assistant chief of the Certificates and Compliance Division. Mr. Baxter joined the commission in 1966 and served in the Safety and Special Radio Services Bureau, then, in 1970, the Cable Television Bureau before joining commissioner Hooks's staff in October 1972.

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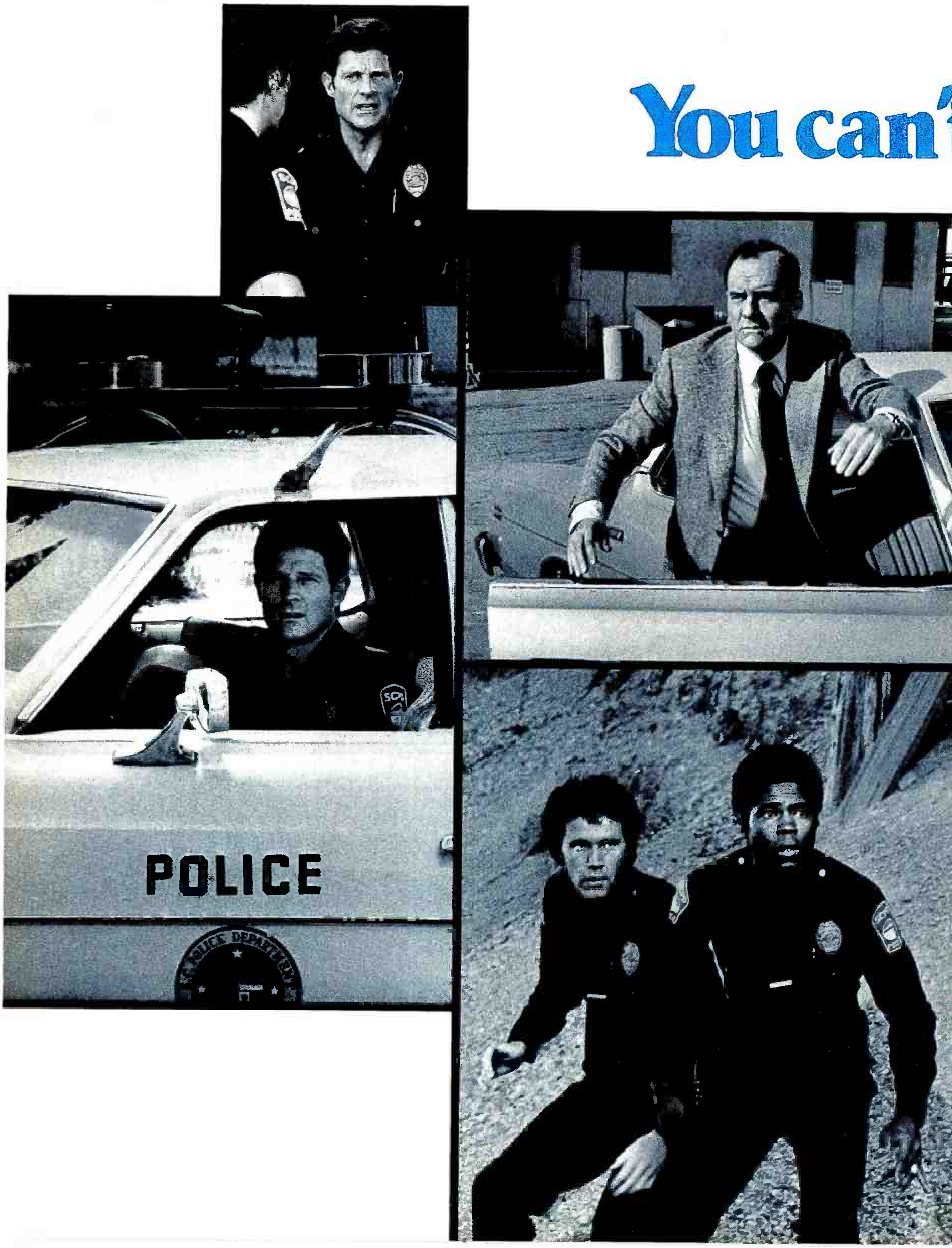


Reinterpretation of equal time passes first court challenge

Three-judge panel votes 2 to 1 to uphold FCC in its decision to allow coverage of candidate news conferences and debates; if Congress isn't happy with it, majority says, it can change it

The U.S. Court of Appeals in Washington described the case as concerning "perhaps the most important interpretation of the equal time provision of the Communications Act" in the past decade, then went on to validate the substantial discretionary authority the FCC has given broadcasters in dealing with debates and news conferences involving political candidates.

Those events, the commission said last September, are exempt from the equal time law if they are covered live and in their entirety, if the broadcaster makes a good faith judgment that they constitute "bona fide news events" and if there is no evidence of broadcaster favoritism (BROADCASTING, Sept. 22, 1975).

The ruling reversed interpretations of the law the commission had written more than 10 years earlier—interpretations which held that the exemptions the Congress had written into the law in 1959, including specifically one for "bona fide news events," did not cover debates and news conferences.

But the court's opinion was less than a ringing endorsement of the commission's action. It split, 2 to 1, with Judge Edward A. Tamm writing the majority opinion for himself and Judge Malcolm R. Wilkey. They held that their reading of the legislative history of the 1959 amendments was "inconclusive" but revealed "much support for the commission's new interpretation." Under those circumstances, Judge Tamm wrote, "We are obligated to defer to the commission's interpretation, even if it is not the only interpretation possible."

Judge Tamm also indicated—though "only in passing"—that the case is not one for which the court has much appetite. It involves "issues in an intensely political area which this court enters with great reluctance," Judge Tamm wrote. "It is the job of the commission in the exercising of its delegated authority, and ultimately of Congress, to make these kinds of front-line determinations."

But in declaring it found no reason for disturbing the commission's decision, Judge Tamm disavowed for the court any claim to infallibility: "We take comfort in the realization that Congress may correct the commission if it has misinterpreted congressional intent or overstepped the bounds of discretion."

Although key members of the Senate and House had lashed out angrily at the commission for allegedly "usurping" the power of Congress in exempting political news conferences and debates from the reach of equal time, it is unlikely that Congress would act in response to the court's decision. Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, one of those who had objected, has resigned his chairmanship and is retiring from Congress because of ill health (BROADCASTING, April 12). And Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who is also retiring from Congress at the end of the present term, last week seemed ready to accept the court's opinion, although, he said, he still opposes the exemption for news conferences.

The third member of the panel, Judge J. Skelly Wright, had no doubt the commission and the court majority had erred. In a 67-page dissenting opinion—30 pages longer than the majority opinion—Judge Wright held that the legislative history was clear and that it did not support the commission's position.

Judge Tamm for the majority:

"We are obligated to defer to the commission's new interpretation even if it is not the only interpretation possible."

Furthermore, Judge Wright said the commission was right, in 1964, in originally holding that candidate news conferences were not exempt when it said, "If we were to construe [the bona fide news event exemption] as encompassing all coverage of a candidate deemed newsworthy by the licensee, it would mean that the equal opportunities requirement of Section 315, in effect, had been repealed. . ."

The legislative history was not the only issue in the case. The appellants—the Democratic National Committee and Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women—had also attacked the commission's decision on the grounds that Congress's failure to overturn the commission's original interpretations indicated support for them, and that if the commission felt new interpretations were in order, it should have acted through the rulemaking machinery instead of making an administrative decision.

Judge Wright agreed on both points. But Judge Tamm, in his majority opinion, said that Congress's failure to overrule the earlier interpretations is not significant, that the failure should be viewed against Congress's decision to permit the commission to decide which events should qualify for the news-coverage exemptions. And as for the procedural issue, Judge Tamm said nothing would have been gained by following the formalities of a rulemaking proceeding; the commission already had received comments from the DNC, Representative Chisholm and NOW before issuing its ruling.

The three-judge panel's decision will not be the last word on the subject. Marcus Cohn, who is representing the DNC, said it would ask the full nine-member appeals court bench to rehear the case. He said that decision was reached on Tuesday in a meeting he had with Robert Strauss, chairman of the DNC, and Sheldon Cohen, its general counsel.

Harvey Shulman, of the Media Access Project, the public interest law firm representing Representative Chisholm and NOW, said he was conferring with his clients on whether to pursue the matter. He indicated he felt the fight should be continued.

The DNC is concerned over what it feels is the advantage the exemption for news conferences will give President Ford, assuming he is the candidate the Democratic presidential nominee will oppose in November. The DNC points out that if an incumbent President who is seeking re-election calls a news conference, he benefits politically as a candidate.

The Chisholm-NOW opposition grows out of the conviction that the debates ruling, at least, adversely affects the equal-time rights of minority- and fringe-party candidates. The "middle-of-the-road" major parties, the Chisholm-NOW appeal contends, are assured of an advantage in obtaining free air time.

The commission reversed itself on the equal-time questions in responding to petitions by the Aspen Institute Program in Communication and Society and CBS. Aspen contended that the commission had erred in two rulings it issued in 1962 that political debates were not exempt from the equal-time law under the 1959 amendments; Aspen's petition grew out of a year-long project designed "to make the Bicentennial a model political broadcast year."

CBS (which was concerned solely with presidential news conferences; the commission made its ruling applicable to all candidates) filed its petition on July 15, 1975, noting that since President Ford had announced his candidacy for the Republican presidential nomination a week earlier, stations that carried broadcasts of any of his news conferences in the next 15 months (assuming his nomination) could be subject to equal-time demands. As a result, CBS said, broadcast of the news conferences would not be feasible. It said its view that news conferences were exempt from the law was consistent with congressional intent, in 1959, "to ensure the free flow of vital news to the public and provide 'latitude for the exercise of good faith news judgment on the part of broadcasters and networks.''''

The majority of the court agreed. Judge Tamm, who noted in a footnote that at one point the Federal Election Commission had listed 52 presidential candidates, said: "Based on the broad intent of Congress to maximize broadcast coverage of political events and to increase broadcaster discretion, as well as Congress's expressed willingness to take some risks with the equal time philosophy in order to achieve these goals and to grant the commission some leeway in interpreting the exemptions, we conclude that the commission's recent opinion appears consistent with the general congressional purpose expressed in the legislative history preceding the 1959 amendment."

Judge Wright, on the other hand, contended that the commission had rejected the guidance of the legislative history of the exemptions and, in the process, had substituted its judgment for that of Congress and "claimed power it does not possess."

Test of strength almost diverts Van Deerlin bid for chairmanship

Staggers tries to name Murphy for balance of this Congress, but parliamentary manuever heads off his effort

For one brief, confused moment last week it looked as if Representative John Murphy (D-N.Y.) might be called to fill the chair of the House Communications Subcommittee the rest of this year. Representative Lionel Van Deerlin (D-Calif.), according to the plan of Harley Staggers (D-W.Va.), chairman of the parent Commerce Committee, would wait until next year before making his bid for the job. But internal politicking dashed Mr. Staggers's design, and Mr. Van Deerlin's election now appears imminent—perhaps within two weeks.

Mr. Van Deerlin's accession to the chair of the Communications Subcommittee was urged by the man leaving it, Representative Torbert Macdonald (D-Mass.), who gave word two weeks ago that because of poor health he is resigning the post April 26 (BROADCASTING, April 12). In his formal notice to Mr. Staggers, Mr. Macdonald urged that a caucus of the Democrats on the committee be called to name a new head.

With that history, Commerce Committee members and staff alike were puzzled, and some were angered, when Mr. Staggers instead circulated notice last week that the Communications Subcommittee would hold hearings April 27 and 28 on two FCC-drafted bills—with John Murphy, ranking Democrat on the subcommittee under Mr. Macdonald, acting as chairman.

In an interview Wednesday morning, Representative Staggers indicated the subcommittee would continue the remainder of this session under the acting chairmanship of Mr. Murphy. He said Representative Van Deerlin had agreed to withhold his bid for the chairmanship of the subcommittee until the first of next year. Mr. Van Deerlin currently is chairman of the Consumer Protection and Finance Subcommittee.

But there was an immediate backlash to the Staggers hearing announcement. It set the wheels in motion for Mr. Van Deerlin's election to the top communications spot now. Mr. Macdonald was the wheel man; late Wednesday he triggered the mechanism provided in Democratic Caucus rules that permits the committee Democrats to run around the chairman if he appears to be dragging his feet. Although sick at home, Mr. Macdonald had circulated through his staff lieutenants a call for caucus to select a new subcommittee chairman. He collected the requisite 10 signatures, and by Thursday morning. Mr. Staggers responded by postponing his hearing notice and scheduling a caucus for April 27. It was presumed that by the end of that caucus, Lionel Van Deerlin will be the chairman of the Communications Subcommittee.

If Mr. Staggers had a reason for wanting to postpone picking a permanent chairman he was unwilling to state it. He had been reached again late Wednesday at his home in West Virginia, about the same time signatures were being collected on the Macdonald petition and gave signs then of bending. He gave no indication if he knew of the petition, but said he would not fight the committee Democrats if they wanted a caucus.

The reaction of Mr. Macdonald and others, notably Representative John Moss (D-Calif.), recalled the bitter power struggles within the committee in drafting new rules last year at the start of the 94th Congress. Back in January and February of 1975, a reform movement in the committee, led by Representatives Moss and John Dingell (D-Mich.) and buttressed by a clique of nine newly elected Democrats, wrested from Mr. Staggers many of the powers for years vested solely in the chairman, including the right to select subcommittee chairmen, and ceded them to the Democratic caucus.

Some in the same group of reformers last week saw Mr. Staggers's call for Communications hearings and his lack of initiative in calling a caucus as a flouting of the new rules. Said Representative Moss, "I don't intend to see them [the rules] erode through lack of attention."

Mr. Moss said that under the rules, only a subcommittee chairman can call a hearing and then only after consulting other subcommittee chairmen on the committee to make sure the proposed hearing date does not conflict with other plans. He said Mr. Staggers did not consult him—Mr. Moss is chairman of the Oversight and Investigations Subcommittee—and in fact that Mr. Staggers had no authority to call the hearing at all. That job he said, still rests with Mr. Macdonald as long as he is still subcommittee chairman.

In reply, Mr. Staggers said that he as full committee chairman does not need to consult any subcommittee chairmen. He added that he thought it necessary to call a hearing because the subcommittee "is far behind ... We need to get out the license bill for radio and TV. We need cable hearings, and two or three others."

Mr. Moss also said that Mr. Staggers is bound by the rules, in the event of a vacancy in a subcommittee chairmanship, to call a caucus to fill it. He said he is not a partisan for Mr. Van Deerlin: "I don't

Coming to speed. If he assumes the chairmanship of the House Communications Subcommittee, Representative Lionel Van Deerlin (D-Calif.) (seated, holding glasses, at the back), may be better able to keep up with his reading on that subject. Under his sponsorship, members of Congress and their aides are taking an eight-video-taped-half-hours course, the "Dick Cavett Speed Reading Series," obtained from Time-Life Multimedia. At this session: Congressman Henry Waxman (D-Calif.), with the mustache, and subcommittee counsel Harry M. (Chip) Shooshan III (front row). Assisting Mr. Van Deerlin is Dick Kelly, head of T-L Multimedia.

PROGRAM	NETWORK	RANKING	AA RATING	AA HOMES (000)
ABC's Sunday Wide World of Sports	abc	1	14.1	9,810
ABC's Saturday Wide World of Sports	abc	2	13.2	9,190
ABC's Championship Auto Racing	abc	3	11.1	7,730
ABC Golf Tournaments	abc	4	10.7	7,450
ABC's The American Sportsman	abc	5	10.7	7,450
The Superstars	abc	6	10.6	7,380
ABC Pro Bowlers Tour	abc	7	8.6	5,990
Sports Program	X	8	8.1	5,640
Sports Program	Y	9	7.6	5,290
Sports Program	Y	10	7.3	5,080
Sports Program	X	11	7.2	5,010
Sports Program	X	12	6.4	4,450
Sports Program	X	13	6.3	4,380
Sports Program	X	14	5.5	3,830
Sports Program	X	15	5.4	3,760
Sports Program	Y	16	3.3	2,300
Sports Program	Y	17	3.3	2,300

Source: NTI Reports—January 1, 1976-March 28, 1976. Average Audience Households, all regularly scheduled weekend and selected special sports series. Data subject to qualifications which will be supplied on request.

really care who is chairman of the Communications Subcommittee ... I'm not being righteous. It's just that that is the law.

"I'll say this too, and I don't care if you quote me," Mr. Moss said. "If I were chairman and I received a letter from a colleague as respectfully worded as Mr. Macdonald's [letter of resignation] , I would feel honor-bound to convene a caucus to pick a new chairman ... Anything else is very shabby treatment, and I don't like it."

Mr. Moss said if no one else would, he "would certainly" initiate a call for a caucus. But in the end, the call did not come from a Staggers detracter. Rather it came from Mr. Macdonald, who often sided with Mr. Staggers during the 1975 rules disputes.

Mr. Van Deerlin became one of the signatories to the call for caucus last week, although he tried assiduously to remain aloof from the fray. He said he signed because the committee rules command a caucus. But "frankly, I don't give a damn if I'm chairman now or next year," he said. He noted that with the presidential nominating conventions nearing, and a thicket of appropriations measures being made ready for what promise to become marathon floor debates, and then congressional elections in the fall, time is too short anyway to complete any major legislative measures this year.

The two bills Mr. Staggers had in mind for hearings—one to authorize the FCC to fine cable operators for rule violations, the other to permit broadcast translators to originate programing—are back on hold until a new chairman takes over. Mr. Van Deerlin said two weeks ago that the start of hearings on cable TV regulation would be the "first and urgent" agenda item this year. The subcommittee staff is within a month of completing a draft of cable legislation to implement the recommendations of the massive study it released late in January (BROADCASTING, Feb. 2).

Changing Hands

Announced

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

■ KAMC(FM) Arlington, Tex.: Sold by Radio Arlington Inc. to Jimmy Swaggart Evangelistic Association for $750,000. Seller is owned by J.D. Osburn who also has 50% interest in KYKX(FM) Longview, Tex. Jimmy Lee Swaggart is president of buyer, nonprofit, nonstock corporation that owns WLUX(AM) Baton Rouge; KGOY-FM and 20% of KGOY(AM) Bethany, Okla.; holds construction permit for new FM in Amarillo, Tex., and has bought, subject to FCC approval, WVIX(AM) Pensacola, Fla. (see below). KAMC is on 94.9 mhz with 100 kw and antenna 670 feet above average terrain. Broker: Chapman Associates.

■ WVIX(AM) Pensacola, Fla.: Sold by The Wonder Corp. to Jimmy Swaggart Evangelistic Association for $242,000. Seller is owned by Roy L. and Theresa J. Hess who have no other broadcast interests. Buyer has also purchased KAMC(FM) Arlington, Tex. (see above). WVIX is 500 w daytimer on 610 khz.

■ WMBG(AM)-WBCI(FM) Williamsburg, Va.: Sold by Williamsburg Broadcasting Co. to Colonial Broadcasters for $500,000. Seller is owned by William E. Allaun Jr. family, and Mr. Allaun will have 10% interest in buyer. Principal in buyer is Donald M. Bentley (50%) who is present general manager of stations. Remaining interest is equally divided among four local business and professional men. WMBG is 500 w daytimer on 740 khz. WBCI is on 96.5 mhz with 50 kw and antenna 430 feet above average terrain.

■ WCSR-AM-FM Hillsdale, Mich.: Sold by Flynn Enterprises Inc. to WCSR Inc. for $310,000. Seller is owned by Fahey J. Flynn, news anchorman at WLS-TV Chicago, who has no other broadcast interests, but whose wife, Mary, has minority interest in KTIV-TV Sioux City, Iowa. Principal in buyer is Anthony F. Flynn, brother of seller and present vice president and general manager of stations. WCSR is on 1340 khz with 500 w day, 250 w night. WCSR-FM is on 92.1 mhz with 3 kw and antenna 240 feet above average terrain.

■ KKAM(AM) Pueblo, Colo.: Sold by KKAM Inc. to Heptarchy Inc. for $285,000. Seller is owned by Thomas T. Farley and W. Bret Kelly who have no other broadcast interests. Principals in buyer are Ric Thom, John Graham Finley, David Sevieri, Leon Peterson and Ray Moran. Mr. Moran has interests in KTEZ(FM) Lubbock, Tex., and KRZY(AM) Albuquerque, N.M. Messrs. Thom, Sevieri and Peterson work at KRZY, and Mr. Finley is Albuquerque attorney. KKAM is on 1350 khz with 5 kw day, 1 kw night. Broker: Doubleday Media.

Approved

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

■ KMEO-AM-FM Phoenix: Sold by Southwestern Horizons Inc. to B&D Broadcasting Inc. for $900,000 plus $600,000 noncompetition covenant. Seller, subsidiary of Media Horizons Inc., is licensee of WGNY(AM)-WFMN(FM) Newburgh, N.Y., and has sold KROD(AM)-KUOE(FM) El Paso, Tex., and KDEF(AM) Albuquerque, N.M. (BROADCASTING, April 12). Principals in buyer are Bruce M. and Joan Dodge and Gail Beauchamp. Mr. Dodge is board chairman of Tinker, Dodge & Delano, New York advertising agency, and Mrs. Beauchamp is vice president of same firm. Mrs. Beauchamp's husband, Jack, is vice president, general manager of WBAL-TV Baltimore. KMEO(AM) is 1 kw daytimer on 740 khz. KMEO-FM is on 96.9 mhz with 100 kw and antenna 1,560 feet above average terrain.

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

■ KFIG(FM) Fresno, Calif.: Sold by Universal Broadcasting Co. to Kadota Wireless Co. for $372,500 plus $152,500 in liabilities. Seller is equally owned by George Mardikian, B. Floyd Farr and George D. Snell who also have interests in KCVR(AM)-KWIN(FM) Lodi and KEEN(AM)-KBAY(FM) San Jose, both California, and KAHU(AM) and construction permit for KULA(FM) Waipahu, Hawaii. Principals in buyer are James M. Bennan (23.8%), KIQQ-FM Los Angeles account executive; Stephen G. Courtney (23.8%), vice president and sales-manager, Metro Radio Sales, Los Angeles; William M. Holmberg (14.4%), KBAY-FM San Francisco sales manager, and J. Patrick Lannan Jr. (23.8%), with no other broadcast interests. KFIG is on 101.1 mhz with 50 kw and antenna 310 feet above average terrain.

■ Other sales approved by the FCC last week include: WTRE-AM-FM Greensburg, Ind.; WCRM-AM-FM Clare, Mich.; WCGR(AM)-WFLC(FM) Canandaigua, N.Y.; WUPR-FM Utuado, P.R.; KVLG-AM-FM La Grange, Tex. (see page 60).

FCC questions worth of ex parte list, fears hamstringing precedent

However, commission complies with court order to provide rundown of contacts during pay cable proceeding

The list was "fragmentary" and "incomplete," based on "suspicion" and "recollection," yet, together with some related documents, it filed a report the size of a small city's telephone directory. That was the half-inch thick jacket the FCC sent last week to the U.S. Court of Appeals in Washington, in response to its order to supplement the record in the pay cable case with "a list of all of the ex parte presentations" members and staff received, along with the deatils of each (BROADCASTING, April 5).

The list contained no major surprises. (One minor one was the appearance of the names of Italian movie star Gina Lollobrigida and the black American actor Sidney Poitier on the list supplied by Commissioner Benjamin L. Hooks. They visited the commissioner at different times in the company of Jack Valenti, president of the Motion Picture Association of America.) The names are those of individuals representing the affected interests—those from cable, pay cable, motion pictures and sports, who sought a relaxation of the rules, and those from broadcasting, who urged the commission to maintain the rules as they were or tighten them.

From July 1972, when the rulemaking began, until October 1975, when it was finally concluded, with the commission denying petitions for reconsideration, the emissaries called on members of the commission, their legal assistants and members of the Cable Television and Broadcast Bureau staffs as well as of the general counsel's office.

They came in response to a kind of official open door policy, an invitation to discuss the issues involved in the proceeding. And although no official count is available or even possible—the records of the visits were not that good—it would appear those seeking relaxation of the rules took greater advantage of the invitation than did broadcasters.

But there is no way of judging quality or effectiveness. Commissioner Glen O. Robinson, who kept a log of all visits and engagements with interested parties, was the only commissioner supplying as much as a capsule review of the conversations. He also recorded not only the date of each of the 14 contacts he had but the time of day, as well.

The person apparently receiving the greatest amount of attention was William Johnson, who as chief of the Cable Television Bureau's policy review and development division, had a major role in drafting the pay cable rules. He listed more than 70 contacts. In addition, he reported the receipt of scores of communications, reports and other papers from interested parties, as well as participation in various industry affairs as a member of panel discussions on pay cable. What's more, he received some 100 letters from members of Congress, most of them passing on letters from constituents.

The names of the individuals who called on commissioners and staff, sometimes talking to them over lunch or dinner, were among those expected to perform those duties. There were Richard Jencks, who during the period under review was CBS Washington vice president; Arthur Taylor, CBS president; David Foster, then president of the National Cable Television Association; Eugene Cowan and Everett H. Erlick, of ABC; Peter Kenney and Howard Monderer of NBC; Mr. Valenti; Ralph Baruch of Viacom; Jay Ricks, of Hogan & Hartson, who represents cable and pay cable interests; Barry Zorthian of Time Inc.; Theodore Pierson Jr., Pierson, Ball & Dowd, who is counsel to Home Box Office; Phil Hochberg, of O'Conner & Hannon, counsel for the National Hockey League; Bowie Kuhn, Commissioner of Baseball; Don Andersson and Stuart Feldstein, of NCTA, Donald Zeifang, John

FEBRUARY SWEEP RATINGS – the CROSS-WITS IS A WINNER!

TAMPA — ST. PETERSBURG
(4 Station Market)
WTVT-TV (M-F 7:30-8:00 PM)

#1 Total Metro and ADI Rating and Share
#1 Total Homes
#1 Total Women
#1 Total Women 18-49
Against checkerboard programming, another strip game show and a situation comedy strip
50% more Women 18-49 than closest competing station
ADI Rating 21 Share 35*

*Source: ARB, Feb., 1976

the WITS CROSS

Hosted by JACK CLARK With top Hollywood Celebrities and Contestants Competing to Solve the Puzzle

Produced by
RALPH EDWARDS

In Association With
METROMEDIA, INC.

Call, Write or Wire While "The Cross Wits" is Still Available in Your Market

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

WILKES-BARRE — SCRANTON
(3 Station Market)
WBRE-TV (M-F 7:00-7:30 PM)

#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Women 25-54
#1 Total Men
#1 Total Men 18-49
#1 Total Men 25-54
More Women 18-49 than other 2 stations combined*

*Source: NSI, Feb., 1976

DAYTON
(3 Station Market)
WHIO-TV (Twice Weekly, M & F 7:30-8:00)

#1 Both Nights:
#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Men
#1 Total Men 18-49
On Friday More Total Households and Adults than other stations combined*

*Source: NSI, Feb., 1976

SEATTLE — TACOMA
(4 Station Market)
KING-TV (M-F 10-10:30 AM)

#1 Metro and DMA Rating and Share
#1 Total Households
#1 Total Adults
#1 Total Women
#1 Total Women 18-49
#1 Total Women 25-54
More Total Women than the other two network affiliates combined*

*Source: NSI, Feb., 1976

RICHMOND — PETERSBURG
(3 Station Market)
WXEX-TV (M-F 7:00-7:30 PM)

#1 Women 18-49
#1 Women 25-54

93% Increase over lead-in of Total Adults

Metro Rating 19
Metro Share 31*

*Source: NSI, Feb., 1976

NEW YORK
WNEW-TV (M-F 8:00-8:30 PM)

Among independent stations
#1 in:
#1 DMA Rating
#1 DMA Share
#1 Total Adults
#1 Total Women
#1 Total Women 18-49*

*Source: NSI, Feb., 1976

PORTLAND, MAINE
(3 Station Market)
WGAN-TV (M-F 1:00-1:30 PM)

#1 Metro Rating and Share*

Metro Rating *10* Metro Share *42*

*Source: ARB, Feb., 1976

Summers, Robert Resor and the late Grover Cobb, of the National Association of Broadcasters.

The commission's reluctance to supply the information to the court was manifest. It preceded its list with a motion that the court reconsider its order. The requirement that all conversations with outsiders during a general rulemaking relating to the subject matter be reduced to writing "will drastically reduce, if not destroy altogether, the efficacy of one means" now available to the commission personnel for increasing their knowledge of an issue, the commission said. Furthermore, since there had been no requirement that commissioners and staff keep records of such conversations during the pay cable rulemaking proceeding, which covered three years, the list is "understandably incomplete."

And, indeed, many of the lists supplied by commissioners and members of the staff are preceded by explanatory notes to the effect that the lists are "fragmentary" and possibly inaccurate, since they are in many cases based on memory. Commissioner Hooks appeared, from his comments particularly concerned, saying he was complying only "out of an abundance of intimidated caution in the face of the contempt powers of the judiciary." He said his list, "through no design or intention," is "deceptive and valueless." Yet he managed to cull his memory for names to fill five pages.

The court's order in the case in which the commission's pay cable rules are being challenged was prompted by a brief filed by former FCC General Counsel Henry Geller. He contended that the off-the-record contacts commissioners and staff held with interested parties violated the court's ruling in the Sangamon Valley case—a case involving a dispute over channel allocation—which held that the commission, in proceeding involving conflicting claims to a valuable right, should consider only on-the-record presentations, the same procedure followed in adjudicatory cases.

The commission, in its motion for reconsideration, disagreed. It said that neither the Administrative Procedure Act nor the Communications Act requires commissioners and staff to be cut off from informal contacts from outside parties on matters that are the subject of rulemakings. And it notes that the Administrative Conference of the United States has recommended that agencies themselves be permitted to determine if additional procedural protections should be adopted. And in the case of the pay cable rulemaking, the commission had said it would receive off-the-record comments.

The commission noted that no one challenged its method of proceeding. It said Mr. Geller did not raise his objection until two-and-a-half years after the proceeding had begun. And by that time, according to the lists supplied by the commissioners and members of the staff, Mr. Geller had called on several of them for "ex parte" discussions of the pay cable rulemaking.

Church says networks deny reasonable access to air

Presidential candidate, turned down by all three in effort to buy time in 30-minute blocks, takes his case to the FCC; says political candidates are put in 'slogan-ridden forum' of tooth whiteners, clothes brighteners

The Church for President Committee, representing presidential contender Senator Frank Church (D-Idaho), last week filed a petition with the FCC asking for a declaratory ruling that the three networks' refusal to sell Mr. Church more than five minutes of prime time violates the spirit and letter of the reasonable access provisions of the Communications Act.

The senator's request for 30 minutes of prime time, like that given by NBC to Republican Ronald Reagan three weeks ago, has been rejected all around. A spokesman said specifically that CBS refused to give more than five minutes, the same as it did Mr. Reagan. NBC held out the possibility of giving the candidate 30 minutes on its owned-and-operated stations, but the candidate's committee rejected it. "We're not running in Chicago or Washington," he said. "We're running in Nebraska and Oregon."

ABC has not made its response to the committee public, and the spokesman said that network "expressed some sympathy." But he said ABC's position amounts to a refusal. "The rest is hyperbole."

The Church committee's petition to the FCC says, "The rigid policy of the networks supplants a candidate's determination of what form of announcement serves best that candidate. Besides supplanting the candidate's view, the network blanket policy disserves by ordering presidential candidates to the slogan-ridden forum of tooth whiteners and clothes brighteners."

The committee rejects NBC's contention that Mr. Church is not yet a candidate for the Democratic nomination, the network is reported saying. That, the committee was told, means that Mr. Church is not entitled to equal time to reply to Mr. Reagan, who is a candidate in another race—that for the Republican nomination.

Henry Kimelman, national finance chairman for the Church committee, elaborated on the committee's position in an article he submitted last week for the opinion page of the *New York Times*. "Stating it in terms that any network executive should understand," he said, "we are asking that they show the same devotion to our political process that their actors in commercials lavish each night on famished Fidos."

He said 30 minutes of prime time "is essential for a new candidate in the race. The journalism pack follows the hot candidate of the moment, nearly excluding from attention any new contender." The candidate, he added, is faced with a "Catch 22 situation ... He can't break out of the field without national news coverage. And he can't get national news coverage until he breaks out of the field."

A commercial of five minutes or less, he said, "shows the technical ability of an advertising agency, not the character of the candidate."

By Mr. Kimelman's count, there are more than 800 hours of prime time on all three networks between now and the Democratic national convention in July. He said there are six candidates still in the presidential race, excluding Mr. Reagan, who if given 30 minutes each, would take no more than three hours of prime time—or one hour per network. It makes little sense to him that the networks should refuse it.

The Church view on commercials:

A commercial of five minutes or less "shows the technical ability of an advertising agency, not the character of the candidate."

Something is happening and Mr. Jones wants to know what it is

Clarence Jones, president and general manager of WQIZ(AM)-WPWR(FM) St. George, S.C., has found the Freedom of Information Act will not always unlock files at the FCC when it has a matter under investigation.

The matter involves a complaint the commission received about Mr. Jones. But the commission has upheld a staff refusal to disclose the identity of the person who made the complaint or to produce material in the investigatory file.

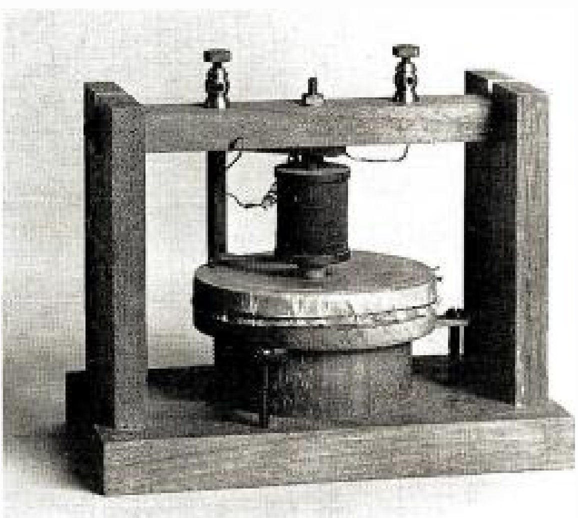
In fact, said Mr. Jones, the commission has not disclosed the nature of the complaint, although questions he has received from the commission's staff lead him to believe it involves an editorial campaign he ran offering rewards for the identity of those involved in the theft of highway signs. The campaign, he said, was successful. The commission, which cites statutory authority for refusing Mr. Jones's requests for information, says that disclosure of the material in the file would "interfere with and prejudice" its investigation. It also says disclosing the identity of a confidential source while an investigation is ongoing might enable licensees to "identify, harass and to intimidate complainants and informants."

Mr. Jones made it clear there is a basis for such concern in his case. Referring to

One of a series of reports on the first hundred years of the telephone.

Now that you've invented the telephone, Professor Bell, how can you make it so people can afford it?

Alexander Graham Bell's fingers were all thumbs in mechanical matters. He had a sensitive ear, an original mind, and a deep knowledge of speech and hearing. These assets enabled him to invent the telephone "mentally." But translating the concept into a working model required mechanical gifts he did not possess. And manufacturing telephones for use by the public posed still other problems.



Alexander Graham Bell's first telephone

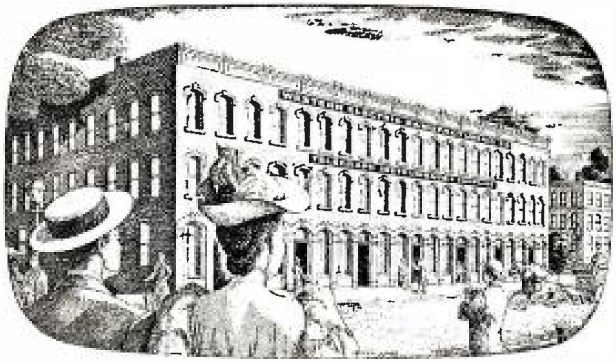
To be fair, very few people had any experience fabricating electrical devices in 1873, when Bell began the investigations that led to the telephone. Samuel F.B. Morse's telegraph, invented in 1835, was the only important commercial use yet made of electricity. The Massachusetts Institute of Technology was only 14 years old. Thomas Edison's electric light was still some years in the future.

In the United States, some of the most concentrated work on new applications of electricity was being done in the workshop of Charles Williams, Jr. at 109 Court Street, Boston. Inventors including Edison took their ideas to Williams, who translated them into working models—or more often, into models that did not work.

Thomas A. Watson

Bell sought Williams' aid in 1874. The helper assigned to him in January 1875 was Thomas A. Watson, aged 20. Bell was 27. The two complemented each other marvelously. Watson had his own sort of genius—for the practical business of putting together metal and wood and glass to form devices that would do what he wanted. The collaboration between the two men produced, on March 10, 1876, that famous first telephone call: "Mr. Watson, come here. I want to see you."

Bell foresaw a time when telephone service would link the cities of the world. But that required vast improvements in the telephone and in telephone connections. The newborn Bell Telephone Company set out to make those improvements. Watson hired two assistants, and began what would be called today a research and development program. He made the experimental phone sturdier, and devised a hand-cranked magneto to ring a bell. Williams began manufacturing Watson's designs. The invention's financial backers organized telephone companies in various cities, raised additional capital, and hired a General Manager, Theodore N. Vail.



The Western Electric Manufacturing Co., Chicago 1881

By 1879 demand for telephones exceeded the capacity of Williams' shop. Manufacturers in Indianapolis, Cincinnati and Baltimore were licensed to make telephones under the Bell patents. More were needed. One company in Chicago had gained considerable expertise in making telegraph equipment. Years later, Watson reminisced, "When a piece of equipment built by Western Electric came into our shop...we always used to admire the superlative excellence of the workmanship." In 1881, Bell Telephone acquired a controlling interest in Western Electric, and in 1882 made that company the manufacturer of Bell equipment.

This arrangement was desirable for a number of reasons. Western Electric workmanship improved the quality of voice reproduction by telephone, a step essential to winning wide public acceptance of the new invention. It ensured reliability. When repairs were needed, standardized parts from Western Electric made for speedy restoration of service. A fourth advantage concerned the evolving nationwide network: a single manufacturer could see to it that telephone equipment throughout the country would work together compatibly, thus assuring the "interconnectedness" of the network—its capability of connecting any two phones.

The Engineering Department of Western Electric joined in the search for telephone improvements. Managers of local companies made suggestions based on day-to-day experience with customers. Outside inventors worked out refinements. Bell Telephone management weighed all the ideas, in terms of value to customers and practicality in manufacture. The best ideas were incorporated into the phones being made.

Organizational "feedback"—the subtle flow of engineering information and understanding within a technologically oriented enterprise—was a novel concept in those days. But the young telephone industry had already achieved a union of the successive stages of effort essential to the development of a coherent telephone system. Today Bell Laboratories is responsible for research and development. Western Electric looks for—and finds—better ways to make things. The 23 regional Bell companies provide telephone service and report back their needs and the needs of their customers. And American Telephone and Telegraph Company management provides overall coordination and guidance. Some of the names are different, but the functions had been established by 1882.

Vertical integration is one name economists give to this form of corporate organization. In a typical case, raw materials change to finished product with successive stages of manufacture integrated under one company. For example, a printing company might own paper mills and even its own forests. But there is a difference, because the Bell company was not, and is not, primarily a manufacturer of products. From the beginning, the partners in the enterprise—whether engaged in invention or manufacture or operations—sold telephone service, not telephone equipment.

For instance, there was the fundamental item of connecting the lines of two subscribers who wanted to talk. This was handled in central offices by a corps of operators, using cords, plugs and jacks. Setting up a call could take as long as seven minutes. In 1884, Ezra T. Gilliland, working for the Bell company, devised a mechanical system that would allow a subscriber to reach up to 15 lines without the help of an operator. In 1891, Almon B. Strowger, a Kansas City undertaker, patented a dial machine constructed in a round collar box. It connected up to 99 lines. But the big city offices already handled thousands of lines, and the numbers were growing rapidly. The connection problem was growing much more rapidly, because of some basic geometry: it takes one line to interconnect two telephones, three lines for three telephones, six lines for four, 28 lines for eight, and 4,851 lines for 99 telephones. In connections, added telephones were just the opposite of "cheaper by the dozen."

The Bell company set out to develop a machine that would connect any of 10,000 telephones—49,995,000 possible connections. The search was costly, but necessary for continued good service, and the various parts of the company joined to pursue it to a successful conclusion. (Today in the

Young men manually connecting phone calls in 1879

United States a telephone can be connected to any of 140 million others. There are 10 quadrillion—10 million billion—possible connections.)

There was also the problem of financing the nationwide conversion of central offices to dial. Service improvements on the scale required are enormously expensive—so expensive as to be impossible without the most careful attention to economy. Here again the integrated corporate structure shows its values. Western Electric, because its prime objective is to benefit telephone service, has become a world champion in cost control, and a pacesetter in the improvement of productivity. Data issued by the Federal Bureau of Labor Statistics show that overall the productivity of the telephone industry has increased by 50% since 1965. That is two and a half times the productivity increase in the United States economy as a whole.

Savings of that sort continue, as a recent example shows. Bell scientists, building on the semiconductor research that helped them invent the transistor, also aided in the development of the light-emitting diode or LED. These solid-state lamps, now familiar as displays in pocket calculators and watches, can replace incandescent lamps in many pieces of telephone equipment. They will last the lifetime of the phone, operate with much less electrical power, and help hold down the cost of installation and maintenance. Over the next five years, LEDs should save the Bell System about $120 million. Bell Labs semiconductor research also resulted in the invention of another solid-state light source, the tiny semiconductor laser.

Future uses of these solid-state light sources may be even more important than today's. They will almost certainly be used

For the nation's future communications needs, Bell engineers are today developing systems to transmit telephone calls on lightwaves.

in systems transmitting telephone calls and other communications over lightwaves. Lightwave communications could mean an enormous increase in the capacity of the phone network, making it possible to meet the need for increased call volumes and new communications services economically in the years ahead. And to do it while conserving energy and scarce raw materials.

Innovation, productivity, advance planning—all mean improved service and reasonable costs. And in the telephone industry, cost savings benefit not only shareholders; they are passed along to the public as well.

In the decade 1965-1975, the cost of living rose 74%. Telephone rates for local service went up only 40%. And interstate long distance rates went up about 4%. Now 95% of all American homes have telephones. The quality of the service is the envy of the world.

Numerous studies have been made of the role of the Bell organizational structure in achieving those results. One of the most recent, concluded in 1974, was made by the independent auditing and management consulting firm of Touche, Ross & Co., acting as consultants for the staff of the Federal Communications Commission. According to their report:

> "Western Electric's efficient performance has resulted in lower costs than otherwise would have been incurred. Because of Western's pricing policies and practices, these lower costs have not increased profits, but have been passed on to operating companies in the form of lower prices...The effect of the interrelationship between Bell and Western Electric is to operate Western, not as a manufacturing concern, but as an integral part of a vertically integrated communications firm. These interrelationships result in a favorable impact upon Western's costs, prices and service to operating companies."

The best telephone service in the world didn't just happen. It was planned that way.

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the commission's comment about harrassment, he said, "You better believe it. I want to sue the person who filed the complaint. You should not file a complaint that has no basis."

Meanwhile, Mr. Jones has filed a complaint of his own, against Carroll White, a member of the commission's complaints and compliance division staff who has been investigating the Jones matter. Mr. Jones said he has been told Mr. White has telephoned individuals in search of "detrimental" information concerning Mr. Jones. The chief of the complaints and compliance division, William B. Ray, said the matter was referred to the executive director's office for investigation.

AMST, Pappas TV Inc. take issue with FCC on importation of 'specialty' stations

The new FCC definition of which TV stations can be labeled "specialty" and carried on cable systems without being considered distant signals (BROADCASTING, March 1) is being opposed by broadcasters.

In a petition for reconsideration, the Association of Maximum Service Telecasters argued that the FCC's contention that other stations will not be harmed economically by allowing importation of the "specialty" stations is false. The new rules define a "specialty" station as one that broadcasts religious, foreign language or automated programing for at least one-third of its total time and one-third of its prime time. AMST said that many stations that will qualify "broadcast extensive schedules of general appeal entertainment programs no different from those found in the schedules of other independent stations."

The commission opened a can of worms, AMST continued, by not specifically stating what is "religious programing." And without such a definition the commission will be forced to make an "endless progression of ad hoc judgments on the essence of individual programs."

Still another sore point with AMST is the commission's provision for special relief to allow stations to continue to be carried as "specialty" after their programing falls below the required one-third level. The petition for special relief is unjust, said AMST, and cannot be "rationally" justified.

AMST would like to see a provision made for a review of the stations at least once a year to insure they maintain the programing requirements necessary to be judged "specialty."

Another petition for reconsideration was filed by Pappas Television Inc., licensee of KMPH-TV, a UHF in Tulare, Calif. Pappas said the new rules benefit the CATV industry, but "the commission has failed to consider the effect upon the local small market independent broadcaster." In addition, it said, although diversity in programing is supposedly encouraged by the new rules, "there has been absolutely nothing submitted .. to demonstrate that local broadcasters are not providing this service now and the commission has undertaken no independent study to demonstrate otherwise."

It suggested that the importation of "specialty" stations be allowed only when such programing and the income derived from it is less than 5% of the local station's programing and/or revenues.

The Spanish Language Television Stations also filed a petition for reconsideration. It said the commission should not label Spanish language stations as "specialty" and should prohibit the importation of distant Spanish stations into markets served by a local Spanish outlet. Carriage of distant stations should be allowed, it said, only "upon an affirmative showing by the cable system that it will not be injurious to local television service."

PTV's frustrations, 'haphazardous' growth told in CBS special

Television's "poor relation" is the subject tomorrow night (April 20), 10-11 p.m., on CBS-TV's *CBS Reports: Inside Public Television*. The vulnerabilities and inherent conflicts "originating from its financial dependence and high-minded goals" provide the focus and CBS News correspondent Charles Kuralt states the premise: "when a kind of television labels itself 'public' and spends tax dollars, it's earned the right to be reported on."

The "haphazard" growth of public television since 1952 and the "series of compromises" it has made are explored, partly by citing the example of KERA-TV Dallas. Program Director Ron Devillier of KERA-TV acknowledges the "commercial interests" and audience-building factors that are PTV priorities.

The intricacies of the Corporation for Public Broadcasting and Public Broadcasting Service are depicted as "a network controlled by the stations—unwieldy, inefficient but democratic."

Among those interviewed are former Nixon aide, Charles Colson, who confirms the special pressure applied to news and public affairs programing ("... the major thing that the President wanted to do was to cut the funding"); Mike Dann, former CBS programer now with Children's Television Workshop as consultant, says, "The only threat public television has to commercial programing or commercial networks is that it will cease to exist. At that point the commercial broadcaster will be in serious trouble;" Paul Klein, vice president, network marketing and planning, NBC, predicts "if they got a 10 share amongst that 70% of the population [they reach effectively] which is a seven share over-all, they would be a factor that would hurt commercial television."

Programing

NBC performs serious surgery on fall line-up

Last in the ratings and last out with new schedule, it drops nine and adds the same while shifting four time-slots; 'event television' emphasized

NBC-TV completed the three-network circle when it announced its 1976-77 prime-time schedule last week, and there were a few surprises. In a wholesale convulsion—much more seismic than either ABC's or CBS's upheavals—third-place finisher NBC dropped nine series, added nine new ones, and shifted the time periods of four returning shows, causing new configurations on every night of the week except Saturday.

A total of six-and-a-half hours a week have been set aside for what Mike Weinblatt, NBC-TV's executive vice president, calls "event television"—everything from theatrical and made-for-TV movies and serialized novels for television (which could run for as many as eight hours or longer) to sports specials such as championship fights and entertainment specials such as NBC's 50th anniversary show. (By contrast, CBS is setting aside one two-hour time period a week for its theatrical and made-for-TV movies.)

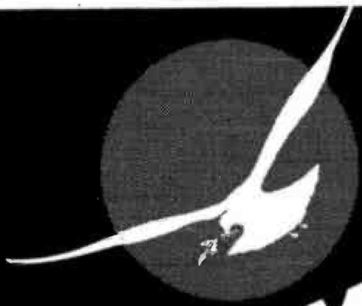
Among those canceled were *The Rich Little Show*, which had been gaining in the Nielsens in recent weeks, and *Joe Forrester*, NBC's highest-rated new series in the fourth quarter (which fell off when it was moved into competition with *All in the Family)*.

Whereas ABC and CBS shied away from putting any Western on their schedules for fear of poor demographics, NBC will go with a new series called *Quest*, the odyssey of two brothers roaming the frontier, circa 1880, in search of their sister, who was abducted by Indians.

Of the nine shows canceled by NBC, one was three years old (Paramount Television's *Petrocelli)*, two were two years old (D'Antoni-Weitz's *Movin' On* and NBC's *The Mac Davis Show)*, and the rest were first-season shows: Columbia Pictures Television's *Joe Forrester*, Universal Television's *Ellery Queen*, MGM Television's *Jigsaw John*, Universal Television's *City of Angels*, Norman Lear's *The Dumplings*, and NBC's *The Rich Little Show*.

In addition, NBC excised the lowest-rated of Universal's *Sunday Mystery Movie* elements, "McCoy," with Tony Curtis, and substituted a new rotating element called "Quincy," starring Jack Klugman as a police pathologist assigned to the Los Angeles coroner's office.

The other new shows on NBC, in addition to Columbia Pictures Television's and



Dear Broadcasters:

On the adjacent page appears an ad which is running in many newspapers and magazines as promotion for the nationwide broadcast *Nagasaki—One Man's Return*. *Nagasaki—One Man's Return* is a dream of eighteen months that became a reality.

Dreams become realities when key people are inspired to take part in the process. The privilege of working with Dr. Buckner Fanning is one which each person on the crew came to value since he is truly an exceptional man in a world that seems scared to take risks and follow dreams.

As the Producer and Director I want to use this ad to express my deep-felt gratitude to my crew, the national sales representatives and most especially to the management and staff of the stations for broadcasting this special oriented toward the spiritual nature of man.

Please take time to read carefully the names of the groups who contributed so much to this project.

Fred Miller

Fred W. Miller

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Television Stations

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It will be three solid days of information, new ideas and approaches, hard work.

Emphasizing: sales promotion; research; on-air graphics; media/campaign planning. (And who couldn't use a little fresh input in these areas?)

Among the experts you'll hear from are *Richard E. Wiley*, Chairman, FCC; *Joel Chaseman*, President, Post-Newsweek Stations; *Jane Cohen*, President, AWRT; *Hal Davis*, President, Grey-Davis Advertising; *Arthur Hecht*, President, Hecht/Vidmer Advertising; *Bob Klein*, President, Klein & Company; and *James Yergin*, Vice President, Research, Westinghouse Group W.

You can get full details by calling Gene Davis, Convention Chairperson, at (202) 686-6196 or Pat Evans, BPA Secretary, at (717) 569-7611—or by writing the BPA, Box 5102, Lancaster, Pa. 17601.

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BROADCASTERS PROMOTION ASSOCIATION, INC.

David Gerber's Western series *Quest*, are:

The Big Event, a weekly 90-minute show that will be used (and occasionally stretched beyond 90 minutes) for special telecasts such as the first TV showing of "Gone With the Wind," the big-budget made-for-TV-movie version of Arthur Hailey's novel "The Moneychangers" (starring Kirk Douglas and produced by Paramount Television and Ross Hunter) and, possibly, a championship prizefight;

Gibbsville, a drama with a small-town setting, starring Gig Young and produced by David Gerber, which is based on a series of thematic short stories by John O'Hara;

Serpico, NBC's one new hard-action cop series, based on the Peter Maas book and the Sidney Lumet movie, which Paramount Television will produce, with David Birney in the title role;

Best Sellers, a weekly 60 minutes that will serially accommodate adaptations (all produced by Universal Television) of up to eight hours of novels such as Taylor Caldwell's "Captain and the Kings," Anton Myrer's "Once an Eagle" and Irwin Shaw's "Evening in Byzantium;"

Van Dyke and Company, a comedy-variety hour, to be presided over by Dick Van Dyke, under the aegis of the producer-writers Allan Blye and Bob Einstein;

The Gemini Man, a recycled version of last year's *The Invisible Man* failure, with Ben Murphy as a more lighthearted, freewheeling hero than David McCallum (Mr. Murphy won't be married, for one thing), to be produced by Harve Bennett *(The Six Million Dollar Man)* at Universal;

Snip, a situation comedy from James Komack Productions *(Chico and the Man)* about a male hairdresser on Cape Cod, which is loosely beholden to the hit Warren Beatty movie "Shampoo", and

Baa Baa Black Sheep, Universal Television's comedy-adventure series with a World War II setting, focusing on a squadron of anti-establishment roustabouts under the leadership of Pappy Boyington, the Marine Corps flying ace.

Agency handicappers give their morning line on the fall

With all three schedules finally locked in place, network executives and ad-agency media men were venturing forth with some tentative predictions about how the race might shape up come next September.

Based on previous track records, the insiders are giving Monday to CBS, although probably not by this year's runaway margin: *All in the Family*, CBS's strongest Monday show, and still the highest-rated show in the country, has been moved to Wednesday. But *Rhoda, Phyllis* and *Maude* are proved winners and the new *All's Fair* is being touted as a contemporary show with satirical bite (it'll be written by the people who put together *Maude*). CBS's 10 p.m. series, a prime-time soap opera called *Executive Suite*, will go after the women (like the show it will replace, *Medical Center*) to counterprogram ABC's NFL football games, which should, these sources say, continue the mid-30s shares that will give ABC second place for the night.

Tuesday looks as though it's ready to fall into ABC's lap, these sources say, although the network still hasn't given a firm go-ahead yet for a full 22-to-24-week season of *Rich Man, Poor Man* at 10 p.m. (If the low-key, soap-opera-drama *Family* is selected at 10, ABC will be weakened slightly but will probably still take the night.) These predictions are based on the two-hour comedy block Fred Silverman has put together, with *Happy Days* and *Laverne and Shirley*, ABC's highest-rated half-hours, for the first 60 minutes, and its two strongest sitcom development projects, *The Nancy Walker Show* and *The Tony Randall Show*, for the second hour. CBS will probably edge out NBC for second place, these sources say, with *M*A*S*H** the audience lure at 9 (although the show's head writer and guiding genius Larry Gelbart has resigned).

Wednesday will test whether ABC's *The Bionic Woman* is only a one-season fad or a durable top-10 show. Like ABC on Tuesday, CBS is trying to create a winning two-hour comedy block protecting two new series *(Ball Four* and *Alice)* by wedging

Monday

	ABC	CBS	NBC
8:00	Captain and Tennille (Bob Henry)	Rhoda (MTM)	Gemini Man (Universal)
8:30		Phyllis (MTM)	
9:00	NFL Monday Night Football	Maude (Norman Lear)	NBC Monday Night at the Movies (various)
9:30		All's Fair (Norman Lear)	
10:00		Executive Suite (MGM TV)	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount)	Tony Orlando and Dawn (CBS)	Baa, Baa Black Sheep (Universal)
8:30	Laverne and Shirley (Paramount)		
9:00	Nancy Walker Show (Norman Lear)	M*A*S*H* (20th Century-Fox)	Police Woman (Columbia Pictures TV)
9:30	Tony Randall Show (MTM Productions)	One Day at a Time (Norman Lear)	
10:00	Rich Man, Poor Man (Universal) or Family (Spelling-Goldberg)	Switch (Universal)	Police Story (Columbia Pictures TV)
10:30			
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Bionic Woman (Universal)	Good Times (Norman Lear)	Little House on the Prairie (NBC)
8:30		Ball Four (CBS)	
9:00	Baretta (Universal)	All in the Family (Norman Lear)	Quest (Columbia Pictures TV)
9:30		Alice (Warner Bros.)	
10:00	Charlie's Angels (Spelling-Goldberg)	The Blue Knight (Lorimar)	Gibbsville (Columbia Pictures TV)
10:30			
11:00			

Sunday

	ABC	CBS	NBC
7:00	Bill Cosby Show (Chris Bearde)	60 Minutes (CBS)	Wonderful World of Disney (Walt Disney)
8:00	Six Million Dollar Man (Universal)	Sonny and Cher Show (Nick Vanoff)	NBC Sunday Mystery Movie (Columbo; McCloud, McMillan; Quincy) (Universal)
8:30			
9:00	ABC Sunday Movie (various)	Kojak (Universal)	
9:30			Big Event (various)
10:00		Delvecchio (Universal)	
10:30			
11:00			

them in between two Norman Lear shows, *Good Times* and *All in the Family.* If *Bionic Woman* is able to hold its own, however, ABC's *Baretta,* the series it leads into, will stay close enough to *All in the Family* and *Alice* to deliver a healthy audience flow to *Charlie's Angels* and give ABC the night, according to these sources. But if *Bionic Woman* proves vulnerable, these sources add, then CBS will emerge on top, even with a marginal cop show, *The Blue Knight,* at 10.

CBS is banking on audience familiarity with three of its old war horses, *The Waltons* (going into its fifth year), *Hawaii Five-O* (ninth season) and *Barnaby Jones* (fifth season), to squeak by with a victory on Thursday. But ABC's early-evening comedies *Welcome Back, Kotter* and *Barney Miller* are in a growth pattern, particularly during second season. *Streets of San Francisco* figures to stay hotly competitive at 9 (according to these sources) and a new Quinn Martin cop show at 10, *Most Wanted,* starring Robert Stack, has the hard-action elements that could stir mass-audience memories of Mr. Stack's last big-hit series *The Untouchables* (also produced by Quinn Martin). The insiders find Thursday too close to call, although they're leaning toward ABC.

Friday may wind up as the only night NBC will be able to win consistently next fall, these sources say, with the return of *Chico and the Man* at 8:30 p.m. expected to give a booster shot to the slightly sagging *Sanford and Son* (although next season will be Redd Foxx's last at NBC—he's headed for ABC on a multi-year contract that begins in September of 1977). NBC's *The Rockford Files* figures to hold its own at 9 against movies on ABC and CBS, these sources add, with the new 10 p.m. cop series *Serpico* providing good audience flow from *Rockford.* ABC will probably come in second for the night on the strength of more potent movies, and a more potent Friday lead-in *(Donnie and Marie)* than CBS's *(Spencer's Pilots),* according to these sources.

On the theory that it's always unwise to bet against CBS's Saturday-night comedy block, the insiders are again handing Saturday over to CBS. ABC has moved its highest-rated new 60-minute show this year, *Starsky and Hutch,* from Wednesday at 10 to Saturday at 9. If the gamble pays off, ABC could finish a strong second for the night, according to these sources. If it doesn't, these sources add, ABC will finish a poor third (as usual) and mortally wound a potential long-running hit in *Starsky and Hutch.*

All three networks play strong cards on Sunday, and the insiders say ABC will win if the new *Bill Cosby Show* gets off to a good start and boosts even further the already considerably popular *Six Million Dollar Man* and *The ABC Sunday Movie.* If *Cosby* fails, CBS has to get high Nielsens with its 10-o'clock show *Delvecchio* to come away with a convincing win. NBC is also expected to make a lot of hay early on by frontloading *The Big Event* with blockbuster attractions.

Former key FCC figures testify on prologue to family viewing

Johnson contends concept was not first example of FCC influencing self-regulation; Cole recounts visit of network officials at commission

A former FCC commissioner was in Los Angeles last week testifying in the federal appeals court there for the plaintiffs in the family viewing suit.

Nicholas Johnson, who was appearing as a witness for the Hollywood producers, writers and actors who are suing the networks, the FCC and the National Association of Broadcasters over the family viewing concept, said: "Financial issues are most important to the broadcasting industry." Mr. Johnson, who is now chairman of the National Citizens Committee for Broadcasting, went on to say that "at any time in history, any one of the networks has matters before the commission amounting to millions of dollars, so they pay particular attention to any statement by the chairman of the FCC." He was referring to the invitation of FCC Chairman Richard E. Wiley to the heads of the three networks to come to Washington on Nov. 22, 1974, to discuss with him "explicit

Thursday

	ABC	CBS	NBC
8:00	Welcome Back, Kotter (James Komack)	Waltons (Lorimar)	Van Dyke and Company (NBC: Catspaw Productions)
8:30	Barney Miller (Danny Arnold)		
9:00	Streets of San Francisco (Quinn Martin)	Hawaii Five-O (CBS; Leonard Freeman)	The Practice (Danny Thomas; MGM Television)
9:30			Snip (James Komack)
10:00	Most Wanted (Quinn Martin)	Barnaby Jones (Quinn Martin)	Best Sellers (Universal)
10:30			
11:00			

Friday

	ABC	CBS	NBC
8:00	Donnie and Marie (ABC)	Spencer's Pilots (Sweeney-Finnegan)	Sanford and Son (Tandem)
8:30			Chico and the Man (Komack/ Wolper)
9:00	ABC Friday Movie (various)	CBS Friday Night Movies (various)	The Rockford Files (Universal)
9:30			
10:00			Serpico (Paramount)
10:30			
11:00			

Saturday

	ABC	CBS	NBC
8:00	Holmes and Yoyo (Universal)	The Jeffersons (Norman Lear)	Emergency (Universal)
8:30	Mr. T. and Tina (James Komack)	Doc (MTM)	
9:00	Starsky and Hutch (Spelling-Goldberg)	Mary Tyler Moore Show (MTM)	NBC Saturday Night at the Movies (various)
9:30		Bob Newhart Show (MTM)	
10:00	Feather and Father (Columbia Pictures TV)	Carol Burnett Show (CBS)	
10:30			
11:00			

sex" and "gratuitous violence" on television.

Mr. Johnson said that when Dean Burch, predecessor on the commission to Mr. Wiley, made personal calls to the network presidents, it was something to be "viewed with great alarm" at the networks. "So I could imagine what the reaction would be to a summons to the chairman's office," he said.

Mr. Johnson said the family viewing concept was not the first example of the FCC affecting broadcast self-regulation. He recalled the "topless radio" firestorm of several years ago. At that time, he said, the commission considered issuing a notice of inquiry, but instead went to the National Association of Broadcasters convention with the problem. Chairman Burch spoke out there against sex-talk radio; one of the stations involved was fined, and the trend toward such programing faded away. Mr. Johnson also said the NAB's alteration of its children's programing guidelines was the result of commission pressure. "No FCC rule was adopted," he said. "The NAB did it for the commission."

Mr. Johnson said the relationship between the networks and the FCC is a "sophisticated and subtle" balance. The networks dominate when the issues are economic, but are willing to bend in matters of programing. But, he said, "where the networks are competing for ratings, and violence is useful in boosting the ratings, each is unwilling to give that advantage to the others."

Asked why he appeared at the trial, Mr. Johnson said he had not volunteered to appear, but came "because I was convinced" that the attorneys for the plaintiffs "were convinced that it was important for me to come."

Earlier, Barry Cole, a former FCC consultant who was subpoenaed by the plaintiffs and questioned closely by their counsel as the only person present at the meetings of Chairman Wiley and the network presidents who will appear in person at the trial, resumed his testimony.

Following his account of the summit meeting on Nov. 12, 1974 (BROADCASTING, April 12), Dr. Cole turned to visits by members of the FCC staff with network program-standards executives in New York. At those meetings, he recalled, the FCC group said they were there to express the commission's concern over sex and violence in TV programing in hours when many young children were watching and to learn about network program practices and policies.

At NBC, Dr. Cole related, Herminio Traviesas, vice president, broadcast standards, told the FCC staffers that "we're followers, not leaders," in matters of public acceptability. Changes in programing come when the public has indicated it is ready for them, Dr. Cole recalled Mr. Traviesas as saying. Dr. Cole said the NBC vice president noted that "hell" and "damn," once considered taboo, were permitted if appropriate to the character uttering them.

Dr. Cole also said Mr. Traviesas was against the idea of content warnings for programs. He said Mr. Traviesas felt that creative people would say: "If you put a warning on the air about what we're going to do, then it's OK for us to go ahead and do it."

At CBS, Thomas Swafford, vice president for program practices, echoed that sentiment, according to Dr. Cole. He said that Mr. Swafford noted that Norman Lear, producer of *All in the Family* and a plaintiff in the suit would probably react to a proposal about warnings this way: "Great. Put the warning on and leave the show alone."

Dr. Cole was questioned closely about references to *All in the Family* during any of the FCC staff-network meetings. He said that before going to New York the staffers had a meeting with Mr. Wiley at which the chairman specifically forbade them to mention any program by name in their meetings. But at CBS, *All in the Family* was discussed specifically, Dr. Cole said, as "a show that had problems" and one that would probably have to be moved outside the family viewing hours.

Dr. Cole also related that counterprograming was of considerable concern to the networks in discussing the family viewing concept. He said each was worried not only with programs on the competing networks, but also with the shows on independent stations. He recalled that one network executive said: "Under no circumstances would we agree to anything that would put us at a competitive disadvantage."

Last week's court sessions were curtailed for the Passover and Good Friday holidays. This week is expected to be largely taken up with the reading into the record of depositions taken from witnesses who will not be present during the trial.

'Rookies' picked up by Viacom for sale in family hours

Some editing of violence will be done; start is fall 1977; New York, L.A. stations buy

Viacom Enterprises has bought the syndication rights to Spelling-Goldberg's *The Rookies* and is aiming for a target air date of September 1977.

The first two sales have been made—to WPIX(TV) New York and KCOP-TV Los Angeles—by Viacom, and the company's president, Henry Gillespie, said he's convinced that with careful editing violent scenes can be snipped away and the series made palatable for family-viewing time.

In 1975, the ABC network made *The Rookies* a controversial series when it moved the show from Mondays at 8 p.m. to Tuesdays at 9 p.m. after the family-viewing-time concept was endorsed by the networks. ABC canceled *The Rookies,* whose Nielsens had slipped to mid-20's shares, earlier this month (the show will have chalked up a four-year run), but reruns of the series are also being telecast late-night by ABC (Friday, 11:30 p.m.-12:40 a.m., NYT). Mr. Gillespie said stations that buy *The Rookies* will not be able to start putting it on the air until ABC ends the show's late-night run.

There are 95 episodes of *The Rookies* available for syndication, according to Mr. Gillespie, and about five of these are so violent they'll simply be shorn from the package. Conversely, he continued, a number of episodes emphasize police work and detection and, like MCA-Universal's *Adam-12,* one of the highest-rated off-network series now in syndication, will need no editing at all.

The scenes that do need to be cropped for violence will be treated "with the most creative editing techniques we can muster," Mr. Gillespie said. As an example, he said, "a particular scene may be leading up to a certain act of violence, and the scene can be just as scary and suspenseful without the actual violent act—we can use stop-action techniques to freeze the frame and avoid a situation where the screen is covered with blood."

Mr. Wiley's FCC. Among the vignettes emerging from testimony in the family viewing suit (story page 42) was this description of the contrast between present FCC Chairman Richard E. Wiley and his predecessor in that post, Dean Burch. According to Barry Cole, a former consultant to the commission, Mr. Burch "rarely went around to other commissioners, asking for their views, or to the staff. He was rarely involved in the preparation of the agenda for the weekly meeting; he didn't see it before the others.

"Wiley does. He shows far greater interest at the early stage. He knows what the documents say, how the staff feels and how the commission feels about issues. The staff gets together with him about issues. The staff gets together with him about the production of documents. He'll try to get a consensus before a meeting, if possible. There is more uniformity at the FCC under Chairman Wiley. But, of course, his commissioners are different from those Chairman Burch had." Dr. Cole quoted Howard Monderer, NBC's Washington attorney, as telling him "Mr. Wiley could get FCC approval of anything he wanted."

Spelling-Goldberg says Worldvision backed out of contract for show, sues syndicator for $5.6 million

Spelling-Goldberg Productions is suing Worlddvision Enterprises for more than $5.6 million in damages, plus "general damages for fraud to be ascertained," in connection with a contract purporting to give Worldvision exclusive distribution rights to Spelling-Goldberg's *The Rookies.*

Existence of the suit, filed last October in Los Angeles County Superior Court, came to light after Viacom Enterprises obtained distribution rights to *The Rookies.*

The suit charged that in May 1975 Worldvision "repudiated" a September 1974 contract in which Spelling-Goldberg had given it exclusive distribution rights to *Rookies* for 25 years.

The complaint contends that Spelling-Goldberg ceased negotiations with others and entered into the contract with Worldvision after the latter had represented, through Neil Delman, identified in the complaint as an officer of Worldvision, that it "had arranged with a bank for an irrevocable letter of credit securing the obligations to be assumed by Worldvision Enterprises Inc. under the terms of said agreement."

In fact, the suit charges, "defendant Worldvision Enterprises Inc. not only had not arranged for a letter of credit with a bank at the time of said representation but had no intention of arranging for said letter of credit." Worldvision's representations, the complaint continued, "were made with the intent to defraud and deceive plaintiff Spelling-Goldberg . . ."

The extent of damages from the alleged "false representations" cannot yet be determined, the complaint said, but it asked for $3,685,000 for breach of contract and $2 million for exemplary and punitive damages.

The contract attached to the suit indicated that Spelling-Goldberg would be assured of "net profits" of at least $45,000 per program in the *Rookies* series, or $3,150,000 for the 70 episodes then involved plus $45,000 for each subsequent episode. Worldvision was to have exclusive distribution rights for 25 years and was to receive 35% of gross revenues off the top as its distribution fees, plus actual costs of distribution, advertising and promotion costs, print and laboratory costs and the like.

The suit was brought by Spelling-Goldberg and Leslie Cohen. The complaint explained that Mr. Cohen is a lawyer to whom a portion of the contract had been assigned.

In its reply, Woldvision asked the court to dismiss the complaint, saying the contract was keyed to the condition that the defendant could obtain "an irrevocable letter of credit." Worldvision contended it made "diligent efforts without success to obtain such a letter of credit until such time as it appeared certain that said condition was impossible of performance"

Worldvision said that up to the present time it has not been able to obtain the letter of credit. It also denied allegations that Spelling-Goldberg had suffered monetary damages and that Worldvision had committed a fraud.

Programing Briefs

Joins NBC Radio. WVOZ(AM) Jacksonville, Fla., has become NBC Radio affiliate. Station operates full time with 5 kw on 1320 khz.

Bicentennial Events. Group W (Westinghouse Broadcasting Co.) will produce 12-part series titled *The Course of Human Events,* to be broadcast by seven Westinghouse radio stations starting this month. Half-hour radio series originated at KYW(AM) Philadelphia. Intention, according to S. William Scott, VP-radio news operations, is "to provide the public with a sense of what the origins and roots of our republic mean today."

Brunswick officials sentenced, fined

Nat Tarnopol, president of Brunswick Records, and three associates were given jail sentences and fined $10,000 each last week after being found guilty of mail fraud and conspiracy in a payola trial in federal court in Newark, N.J. (BROADCASTING, March 1).

Mr. Tarnopol, 45, was sentenced to three years in jail. His associates, who received two-year sentences, were Peter Garris, 51, vice president of Brunswick; Irving Wiegan, 65, secretary, and Lee Shep, 44, production manager.

Counsel for the four men announced they would appeal the convictions.

U.S. District Judge Frederick Lacey, who presided over the trial, noted at the sentencing session last week that attorneys for the defendants had argued during the trial that cash payments were a way of life in the record business. "If this is true," Judge Lacey said, "the record industry is a dirty business indeed."

Two other Brunswick associates, Melvin Moore, promotion director, and Carl Davis, vice president, were found not guilty in the same trial, and a seventh defendant, Carmine De Noia, was freed earlier (BROADCASTING, Feb. 23).

San Diego stations in uproar over KCBQ's 'ARB' promotion contest

The San Diego Broadcasters Association has filed a formal complaint with the Federal Trade Commission's Los Angeles regional office accusing KCBQ(AM) San Diego of hypoing. Russ Wittberger, vice president-general manager of KCBQ, owned by Bartell Broadcasters Inc., has called the charge "totally indefensible from any standpoint."

At issue is a current KCBQ promotional campaign that the association claims could "distort the results of an Arbitron (commonly known throughout the industry as 'ARB') radio listening audience survey beginning April 8, 1976." KCBQ's promotion involves an "American Revolution Bicentennial" questionnaire which is called an "ARB contest" in second references.

The questionnaire has been given wide distribution, the complainants said. Entrants are urged to listen to KCBQ, which gives the answers to 200 historical questions. Prizes start with $5,000 cash, a Yamaha motorcycle and trip to Washington and Philadelphia for two.

"The great potential for confusion is heightened by KCBQ's express use of the letters 'ARB' to refer to KCBQ's questionnaire," the complaint said. The broadcasters fear real confusion when Arbitron diaries are completed by the public. Mr. Wittberger, however, sees no chance of confusion: "The only people who use ARB (for Arbitron) are people in the business ... If you go out in the general public and ask 1,000 people, not one would say ARB is a ratings service," especially since the service's name was changed from ARB to Arbitron in 1973. Other broadcasters there disagree.

The dates of the eight-week sweep and KCBQ promotion (April 4 to May 16) were also criticized. Mr. Wittberger's response to that argument was that KCBQ runs six to eight promotions a year, regardless of rating surveys. He also said that his station has been number-one in the Pulse ratings for 19 consecutive quarters and that the charges "could destroy our reputation, revenue and our integrity."

NCTA and MPAA come to terms on copyright

Cable and motion picture groups hammer out compromise agreement, present it to Kastenmeier unit; it would assess payments for distant signals only with scales written into law and it would provide for appeals to proposed royalty tribunal

The National Cable Television Association and the Motion Picture Association of America, long-time adversaries in the fight over cable copyright legislation, have resolved their differences and reached agreement on the kind of bill they will support.

Indeed, Robert Schmidt, president of the National Cable Television Association, and Jack Valenti, president of MPAA, described their proposal in a meeting with the House subcommittee working on the legislation within hours of signing the agreement on Tuesday.

The proposal does away with the sliding scale of fees based on cable system size as contained in the Senate bill (S.22) that was approved in February (BROADCASTING, Feb. 23) and that is now being considered by the House Subcommittee on Courts, Civil Liberties and the Administration of Justice.

In its place would be a system under which cable systems would incur copyright liability only for retransmission of nonnetwork programing from distant stations (those that FCC rules do not require a system to carry), with systems paying for each distant signal a percentage of basic subscriber revenues into a royalty pool. The percentage decreases, per signal, as the number of signals increases and varies according to the "class" of signal involved. Full payment would be required for carriage of independent and specialty stations, less for network affiliates or noncommercial stations. And as in the case of the Senate bill, all systems would be given a compulsory license for all other television broadcast carriage.

MPAA estimates the fees would produce about as much as it believes the fee schedule in the Senate bill would—about $8.7 million, plus or minus 5% or 10%.

But more important at this point to MPAA is a provision in the agreement for triggering appeals to the three-member royalty tribunal which would be created and would have the authority to revise fees paid by cable systems.

Ordinarily, the tribunal would meet every five years, beginning in 1980, to consider rate adjustments designed to maintain an agreed-upon relationship between copyright payments and the average basic subscriber fee that systems charge. But, under the NCTA-MPAA proposal, the tribunal could be asked to convene immediately to consider FCC changes in rules governing limits on the number of distant signals cable systems may carry or changes affecting the exclusivity protection that is now accorded television programing.

"Those regulations define the present cable industry today," Mr. Valenti said. "If the industry changes, the copyright bill should allow a response. It is the adaptability built into the bill by the new agreement that makes it welcome and workable in the eyes of program suppliers." He called the provision "a life net," and "the thing I wanted."

Cable, too, would benefit from the tribunal's new design in the proposal. Except for the specific conditions triggering appeals, the tribunal would be limited to considering such matters as inflation and the cable industry's failure to increase subscriber rates because of a growing reliance on other services. The present Senate bill would have the tribunal meet every 10 years (after holding its first meeting three years following enactment of the bill) and would not be limited in the matters it would consider as warranting changes in the fees.

As for the entire agreement, Mr. Valenti and Mr. Schmidt issued a joint statement describing the compromise as "a major step towards resolution of the long-standing cable/copyright dispute. The agreement is the product of negotiations between NCTA and MPAA resulting in compromises on both sides. We're hopeful that other parties concerned with this aspect of copyright legislation will support the agreement and that our efforts to compromise will hasten final congressional action. Both MPAA and NCTA will work to effect speedy enactment of legislation embodying all terms of the agreement."

The "other parties" mentioned are broadcasters and representatives of sports interests. They, along with NCTA, MPAA and Register of Copyrights Barbara Ringer had been invited by Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee working on copyright legislation, to comment on the various cable copyright proposals before it—the one contained in the S. 22; the one in the House version of copyright (H.R. 2223), which is almost identical to the Senate cable copyright provisions; a proposal by the National Association of Broadcasters; another proposal by Teleprompter Corp. (which NCTA had tacitly endorsed) and one by the House Communications Subcommittee.

The NCTA-MPAA agreement would appear to represent a major development in Congress's decade-long effort to pass copyright legislation that covers cable television's use of copyrighted material. However, some observers feel it may have come too late, at least for the current session.

Not only has the Senate already acted on copyright legislation but Representative Kastenmeier's panel is in the final, or mark-up, stage of reviewing legislation it will submit to the parent Judiciary Committee. And, with every member of the House and one third of the Senate looking ahead to fall election campaigns, time in the current session of Congress is beginning to run short.

The one person best qualified to discuss the question of what action the subcommittee might take declined to do so. Representative Kastenmeier said it would be "inappropriate" to comment on the matter.

The major provisions of the NCTA-MPAA agreement follow:

- The copyright fee for retransmission of nonnetwork programing from distant signals (termed "imported equivalent signals" or IES) would be 0.6% of basic subscriber revenues for first, 0.425% for the second through fourth, and 0.2% for any remainder. While signals of distant independent and special stations will be counted as one IES, national network and noncommercial educational signals would count as one-quarter IES each. (Under the Senate bill, fees to be paid by all systems would range from 0.5% of gross receipts for those with quarterly gross receipts of $40,000 to 2.5% for those with quarterly gross receipts of $160,000.)
- All systems would pay 0.6% of subscriber revenues for the right to import signals, even if they do not take advantage of that right. The payment would be credited against the fee once the right is exercised.
- A provision in the Senate bill designed to benefit small systems would be retained. The provision reduces the revenue base on which the copyright liability for systems with revenues of less than $160,000 is determined. The provision, however, provides for a minimum annual payment of $30.
- Each distant signal authorized by the commission would be subject to the rate schedule regardless of the amount of that signal's programing that a system actually carries. But there would be exceptions—for signals used to fill in blanks caused by the commission's exclusivity rules; for signals carried on a part-time basis because a lack of capacity precluding full-time carriage and for signals carried pursuant to the commission's rule permitting the carriage of additional television signals late at night.

One other provision of the agreement was pointed to by Mr. Valenti as designed to benefit broadcasters. It states that a compulsory license would be denied a system that deletes commercials from the programing it carries or that retransmits broadcast programing on other than a simultaneous basis, except as allowed by commission rules.

The agreement is the product of intensive negotiations begun in earnest following the NCTA convention in Dallas two weeks ago, when Mr. Valenti and Mr. Schmidt decided to make a major effort to resolve their differences. Mr. Valenti said that decision was in turn the product of talks going back several months.

"We were both looking for a way to resolve the issues," Mr. Valenti said last week. And although their respective organizations had long been at odds on the matter of copyright, Mr. Valenti, who had been an aide to President Lyndon Johnson, said, "I know that in politics and other aspects of life there is no such thing as inflexible stance."

Mr. Valenti and Mr. Schmidt, anxious to complete an agreement before the Kastenmeier panel completed its mark-up of the copyright bill, worked through the weekend of April 10-11 and into Monday. With agreement in sight, they received Representative Kastenmeier's invitation to comment on the various bills under consideration. They completed and signed their agreement at 2:30 p.m. on Tuesday, and were on Capitol Hill later that afternoon to make the announcement.

Mr. Valenti was accompanied by Herbert Stern of MCA, Peter Kuyper of Paramount Pictures, Gerald Phillips of United Artists and Hugh Ferry of Columbia Pictures. Accompanying Mr. Schmidt were Burt Harris of Harris Cable Corp., NCTA chairman; Russell Karp and Barry Simon of Teleprompter Corp., Robert Weary of Junction City (Kan.) TV, and Stuart Feldstein NCTA general counsel.

There was also a broadcasting contingent on hand to witness the announcement of the agreement: Vincent Wasilewski, president of National Association of Broadcasters; Donald Zeifang, NAB executive vice president for government relations; John Summers, NAB general counsel; Eugene Cowan, ABC Washington vice president, and Robert Coll, Washington counsel for ABC.

Mr. Summers, while saying NAB staff members had not yet begun to analyze the proposal, noted that it "falls short" of NAB's draft bill; that measure would not provide for compulsory license—systems would have to pay full copyright liability—but would not be obliged to pay fees for local programing (BROADCASTING, March 8).

Mr. Kastenmeier has asked for written comments on the NCTA-MPAA proposal in 10 days.

Advertisers like cable's potential, but claim need for more orientation

National and regional advertisers agree that cable TV will become a viable advertising medium over the next few years, but they maintain they need more information from the cable industry to help them make decisions.

These key points emerged from a survey conducted by Air Time Inc., New York, media services company, among national advertisers. More than 1,000 advertisers were solicited and 192 responded.

Among the findings: 44% felt that cable TV could become a workable advertising medium prior to 1981; 33% said it would become important to them between 1979 and 1980; 11% believed it would be effective by next year; 97% wanted more information about viewing habits and demographics of subscribers, and 95% replied they didn't know enough about which systems accepted advertising or the types of programs offered for sponsorship.

Cable Briefs

Tax problems. New York cable operators are wrestling with state's Department of Taxation and Finance. New interpretation of sales tax code would hold cable systems liable for sales tax for services offered. CATV systems were not paying sales tax, but new classification would put cable under heading of telephone and telegraph group. Cable sales tax is targeted for finalization May 1, with June 1 effective date. In meantime, New York cable operators are meeting with state in attempt to work out compromise.

Lansing pay. Continental Cablevision has introduced stand-along pay cable system at its Lansing, Mich., system. Telemation Program Services is providing films. Pay option is being sold along with basic cable service. Sections of Lansing system are being opened through March 1977. Billed as "lower cost approach," Continental's pay service will cost subscribers $3 a month over their basic $6.95 cable service rate.

System sold. Gordon Rock, president of Metro-Data, Seattle, and partner in ownership of systems in Susanville, Burney and Rio Vista, all California, has purchased cable TV system serving Coeur d'Alene, Idaho, from *Seattle Times*. System has 75 miles of plant and serves 1,600 subscribers. Purchase price was not disclosed.

Night out... at home. Viacom has assigned advertising for its pay-cable unit, known officially as "Showtime," to Cavalieri Kleier & Pearlman, New York. Theme of advertising, which kicks off in San Francisco in June is "Showtime is like a home night out."

FCC supported. U.S. Court of Appeals in Washington has held that cable systems need not show 50 paying customers on March 31, 1972, effective date of present cable rules, to qualify for grandfather status under previous rules. Court upheld FCC's decision in case involving Focus Cable of Oakland Inc., Oakland, Calif. Two citizens' groups held that Focus was in violation of 1972 rules because it had not obtained certificate of compliance or qualified under grandfather provision which defines cable system as one with 50 paying subscribers. Commission said disruption of service sought by petitioners was contrary to public interest.

Cable division. Twentieth Century-Fox Film Corp. has set up new division to sell its theatrical movies to pay-cable systems. Called Twentieth Century-Fox Telecommunications, division will have as its president Stephen Roberts, who continues duties as vice president for international theaters.

Equipment & Engineering

NBC, NABET stay at armslength

Network memorandum gives stand on major issues involved in strike; union spokesman offers rebuttal

NBC continued to maintain broadcast operations last week as the Federal Mediation and Conciliation Service met with the network and the National Association of Broadcast Employes and Technicians, which ordered its members off the job April 1 (BROADCASTING, April 5).

Both sides conceded that scant progress has been made in resolving the dispute, which involves about 1,700 employes, mainly technicians and news writers. NBC refers to the union's action as a strike; the union asserts it is "a lock-out" because it offered to return to work on April 7 and to resume negotiations. NBC refused the offer, saying it feared sabotage of equipment by union members in the absence of a contract.

NBC distributed to its working employes last week a memorandum outlining the background of the dispute and setting down in broad terms some of the major areas of contention. A NABET spokesman in New York characterized the memo as "full of half-truths."

The memorandum said there were four major areas: "(1.) Conflict with other unions. NABET is attempting to expand its jurisdiction into areas now covered by other unions, and NBC is not in a position to accept those demands. (2.) Access to news sources. NABET refuses to allow its members to handle some news material received by NBC from certain outside sources and not gathered under NBC jurisdiction. (3.) Money and benefits. NBC has already offered substantial improvements in salary benefits, working conditions and job security. These proposals would improve a contract that is already second to none in our industry. (4.) Electronic journalism. News coverage techniques are changing throughout the country, from film to video-tape, and union contract must be adapted to fit the new technology. NBC has taken the important forward step of agreeing that NABET has jurisdiction over the electronic minicams, which many broadcasters have not yet agreed to."

The NABET spokesman responded to each of NBC's four points. He said he knew of no conflict with other unions over jurisdiction. With reference to NBC's argument relative to access to news sources, he claimed this was "a very minor issue." He was more forceful in discussing the third and fourth points.

"It's ludicrous to say NBC offered substantial improvements in salary benefits," he said. "NBC offered a 5% increase. And to say the contract already is 'second to none' is not true. NABET's contract with ABC is better right now, and it still has a

Noncandidate appears. Three Democratic presidential contenders—former Georgia Governor Jimmy Carter, Senator Henry Jackson of Washington and Representative Morris Udall of Arizona—broke commitments to attend the American Society of Newspaper Editors convention in Washington last Wednesday (April 14), which was being picketed by members of the National Association of Broadcast Employes and Technicians. Instead, they were interviewed via telephone. NABET pickets, confined to a service entrance under a federal restraining order obtained by ASNE, were attempting to prevent an NBC crew from covering the candidates' appearances. The crew however had already entered. The union has been in a labor dispute with NBC since April 1 (BROADCASTING, April 5). Senator Hubert Humphrey (D-Minn.) entered the hotel through the main entrance and told his audience that the proof of his noncandidacy was that "the pickets left when they heard I was coming."

year to run. As for news coverage techniques, we agree they are changing. But one point we are contesting is NBC's attempt to reduce our present jurisdiction on electronic news assignments from 250 miles to only 50 miles. This would reduce employment for our members."

NBC has maintained on-the-air operations since the walkout by NABET with supervisory and non-union personnel.

ATS proposals would ease technical burdens of broadcasters

FCC rulemaking envisions relaxing certain personnel, equipment requirements; it's part of package unveiled prior to NAB convention

The FCC, in advance of the National Association of Broadcasters convention, announced the adoption of a notice of proposed rulemaking designed to permit AM, FM and television licensees to make use of automatic transmission systems to the extent the necessary technology has been developed (BROADCASTING, March 22). The text of the rulemaking has now been published, and it indicates the extent of the brave new world of technology the commission would permit broadcasters to take advantage of.

The rulemaking holds out the possibility of the use by broadcasters of the ultimate development in the broadcast technology—a self-monitoring and self-adjusting transmission system that would permit operation within established standards for the service and would not require constant surveillance by transmitter duty operators.

Broadcasters for whom that kind of technology is not practicable would be permitted to incorporate into their systems those elements of ATS that are, and as they do they would be relieved of operational requirements contained in the existing rules. Licensees would be permitted either to purchase the equipment commercially or design and build their own.

The commission, whose notice is the second step in a proceeding that began with a notice of inquiry issued on April 1, 1975, said its ATS proposals are part of its effort at deregulation, at eliminating or modifying obsolete rules. But in addition to benefiting broadcasters, it said, ATS will benefit the public by providing "a more reliable, higher quality broadcast service."

Here are some of the elements in the notice on which the commission is seeking comment:

■ Although the Communications Act requires the maintenance of an employe at a station's transmitter, the commission would relax the licensing requirements for an operator at a full ATS station. (Such a station could employ a first-class operator on a part-time basis to make required inspections, measurements and transmitter adjustments, but use unlicensed engineers and technicians to make repairs and adjustments of the transmitting system.) The commission also intends to seek legislation to allow it "greater flexibility in establishing" the requirements.

■ The commission would not permit completely automated go-no-go systems, as suggested by the National Association of Broadcasters, because of concern over situations in which an ATS shutdown would occur without warning or contingency operating procedures. It would require immediate transmitter shutdown only for serious malfunctions that would cause interference to other stations.

■ The commission would not require type acceptance approval of ATS control and alarm equipment, and would permit stations to use existing transmitters for ATS.

■ The commisson would require ATS alarm and failsafe control circuits. An on-off control circuit would have to provide positive control at all times; a disruption of the circuit providing the function would have to cause the station transmissions to cease, and a failure of the alarm system would cause the transmitter to turn off.

■ AM stations, those with specified hours or those required to change modes of operation during the day would have to be equipped with a time clock to control mode switching that could operate on a reserve source of power for 48 hours.

■ A station using ATS would not be required to keep an operating log with a record of periodic transmitter meter readings or control functions. There are other operation records that would have to be maintained—Federal Aviation Administration notifications of tower light failures, for instance—that would be kept in an "operating log" or in an attachment to the maintenance or program log.

■ The commission would permit ATS to incorporate facilities to switch between main and alternate main or auxiliary transmitters if they are also controlled by the ATS equipment. Automatic logging would be optional.

The commission said in its notice that stations should be permitted to use ATS with a minimum of administrative burden, to themselves and the commission. It also said that many of the ATS control function it is considering can be used by stations without special authorization. Accordingly, it said there "appears to be no valid reason why advance approval should be required in most cases by stations who wish to install ATS." The only exceptions would be in the case of stations wishing to operate a directional antenna by ATS, or establish an ATS control and alarm center at a location other than at the station transmitter or presently authorized remote control location.

Comments on the proposals are due June 11 and replies on July 12.

Technical Briefs

Still shot recorder. Arvin-Echoe, Mountain View, Calif., has introduced EFS-1 "frame stor" recorder which electronically stores still pictures on "discassette" record. Discassette records sell for $75 each and price of EFS-L unit with one record is $12,250. Application includes super effects for mattes, mixes, dissolves and keys.

Rate increase opposition. ABC and CBS have asked FCC to reject request for rate increase by Midwestern Relay Co. Networks say they have fixed-rate contracts with common carrier that run through 1978 and increase requests are "material breach of the contracts." New rates would put mileage charges at $52.50 a mile, from present $47.50, and would see market connections go from $500 a month to $1,250.

RCA sales. Two group broadcasters, Nationwide Communications and the Outlet Co., have placed orders with RCA for television broadcast equipment. Nationwide placed $1 million order to add TVR-100 videotape units at WATE-TV Knoxville, Tenn., and WXEX-TV Petersburg, Va.; TK-28 film originating system at WBAY-TV Green Bay, Wis., and transmitting system for WNCI-FM Columbus. Outlet placed $800,000 order for TK-46 studio cameras and TK-76 ENG units for WDBO-TV Orlando, Fla., KSAT-TV San Antonio, Tex. and WCMH(TV) Columbus, Ohio.

Arab network. Twenty Arab League states were represented in Cairo last week as talks began regarding the establishment of a $143 million satellite network. Project, discussed by communications ministers, involves three satellites, and several ground stations to link radio, television, cable, telephone and Telex communications. According to a league spokesman, an organization with $100 million in capital is currently being formed.

Finance

Turnabout at RCA

Net income in first quarter more than double same period in '75; Conrad reports sales and earnings at NBC running ahead of last year

RCA Corp. registered a 102% increase in net income for the first quarter of 1976, reflecting a sharp comeback in its electronic operations and continuing strength in its diversified businesses.

Net income for the 1976 period more than doubled to $34.3 million (44 cents a share) on record sales of $1.26 billion from $17.0 million (21 cents a share) on sales of $1.09 billion in the 1975 first quarter.

Anthony Conrad, president and chief executive officer of RCA, noted that in the electronics sector, television receiver and picture tube operations both were profitable in the first quarter, a substantial change from the losses incurred in the 1975 quarter. He said industry sales of color TV sets had climbed about 20% over the depressed levels of the first three months of last year.

He reported that NBC sales and earnings in the 1976 first quarter were higher than a year ago, despite its lower nighttime audience ratings. He said this reflected "the strength and balance of its full range of program services and a strong advertiser demand for them."

Financial Briefs

Rent now, buy later. Storer Broadcasting Co., Miami, has agreed to sell its subsidiary, Storer Leasing, to Delta Airlines for about $30 million in cash and Delta's assumption of $4.4 million in Storer Leasing obligations. Storer subsidiary's assets—six Boeing 727-200 airplanes, five Boeing 727-100 aircraft and 18 spare engines—are currently leased by Delta. Agreement is subject to approval of both companies' boards and Civil Aeronautics Board.

Warner's tender offer. Warner Communications Inc., New York, has purchased 2,937,749 shares of its series C convertible preferred stock at $6 per share in accordance with tender offer it made last Feb. 28 and which expired on March 15. Company said there are still outstanding authorizations to buy about two million shares of its stock on open market.

G&W, Signal Companies in joint tender offer

Gulf & Western and The Signal Companies Inc. have announced offers to purchase 6.4 million shares of Signal common stock at $20 a share. Signal owns Mack Trucks, produces aerospace products, has interests in petroleum and petrochemical industries and holds 49% of Golden West Broadcasters. Signal will buy the first 2.5 million shares tendered for a total $50 million and Gulf & Western will buy the next 3.9 million for $78 million. Gulf's shares will represent about 20% of Signal's outstanding stock. Included in Gulf's holdings is motion picture producer, syndicator and distributor of movies and TV series.

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

		Current and change					Year earlier		
Company	Period/Ended	Revenues	Change	Net Income	Change	Per Share	Revenues	Net Income	Per Share
ABC	Year 12/31/75	1,064,646,000	+ 7.9%	17,096,000	−65.8%	.99	986,040,000	49,945,000	2.92
Chris-Craft	6 mo. 2/29	30,018,000	+ 7.3%	(386,000)	*	(.22)	27,971,000	(422,000)	(.24)
Communications Properties	Year 10/31/75	17,597,930	+34.5%	(955,755)	*	(.20)	13,082,787	(396,600)	(.08)
Doyle Dane Bernbach	Year 12/31/75	332,839,713	− 6.3%	2,900,923	*	1.60	355,116,907	(3,264,384)	(1.80)
Fuqua	Year 12/31/75	536,813,000	− 2.6%	(17,627,000)	*	(2.11)	550,719,000	9,556,000	1.07
General Electric	3 mo. 3/31	3,267,900,000	+ 9.7%	135,400,000	+82%	.73	2,979,100,000	74,400,000	.41
General Tire	3 mo. 2/29	389,300,000	+ 9.6%	14,962,000	+269.1%	.68	354,698,000	4,053,000	.18
Gross Telecasting	3 mo. 3/31	1,493,379	+11.1%	275,200	+30%	.34	1,343,066	213,403	.26
Kaiser Industries	Year 12/31/75	1,031,856,000	+ 8.9%	78,846,000	+110.4%	2.60	947,409,000	37,461,000	1.16
Kansas State Network	6 mo. 2/29	6,741,000	+22.6%	554,000	+ 4.9%	.32	5,500,000	528,000	.31
Kingstip	6 mo. 3/31	18,238,506	+20.2%	623,338	+36.5%	.54	15,171,850	456,534	.40
Needham, Harper & Steers	Year 12/31/75	29,218,000	− 3.6%	713,000	−36.4%	.85	30,308,000	1,121,000	1.22
New York Times	Year 12/31/75	408,879,000	+4.9%	12,754,000	−37.3%	1.15	389,604,000	20,315,000	1.82
Outlet Co.	Year 1/31	121,991,028	+21.5%	4,730,506	+16%	2.77	100,360,327	4,077,827	2.41
Reeves Telecom	Year 12/31/75	7,395,827	+ 4.8%	(1,337,476)	*	(.56)	7,056,393	5,927,806	2.48
RSC Industries	Year 12/31/75	11,988,000	−14.1%	671,000	−34.9%	.20	13,944,000	1,030,000	.30
Time Inc.	3 mo. 3/31	228,798,000	+14.6%	10,627,000	+32.7%	1.06	199,667,000	8,000,000	80
Warner	Year 12/31/75	669,774,000	− 7%	9,118,000	−81.2%	.53	720,076,000	48,470,000	2.40

*Change too great to be meaningful.

Broadcast Advertising®

Five TV complaints moved off NAD's desk

Most are settled by withdrawals or by agreements to change copy

Challenges to five TV commercials were disposed of during March by the National Advertising Division of the Council of Better Business Bureaus. Five cases involving print advertising were similarly closed.

In three TV cases the advertiser either discontinued the questioned advertising for his own reasons or agreed to copy changes requested by NAD. One of these was the Long Island Broadcasting Corp., which owns WLIX(AM) Islip, N.Y., and also sells products by mail.

The commercial in question was a TV spot for one of those products, a book called "264 Instant Magic Tricks." NAD's Children's Advertising Review Unit felt the commercial might lead children to believe they could duplicate the tricks quickly. But the advertiser said the commercial had been withdrawn to avoid misinterpretation and that Long Island Broadcasting Corp. representatives would confer with NAD on how to make future advertising comply with NAD guidelines.

Other TV advertising withdrawn or revised in March included a commercial for Arm & Hammer oven cleaner and one for Gerber Products Co.'s baby food.

Challenged advertising whose claims were found to have been acceptably substantiated included print and TV messages for L'Eggs Products Inc.'s Sheer Energy pantyhose and a TV commercial for Schering-Plough's St. Joseph cough syrup.

Proof of the pudding

CBS offering series in seven cities to document network radio's impact

Network radio's values for advertisers with different marketing objectives were detailed in a presentation to 350 agency executives in New York last week.

The showing, arranged by the CBS Radio Network, highlighted the successful use of that network by five companies. The top marketing or advertising executive at each organization appeared in the presentation.

Wes Cantrell, executive vice president, Lanier Business Products, Atlanta, explained how network radio advertising built awareness of Lanier dictating machines through commercials featuring Stiller and Meara in morning and afternoon drive time. Ed Lanctot, secretary-treasurer and general merchandise manager of True Value Hardware, Chicago, said the nationwide retailer cooperative found its association with commercials delivered by Pat Summerall was an effective advertising vehicle.

Keith Ridgway, senior vice president, marketing, Kraft Foods, Chicago, found *Mike Roy's Cooking Thing* a satisfactory editorial environment for Cheez-Whiz and said a larger radio campaign is planned for 1976, Glenn Martin, director of advertising for the Kelly-Springfield Tire Co., Cumberland, Md., explained how a smaller brand can compete with larger-budgeted advertisers through an advertising association on radio with well known sports events (Kentucky Derby and the U.S. Tennis Open). Hal Savage, advertising director of the Buick Division of General Motors, Detroit, said the company's use of *CBS Radio Mystery Theater* offered both continuity and flexibility.

The presentation will be taken by CBS Radio Network to Detroit tomorrow (April 20), Chicago on April 22; Phoenix April 30; Los Angeles May 4; San Francisco May 6, and Seattle May 7.

Happy advertiser. Glenn Martin (second from right), director of advertising, Kelly-Springfield Tire Co., was one of five advertising executives highlighted in CBS Radio Network presentation. Flanking Mr. Martin are (l. to r.) Frank Russell, vice president, VanSant Dugdale, Kelly-Springfield agency; Cathy Mansfield, CBS Radio account executive, and Ben Lochridge, CBS Radio vice president, development.

Wheres and whens for RAB's 'Idearamas'

The Radio Advertising Bureau is scheduling 54 "Idearamas," its annual series of one-day sales clinics, over a 15-week period starting May 4.

Miles David, RAB president, said this year's series will feature sales, promotion and copy ideas chosen by bureau executives from hundreds representing the work of stations in markets of all sizes. The agenda will also include winning radio commercials, problem-solving sessions and tips on handling tough sales situations. RAB executives will make the presentations.

The cities, in alphabetical order, where the clinics will be held and the dates:

Albany, N.Y., May 20; Albuquerque, N.M., May 11; Anchorage, Aug. 17; Beaumont, Tex., June 24; Billings, Mont., July 1; Birmingham, Ala., May 18; Bismarck, N.D., July 13; Buffalo, N.Y., May 18; Charleston, W.Va., June 15; Chicago, July 22; Cincinnati, June 3; Columbia, S.C., July 13; Dallas, July 1; Denver, June 24; Des Moines, Iowa, June 17; Eugene, Ore., July 13; Fargo, N.D., July 15; Indianapolis, June 17.

Jackson, Miss., May 25; Jackson, Tenn., June 8; Kalamazoo, Mich., July 20; Kansas City, Mo., June 17; Knoxville, Tenn., June 10; Lincoln, Neb., June 15; Little Rock, Ark., July 15; Los Angeles, June 24; Lubbock, Tex., May 13; Macon, Ga., July 15; Madison, Wis., May 4; Minneapolis, May 6; Moline, Ill., May 13; New York, June 10; Oklahoma City, June 10; Orlando, June 29; Paducah, Ky., June 15; Pensacola, Fla., May 20; Philadelphia, June 3; Phoenix, May 25.

Portland, Me., June 29; Raleigh, N.C., July 1; Richmond, Va., June 17; Sacramento, Calif., June 22; Salt Lake City, May 20; San Antonio, Tex., June 22; Scranton, Pa., June 15; Seattle, July 20; Shreveport, La., May 27; Sioux Falls, S.D., June 15; Spokane, Wash., May 18; Springfield, Ill., May 11; Springfield, Mo., July 13; Wichita, Kan., June 8; Worcester, Mass., July 1; Youngstown, Ohio, June 1.

By a leap and a bound. February had an extra day this year—and 22.2% more network TV billings than February a year ago, according to figures compiled by Broadcast Advertisers Report and being released by the Television Bureau of Advertising. The leap year February's total came to $230,502,300, up from $188,573,700 in February 1975, and brought billings for the first two months of 1976 to $456,987,400, up 17.4% from the same period of 1975.

Biggest day-part increase in February was in weekend daytime, which jumped 75.2%—partly because the extra leap year day fell on a weekend, TVB said, but also because NBC-TV introduced weekend college basketball this year and a good bit of ABC-TV's Olympics coverage also was in weekend daytime. TVB's report follows:

	February			January-February		
	1975	1976	% change	1975	1976	% change
Daytime	$ 62,115.1*	$ 81,447.3	+31.1	$131,807.8	$166,457.2	+26.3
Mon.-Fri.	44,567.6	50,700.8	+13.8	94,999.5	106,155.2	+11.7
Sat.-Sun.	17,547.5	30,746.5	+75.2	36,808.3	60,302.0	+63.8
Nighttime	126,458.6	149,055.0	+17.9	257,609.2	290,530.2	+12.8
Total	$188,573.7	$230,502.3	+22.2	$389,417.0	$456,987.4	+17.4

	ABC	CBS	NBC	Total
January	$ 64,331.1	$ 83,496.3	$ 78,657.7	$226,485.1
February	80,903.9	73,098.9	76,499.5	230,502.3
Year-to-Date	$145,235.0	$156,595.2	$155,157.2	$456,987.4

*Add 000 to all figures.

Advertising Briefs

OK spot. National Advertising Review Board has ruled new TV commercial by Drackett Co., comparing its furniture polish, Behold, with S.C. Johnson's Pledge, is satisfactory. Panel held last year earlier Behold commercial had capacity to deceive. New commercial, prepared and released after NARB's decision, was challenged by Johnson, which said it was "misleading" too. NARB said new commercial was in compliance with guidelines laid out in previous opinion.

New horizons. Federal Trade Commission has authorized its Boston regional office to examine advertising of package tours and other travel services as part of travel industry investigation. Among areas staff will focus on are advertising disclosures, overbooking, itinerary changes and cancellation provisions.

The Broadcasting Playlist™ Apr19

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

Contemporary

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
3	1	**Disco Lady** (3:50) Johnny Taylor—Columbia	1	3	1	1
1	2	**Lonely Night (Angel Face)** (3:17) Captain & Tennille—A&M	3	1	2	2
5	3	**Bohemian Rhapsody** (5:55) Queen—Elektra	2	2	4	3
2	4	**December 1963** (3:21) Four Seasons—Warner Bros.	4	4	3	4
6	5	**Right Back Where We Started From** (3:16) Maxine Nightingale—United Artists	5	5	5	5
8	6	**Boogie Fever** (3:25) Sylvers—Capitol	6	6	6	6
4	7	**Dream Weaver** (3:15) Gary Wright—Warner Bros.	7	7	8	8
10	8	**Let Your Love Flow** (3:16) Bellamy Bros.—Warner Bros.	9	8	7	7
13	9	**Only 16** (2:44) Dr. Hook—Capitol	8	9	12	10
14	10	**Show Me the Way** (3:25) Peter Frampton—A&M	10	11	9	9
7	11	**Dream On** (3:25) Aerosmith—Columbia	11	10	13	11
16	12	**Sweet Thing** (3:18) Rufus Featuring Chaka Khan—ABC	13	13	10	13
17	13	**Welcome Back, Kotter** (2:48) John Sebastian—Reprise	12	14	11	14
9	14	**All by Myself** (4:22) Eric Carmen—Arista	14	12	14	15
15	15	**Sweet Love** (3:20) Commodores—Motown	15	15	16	12
11	16	**Money Honey** (3:17) Bay City Rollers—Arista	19	16	17	16
34 ⚡	17	**Silly Love Songs** (5:54) Paul McCartney—Capitol	16	17	15	18
22	18	**Fooled Around and Fell in Love** (2:58) Elvin Bishop—Capricorn	17	19	18	21
12	19	**Theme From "S.W.A.T."** (4:07) Rhythm Heritage—ABC	21	18	19	20
23	20	**Trying to Get the Feeling Again** (3:45) Barry Manilow—Arista	20	22	20	17
21	21	**There's a Kind of Hush (All over the World)** (2:53) Carpenters—A&M	18	23	22	25
20	22	**Love Hurts** (3:03) Nazareth—A&M	29	20	24	19
24	23	**Deep Purple** (2:47) Donnie & Marie Osmond—MCA	28	21	25	22
27	24	**Shannon** (3:50) Henry Gross—Lifesong	22	25	23	30
29	25	**Rhiannon** (3:46) Fleetwood Mac—Reprise	30	34	21	23
38 ⚡	26	**Theme from "Happy Days"** (2:40) Pratt & McLean—Reprise	23	27	27	27
32	27	**Sara Smile** (3:07) Hall & Oates—RCA	24	29	26	29
28	28	**I Do, I Do, I Do, I Do, I Do** (3:15) Abba—Atlantic	25	28	29	32
26	29	**Take It to the Limit** (3:48) Eagles—Asylum	26	30	28	28
33	30	**Strange Magic** (3:22) Electric Light Orchestra—United Artists	27	32	31	33
25	31	**Lorelei** (3:21) Styx—A&M	47	24	32	24
31	32	**Slow Ride** (3:45) Foghat—Bearsville	62	31	30	26
18	33	**50 Ways to Leave Your Lover** (3:29) Paul Simon—Columbia	36	26	37	31
— ⚡	34	**Love in the Shadows** (3:18) Neil Sedaka—MCA	31	33	34	36
44	35	**Love Really Hurts Without You** (2:58) Billy Ocean—Ariola America	32	35	35	35
35	36	**Shout It Out Loud** (2:38) Kiss—Casablanca	34	36	33	34
36	37	**Action** (3:29) Sweet—Capitol	35	39	36	38
19	38	**Love Machine, Part 1** (2:55) Miracles—Tamla	33	40	38	40
39	39	**Happy Music** (3:04) Blackbyrds—Fantasy	38	38	40	41
— ⚡	40	**Love Hangover** (3:40) Diana Ross—Motown	37	41	39	39
40	41	**Fanny (Be Tender with My Love)** (3:26) Bee Gees—RSO	*	37	49	37
41	42	**Living for the Weekend** (2:50) O'Jays—Philadelphia Int'l.	39	48	41	47
50	43	**Union Man** (3:20) Cate Brothers—Asylum	44	49	43	44
47	44	**Hurt** (2:05) Elvis Presley—RCA	46	47	42	43
37	45	**Looking for Space** (3:56) John Denver—RCA	40	46	45	48
—	46	**Don't Pull Your Love/ Then You Can Tell Me Goodbye** (3:18) Glen Campbell—Capitol	42	44	47	50
46	47	**Come on Over** (3:38) Olivia Newton-John—MCA	41	42	*	49
—	48	**Get Up and Boogie** (4:05) Silver Convention—Midland Int'l.	48	*	48	42
45	49	**You Sexy Thing** (3:30) Hot Chocolate—Big Tree	*	45	50	45
—	50	**Misty Blue** (3:38) Dorothy Moore—Malaco	49	*	44	*

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
5	1	**Come on Over** (3:38) Olivia Newton-John—MCA	1	2	1	2
1	2	**Together Again** (3:56) Emmylou Harris—Reprise	4	1	2	1
10	3	**My Eyes Can Only See as Far as You** (2:36) Charley Pride—RCA	2	4	6	3
4	4	**I Couldn't Be Me Without You** (2:40) Johnny Rodriguez—Mercury	3	3	7	4
3	5	**You'll Lose a Good Thing** (2:50) Freddy Fender—ABC/Dot	8	6	4	5
2	6	**Till the Rivers All Run Dry** (3:27) Don Williams—ABC/Dot	6	7	8	7
8	7	**If I Had to Do It All Over Again** (2:33) Roy Clark—ABC/Dot	9	8	3	9
6	8	**Don't the Girls All Get Prettier at Closing Time** (2:56) Mickey Gilley—Playboy	7	11	5	6
— ⚡	9	**What Goes on When the Sun Goes Down** (2:51) Bonnie Milsap	5	9	12	11
9	10	**What I've Got in Mind** (2:39) Billie Joe Spears—United Artists	10	5	15	14
— ⚡	11	**Lone Star Beer & Bob Wills Music** (2:06) Rod Steagall—ABC/Dot	11	10	11	12
13	12	**Without Your Love (Mr. Jordan)** (2:00) Charlie Ross—Big Tree	12	13	10	9
18	13	**Broken Lady** (2:37) Larry Gatlin—Monument	13	14	9	8
7	14	**Till I Can Make It on My Own** (3:00) Tammy Wynette—Epic	15	12	14	13
— ⚡	15	**Sun Comin' Up** (3:01) Nat Stuckey—MCA	17	17	13	20
25	16	**Paloma Blanca** (3:27) George Baker Selection—Warner Bros.	22	15	19	15
—	17	**I'll Get Over You** (3:12) Crystal Gayle—United Artists	16	19	18	16
16	18	**Faster Horses** (2:51) Tom T. Hall—Mercury	18	24	17	18
17	19	**Till I Kissed You** (2:32) Connie Smith—Columbia	20	25	16	22
12	20	**Drinking My Baby off My Mind** (2:23) Eddie Rabbitt—Elektra	21	18	20	17
11	21	**You Could Know as Much about a Stranger** (2:49) Gene Watson—Capitol	23	16	22	21
15	22	**Hey, Lucky Lady** (2:20) Dolly Parton—RCA	14	*	21	*
—	23	**The Call** (2:34) Anne Murray—Capitol	19	22	*	23
—	24	**After All the Good Is Gone** (2:56) Conway Twitty—MCA	25	20	23	19
14	25	**Angels, Roses and Rain** (3:14) Dickey Lee—RCA	24	21	*	25

Fates & Fortunes®

Media

Ann Maynard Gray, assistant treasurer, ABC Inc., New York, elected treasurer, reporting to **Michael Mallardi,** VP/chief financial officer.


Gray


Stiker

E.C. (Bud) Stiker, vice president and general manager of Meredith Broadcasting's WHEN(AM) Syracuse, N.Y., will become general manager of KFWD(FM) Fort Worth, Tex., on April 26.

John Catlett, general manager, WBBM-FM Chicago, named planning/administration director, WBBM-TV there.

Judy Santarsiero Torello, public relations consultant, 20th Century-Fox, Los Angeles and promotion/publicity manager for talent appearing in Miami-Ft. Lauderdale, Fla., area, named press information manager, WABC-TV New York.

Melinda Ayotte, program director, Warner Cable of Somerville (Mass.), named public service director, WCVB-TV Boston.

Ray Mineo, general sales manager, KTLK(AM) Denver, named general manager.

Harvey J. Tate, VP/general manager, WAYE(AM) Baltimore, named to same position, WCMB(AM)-WSFM(FM) Harrisburg, Pa., succeeding **Ed K. Smith,** who will take new responsibilities with parent, Hudson Communications, Washington.

Tilu Arrak, continuity director, WZZM-TV Grand Rapids, Mich., named promotion/creative services director.

Gary A. Petricola, assistant general manager, WJER-AM-FM Dover-New Philadelphia, Ohio, named general manager, succeeding **Donald R. Graff,** who gave up position for health reasons. Mr. Graff remains as part-time consultant/chief engineer. **Barry Jackson,** sports director, takes additional responsibility as operations manager. **Karen McIlvaine,** traffic/continuity director, named assistant operations manager.

Rick Lee, station manager, KSHE(FM) St. Louis, named general manager, succeeding **Sheldon Grafman,** named VP/national operations manager of licensee, Century Broadcasting Corp., Chicago (BROADCASTING, April 5).

Charlotte R. Baker, account executive, Shopping Center Marketing Services, Boston, named promotion director, WMEX(AM) there.

Margaret Darden, production department, WJCT(TV) Jacksonville, Fla., named associate information director.

Greater Cincinnati Radio Broadcasters Association has re-elected all officers to second term: **Charles K. Murdock,** senior VP of radio, Avco Broadcasting and general manager, WLW(AM), president; **John Bayliss,** president/general manager, WSAI(AM), VP; **Barry Gaston,** general manager, WLQA(FM), secretary.

Raymond Yorke, general sales manager, WLCY-AM-FM St. Petersburg, Fla., named general manager, WLCY-FM.

Newly elected officers, Wisconsin Broadcasters Association: **Bernie Strachota,** WRIT(AM)-WBSC(FM) Milwaukee, president; **Richard Dudley,** Forward Communications, Wausau, VP-television; **Peter Barnard,** WSPT-AM-FM Stevens Point, VP-radio.

John S. Markward, station manager, WOWT(TV) Grand Rapids, Mich., named general manager, KODE-AM-TV Joplin, Mo.

Sue Wainwright, associate producer, noncommercial WPBT(TV) Miami, named audience development director, WBBH-TV Fort Myers, Fla.

Harold W. Waddell, VP, Reams Broadcasting Corp./general manager, WKBZ(AM) Muskegon, Mich., retires June 30 after 46-year broadcasting career.

Bruce L. Gyngell, deputy director of Associated Television, London, named executive consultant to Channel Nine Network of Australia, based in Sydney.

Eduardo Lamadrid, corporate audit director, Pickwick International, record manufacturer, New York, named corporate controller, Spanish International Communications Corp., group station owner, there.

Charles B. Hobson, director, Mass Communications Center, Clark College, Atlanta, named manager, noncommercial WETA-FM Washington.

Broadcast Advertising

Robert G. Pfundstein, senior VP/director of finance/control, Doyle Dane Bernbach, New York, named treasurer.

Bartine A. Stoner Jr., senior VP, international, N.W. Ayer, New York, named managing director of holding company, Ayer Barker Hegemann International BV, London.


Stoner


Marsh

Richard V. Marsh, general manager, WYCA(FM) Hammond, Ind., named to newly created position of VP-marketing, Universal Broadcasting Corp., New York, responsible for coast to coast sales for UBC stations.

Alex M. Ostfeld, chief executive officer, Canadian operations, A. Eicoff & Co., Montreal/Toronto, named VP/board member of Chicago-based agency. **Ronald Zabka,** media VP, retail division, Chicago, named senior VP for all media. **Susan Thompson,** media supervisor, named media VP.

Art Wagner, Eastern sales manager, Kaiser Broadcasting Spot Sales, New York, named Western sales manager, based in San Francisco. **Alan Elkin,** New York group manager, temporarily assigned to replace Mr. Wagner. **Ed Outland,** Detroit area manager, Spot Masters, named KBSS account executive.

Jacquelynne M. Treacy, personnel director, J. Walter Thompson, New York, named VP.

Philip D. Matz, associate media director and **Jon Arnold,** creative director, Kenyon & Eckhardt, Detroit, and **Robert U. Brown,** K&E California marketing director, all elected VP's.

R. Thomas McKinley, Philadelphia office manager, RKO Radio Representatives, named FM sales manager, New York office.

Ken Hall, account executive, CBS Television Stations Division, national sales, New York, named national sales manager, WCAU-TV Philadelphia.

James J. Wyza, media supervisor, Grey-North, division of Grey Advertising, Chicago, named associate media director, Arthur Meyerhoff Associates there.

Mark E. Robbins, account executive, Blair Television's Chicago NBC sales unit, named manager of new Minneapolis sales office. In Blair's New York office: **Stephen Murphy,** account executive, Arbitron Television, New York, named special research projects manager; **Jacqueline Todtman,** senior research analyst, WABC-TV there, named assistant research manager of NBC station division sales unit; **Enid Fishman,** research analyst, Telerep there, named assistant research manager of ABC station division sales unit, and **Ronni Faust,** research analyst/assistant to director of sales promotion, WCAU-TV Philadelphia, named program research analyst.

Barry Hirsch, from ABC Spot Sales, New York, named account executive, Metro TV Sales, Los Angeles.

Rosina E. Trosley, office manager, WGN Continental Sales Co.'s San Francisco office, named account executive there.

Tomeko Kellner, account executive/media buyer, Mayfield Smith Park Advertising, Honolulu, named media director, succeeding **Tim Evard,** named account supervisor.

Albert E. Rinaldini, retail marketing-development director, CBS Inc., New York, named station retail sales specialist, WABC-TV there.

Lee S. Simonson, retail sales manager, WGMS-AM-FM Bethesda, Md. (Washington), named local sales manager, WFYR(FM) Chicago.

Jack Bivens, VP/general manager, WCRT(AM)-WQEZ(FM) Birmingham, Ala., named national sales manager, WLOO(FM) Chicago.

Gerard J. Sperry, general sales manager, CKLW(AM) Windsor, Ont. (Detroit), named sales manager, WROR(FM) Boston.

Edward J. Raube, local account executive, WIOQ(FM) Philadelphia, named local sales manager.

Fred Johnson, general manager, WUFO(AM) Amherst (Buffalo), N.Y., named sales manager of co-owned WAMO-AM-FM Pittsburgh.

Doranne Jung, public relations coordinator, Harcomm Associates communications firm, Cambridge, Mass., named advertising/sales promotion manager, WBZ-FM Boston.

Joseph K. Marshall, local sales manager, KFRC(AM) San Francisco, named general sales manager.

John J. Brennan, operations/sales director, KWGN-TV Denver and VP of licensee, WGN of Colorado, named KWGN-TV marketing director. **Peter M. Rosella,** KWGN-TV sales manager, named general sales manager.

Georgia Hess, sales representative, KEX(AM) Portland, Ore., named national sales manager, KLSC(AM)-KPAM(FM) there.

F. Samuel Wilson, sales manager, WHEN-TV Syracuse, N.Y., named VP, Paul, John & Lee advertising there.

Carol Kappel, art director, Caldwell-Van Riper, Indianapolis, named to newly created position of creative art director. **Harry Maginity,** copywriter, named to new position of creative director for special projects. **Jay Soule,** art director, *Saturday Evening Post,* there, named C-VR executive copywriter.

Sheila J. Jacobs, freelance advertising-public relations director in Baton Rouge, named senior copywriter/public relations specialist, Herbert S. Benjamin & Associates advertising there.

William Charles, manager, WXEZ(FM) Sylvania, Ohio, returns to WSPD(AM) Toledo, Ohio, as general sales manager.

Dudley D. Few, account executive, WKBW-TV Buffalo, N.Y., named to newly created position of sales development manager.

Scott Fey, account executive, WCAO-AM-FM Baltimore, named local sales manager of co-owned WQXM(FM) Clearwater, Fla.

Michael L. Mahone, broadcast consultant, WJER-AM-FM Dover-New Philadelphia, Ohio, named sales manager.

Programing

Eugene Moss, promotion manager, Time-Life Films, New York, appointed advertising/promotion manager, Worldvision Enterprises there.

Valerie Rowley, various posts with Independent Television Corp., of Canada Ltd., named general manager, ITC of Canada, based in Toronto.

Scott Burton, programing manager, KSD(AM) St. Louis, named program/operations manager, KFMB(AM) San Diego.

Ronn Nichols, public affairs producer/director/host, KMOX-TV St. Louis, named community services director.

Tom Janis, sportscaster, KNTV(TV) San Jose, Calif., named sports director, KGO-TV San Francisco.

Dave Johnson, air personality, WBT(AM) Charlotte, N.C., named audio operator, Jefferson Productions there. Both are Jefferson-Pilot Broadcasting properties.

Craig Mollison, (air name Bob Owens), WSPD(AM) Toledo, Ohio, named program director.

Carole Chadwick, associate information services director, WJCT(TV) Jacksonville, Fla., named producer, community involvement staff.

Alex Taylor, reporter, WZZM-TV Grand Rapids, Mich., named public affairs director/producer.

Philip G. Stephens, announcer/engineer, noncommercial KSUC(FM) Keene, Tex., named program director.

Broadcast Journalism

Richard A. Rosenthal, anchor, NBC News, Chicago, named to same position, WGN(AM) there.

Mike Casserly, assistant news director, WIIC-TV Pittsburgh, named executive news coordinator, KMOX-TV St. Louis.

Dick Brooker, ENG field reporter WIIC-TV Pittsburgh, named managing editor.

Robert Harris, news producer, WBBM-TV Chicago, named news field producer, succeeded by **Donna LaPietra,** associate producer.

Donald F. Ross, newsfilm producer, WMAL-TV Washington, named assistant news director, WJZ-TV Baltimore. **Larry E. Sales;** anchor, WAVE-TV and sports reporter/producer, WAVE(AM) Louisville, Ky., named WJZ-TV general assignment reporter.

William H. Rohrer, editorials/community affairs director, WCAU(AM) Philadelphia, named director of news and programing.

Karen Leggett, news director, WHIM(AM) Providence, R.I., named reporter, WMAL(AM) Washington.

Greg Lefevre, reporter, KFMB-TV San Diego, named to same position, KDFW-TV Dallas.

Janet Burns, news director, KRLY(FM) Houston, named reporter/local news editor, KEYH(AM) there.

William S. Pierson, reporter, KOSI(AM) Aurora, Colo., named news director, KOSI and KOSI-FM Denver, replacing **Tony Larson,** named managing editor, KOA(AM) Denver.

Tom Peterson, news director/anchor, WYTV(TV) Youngstown, Ohio, named executive news producer in addition to his anchor duties.

Cathie Mann, reporter, KNXT(TV) Los Angeles, named co-anchor, KMSP-TV Minneapolis.

Betty Ann Rhodes, sports writer/columnist, *St. Petersburg* (Fla.) *Times,* named news assignment editor, WFLA-TV Tampa-St. Petersburg.

Gary Posnansky, director, noncommercial WPBT(TV) Miami, named news programing director, WBBH-TV Fort Myers, Fla.

Cable

Kenneth Siegel, general sales manager, Magnavox CATV, Manlius, N.Y., given additional responsibilties for all advertising/promotion/ sales/ marketing worldwide. **David Klasen,** systems designer, named internal sales engineer.

Curtis G. Melcher, special projects coordinator, Communications Properties, Dubuque, Iowa, named Midwestern regional manager, Home Box Office, New York. He plans to establish regional office in Springfield, Ill.

Equipment & Engineering

Marvin E. Kramer, president, RCA Distributing Corp., Indianapolis, named VP, retail merchandising, RCA Sales Corp. there. He will be succeeded by **Arnold T. Valencia,** who also will continue his present responsibilities as VP, marketing programs.

Charles D. Brown, president, Dielectric Communications, division of Sola Basic Industries, Milwaukee, named chairman, succeeded by **John L. Hutson,** controller/manager of management information systems, co-owned Sola Electric.

John H. Pinto, VP/director, creative services, RKO General, New York, named VP, market planning, Technicolor Audio-Visual Systems, Costa Mesa, Calif.

Robert D. Pabst, executive VP/general manager, Electro-Voice, subsidiary of Gulton Industries, Buchanan, Mich., named president.

Charles R. James, owner of electronics repair business, Carbondale, Ill., named broadcast engineer, WISH-TV Indianapolis.

Allied Fields

FCC, Washington, Office of Opinions and Review staff attorneys leaving April-May: **Robert G. Seasonwein,** to Federal Trade Commission's Bureau of Competition there; **Thomas L. Greaney** to Justice Department and **Michele Cheadle** to live in Europe for next year.

William P. Clark Jr., corporate treasurer/first VP, Dean Witter brokerage firm, New York, named president/chief operating officer, Atwood Richards, barter firm there. **Robert I. Angelus,** marketing consultant, named executive VP of AR.

Robert E. Mulholland, executive VP, NBC News, New York, received Alumni Merit Award from Northwestern University, Evanston, Ill., April 3 "for outstanding contributions to broadcast journalism."

Peter M. Anderson, managing counsel, FCC's AT&T task force, has joined Washington law firm of McKenna, Wilkinson & Kittner.

Deaths

Walter H. Smith, 61, deputy chairman, European operations, Young & Rubicam International, London, died there April 10. He first joined Y&R in 1940; after World War II and time with Curtis Publishing Co. and CBS Inc., he rejoined Y&R in 1952, became senior VP in 1963, was sent to London as managing director of British subsidiary in 1965. He was regional director for offices in France, Belgium and Netherlands. He is survived by his wife, Alexandria.

John F. Eagan, 58, manager, RCA Frequency Bureau, Cherry Hill, N.J., died after heart attack at his home in Haddonfield, N.J., April 10. He had just completed 35 years with bureau, 23 as manager. Survivors include his wife, Ann, and one son.

Paul Ford, 74, character actor, died April 12 at Nassau hospital in Mineola, Long Island, N.Y. after short illness. He played Colonel Hall in *The Sergeant Bilko Show* on TV, colonel in *Teahouse of the August Moon* on TV, stage and film and middle-aged father-to-be in *Never Too Late*. Survivors include his wife, Nell, two daughters and two sons.

Santos Ortega, 76, radio/TV/stage actor, died April 10 at Broward General hospital, Fort Lauderdale, Fla., where he was visiting. He played Grandpa Hughes in *As The World Turns* serial on TV since its inception 20 years ago. He was original Inspector Queen in *Ellery Queen*, first Perry Mason and Nero Wolfe, also played Charlie Chan. Survivors include one son and one daughter.

Clark Pangle, 48, TV producer/director, died April 4 in Marshall, Va., after heart attack. During his 25-year career he directed *Jimmy Dean* show at WTOP-TV Washington, was documentary producer for WMAL-TV there and production sales manager for WTTG(TV) there. At time of death, he was audio-visual director for American College of Radiology, Bethesda, Md.

Rev. Daniel E. Power, 71, retired professor and director of public affairs for Georgetown University, Washington, died there Tuesday (April 13) after three months illness following stroke. He was founder of *Georgetown University Forum*, broadcast for many years on NBC, and was founder and vice president of Greater Washington Educational TV Association from 1953 to 1970.

Cloyd R. (Bud) Croft, 50, executive director, International Lutheran Laymen's League, St. Louis, died after heart attack March 30 there. He is survived by his wife, Helen and one son. **B.F. (Ben) Jutzl,** retired executive director, has been asked by league to return to position until replacement is named.

Robert E. Grove, 84, retired partner, Ketchum, MacLeod & Grove, Pittsburgh, died at his home there March 31 after long illness. He joined KM&G as partner in 1923, was named VP/secretary in 1929, executive VP in 1946 and was elected board chairman in 1955. He retired in 1956. He is survived by his wife, Louise.

Where Things Stand

Status report on major issues in electronic communications

■ Indicates new or revised listing.

■ **Antitrust/networks.** Justice Department antitrust suits charging networks with illegally monopolizing prime time were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING. Dec. 1, 1975). Hearings on motions will be argued April 22.

Broadcasting in Congress. Resolution to permit daily live broadcasts of House chamber proceedings failed in crucial vote before House Rules Committee, panel that serves as gatekeeper for legislation ready for consideration of full House (BROADCASTING. March 29). Committee voted 9 to 6 to send H. Res. 875 back to its Ad Hoc Subcommittee on Broadcasting, headed by B.F. Sisk (D-Calif.), for further study. There it is likely to remain for rest of this session, unless Mr. Sisk can persuade one opponent on 16-member Rules Committee to change his vote. There is second broadcast resolution pending in House by Representative Jack Brooks (D-Tex.), chairman of Joint Committee on Congressional Operations, committee whose recommendation of broadcast coverage sparked recent activity. Mr. Brooks, opposed to Sisk plan because it provides that networks would administer coverage, designed plan that would have Congress run cameras. Resolution providing for broadcast coverage of Senate, pending in Senate Rules Committee since last year, has received no attention.

■ **Cable rebuild deadline.** FCC has relaxed rebuild requirements it would have imposed on systems by 1977 (BROADCASTING. April 5, 12). National Black Media Coalition and Philadelphia Community Cable Coalition have appealed cancellation of 1977 deadline in U.S. Court of Appeals in Washington.

■ **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. Stations involved have met with Canadian Radio Television Commission and advanced plan involving Canadian subsidiaries, but reaction from CRTC was cool (BROADCASTING, March 22) and indications are that government will proceed with proposal law on tax deduction ("Closed Circuit," April 12).

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 national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 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. Promised veto by President apparently has stalled conference to resolve differences between two bills.

■ **Copyright legislation.** Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice, after lengthy hearings, has begun markup on its bill, H.R. 2223. Last week, National Cable Television Association and Motion Picture Association of America announced a joint agreement on type of copyright legislation they would support (see story, this issue).

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.).

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. Acquisitions of cable systems by TV stations are still banned within grade B contour of station. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8). 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 (BROADCASTING, Feb. 23).

Fairness doctrine bills. Senate action on two bills to eliminate fairness doctrine has gone no further than hearings conducted for five days last year by Communications Subcommittee. Although Senator William Proxmire (D-Wis.) continues to promote his bill, S. 2, on Senate floor, it is not on this year's agenda of Communications Subcommittee. Nor is other bill, S. 1178 by Senator Roman Hruska (R-Neb.). Proxmire bill has twin in House, H.R. 2189 by Robert Drinan (D-Mass.) and Mr. Hruska's 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. Court has turned down defendant's motions to dismiss (BROADCASTING, Feb. 16). Trial has begun in Writers Guild case (BROADCASTING, April 12; also see story, this issue).

FCC fees. Sixteen parties have appealed (Cases 75-1053 et al.) FCC's order modifying its fee schedule (BROADCASTING, Jan. 20, 1975). Oral arguments have been held (BROADCASTING, Jan. 26). 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 deadline has been postponed until April 20.

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. Oral arguments have been held (BROADCASTING, April 5). 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 WXPN(FM) Philadelphia $2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility.

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.

License renewal legislation. House Communications Subcommittee appears to be nearing hearings on bills to revise broadcast license renewal procedures, among which leading measure is H.R. 5578 by subcommittee ranking Republican, Lou Frey (R-Fla.). Radio-only proposal by National Radio Broadcasters Association has no sponsor yet, but it is counted among proposals being considered in preparation for renewal bill hearings, promised this year by House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.). So far more than 150 representatives and 20 senators have sponsored or co-sponsored renewal bills; 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. Senate will take no action until House makes first move.

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). Justice Department has filed on side of cable (BROADCASTING. Feb. 9). 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 (BROADCASTING. Dec. 15, 1975). Meanwhile, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12).

■ **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). Four Brunswick Record officials have been found guilty of mail fraud and conspiracy (BROADCASTING. March 1). Several others under investigation have pleaded guilty (BROADCASTING, Jan. 26); all were assessed monetary penalties (BROADCASTING. April 12).

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 Senate-passed copyright bill. 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).

Prime-time reruns, FCC's Office of Network Study is considering comments submitted in response to October 1974 notice of inquiry concerning proposal to limit amount of network re-runs shown during prime-time.

■ **Public broadcasting funding.** House Appropriations Committee has voted $78.5 million for CPB for 1976. Long-range appropriation will come out of committee sometime in May. CPB asked subcommittee to appropriate money according to ceilings provided in first-ever long-range authorization bill passed by Congress last year—$88 million for fiscal 1976, $103 million for 1977, $121 million for 1978 and $140 million for 1979. Senate Communications Subcommittee held hearing on separate educational broadcasting facilities funding measure (BROADCASTING. April 5).

■ **Ratings.** Nielsen prime-time averages season-to-date (31 weeks): CBS 19.5, ABC 19.0, NBC 17.7. Thirty-first week alone: ABC 20.4, CBS 17.9, NBC 14.6.

■ **Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law (see story, this issue). Commission said political debates and press conferences by presidential and other candidates will be treated as on-spot coverage of bona fide news events exempt from equal-time requirements (BROADCASTING, Sept. 29, 1975). FCC has also ruled that if station gives candidate time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING. April 5). There are also equal-time-revision bills, introduced by Senate Communications Subcommittee Chairman John Pastore (D-R.I.) and his House counterpart, Torbert Macdonald (D-Mass.). Hearings have been held on Senator Pastore's bill and more are to come; no hearings have been scheduled yet on the Macdonald measure.

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 in another session, yet unscheduled. Experimental law provided 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.

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). Both petitions are under study by chief engineer's office.

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments 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 argument stage.

For the Record®

As compiled by BROADCASTING, April 5 through April 9 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 actions

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

■ *KTEJ Jonesboro, Ark., to Sept. 30 (BMPET-860); WKEF Dayton, Ohio, to Sept. 30 (BMPCT-7621); WMTU-TV Memphis, to Sept. 30 (BMPCT-7620).

TV licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WAPB Annapolis, Md. (BLET-381); *WJWJ-TV Beaufort, S.C. (BLET-395).

Summary of broadcasting

FCC tabulations as of Feb. 29, 1975

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,435	3	27	4,465	50	4,515
Commercial FM	2,708	0	77	2,785	120	2,905
Educational FM	766	0	50	816	59	875
Total Radio	7,909	3	154	8,066	229	8,295
Commercial TV	701	1	9	711	53	764
VHF	509	1	4	514	9	523
UHF	192	0	5	197	44	241
Educational TV	229	9	14	252	15	267
VHF	90	3	4	97	7	104
UHF	139	6	10	155	8	163
Total TV	930	10	23	963	68	1,031

*Special temporary authorization

**Includes off-air licenses

AM applications

■ Bentonville, Ark.—JEM Broadcasting Co. seeks 1190 khz, 250 w-D. P.O. address: Big Tree Realty Bldg., U.S. Hwy. 71, Bentonville 72712. Estimated construction cost $38,444; first-year operating cost $47,125; revenue $50,000. Format: C&W, easy listening. Principals: Elvis Lee Moody (44%), Jim Tilley (44%) and G. Ronald Rye (12%). Mr. Moody is commercial manager for KHOZ-FM Harrison, Ark. Mr. Rye owns KCAB(AM)-KWKK(FM) Dardanelle, Ark. Mr. Tilley has banking, abstracting and real estate interests. Ann. April 6.

■ Van Buren, Ark.—Crawford County Communications seeks 1190 khz, 250 w-D. P.O. address: 823 Fayetteville Rd., Van Buren 72956. Estimated construction cost $32,857; first-year operating cost $8,780; revenue $48,000. Format: C&W, pops. Principals: William L. Pharis (66-2/3%) and Bert Denson (33-1/3%). Mr. Pharis was news editor at KFSM-FM Ft. Smith, Ark. up to 1976 and owns two music stores. Mr. Denson is engineer at KFSM-TV and has farming interests. Ann April 6.

■ Wray, Colo.—KRDZ Broadcasters seeks 1470 khz, 1 kw-D. P.O. address: Box 65, Show Low, Ariz. 85901. Estimated construction cost $86,337; first-year operating cost $49,400; revenue $51,500. Format: C&W, MOR. Principals: Robert D. and Marjorie M. Zellmer (husband and wife) own equally. Zellmers own ranch. Mr. Zellmer owned KVSL(AM) Show Low, Ariz. until 1974. Ann. April 6.

■ Madison, W. Va.—Capital Communications seeks 1450 khz, 1 kw-D, 250 w-N. P.O. address: 93 McDowell St., Welch, W.Va. 24801. Estimated construction cost $3,127; first-year operating cost $46,957; revenue $70,000. Format: C&W, popular music. Principals: Gerald E. Davis (70%) and Roger L. Lowe (30%). Mr. Lowe is sales manager of WXEE(AM) Welch, W.Va. Mr. Davis has majority interests in WXEE. Ann. April 6.

AM action

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

■ WBFN Quitman, Miss., to June 20 (BMP-14151).

AM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WPPI Carrollton, Ga. (BL-14060); WDAX McRae, Ga. (BL-14012).

FM applications

■ Boise, Idaho—New Executive Motel seeks 104.3 mhz, 50 kw, HAAT 1,794 ft. P.O. address: c/o Dale Moore, Drawer M, Missoula, Mont. 59801. Estimated construction cost $116,408; first-year operating cost $42,820; revenue $72,000. Format: Modern C&W. Principal: Dale Moore (100%) has stock in KCAP(AM) Helena, KGVO-AM-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Mont. Mr. Moore is also president of KMUT-TV Twin Falls and KSEI(AM) Pocatello, both Idaho. Ann. April 5.

■ *Monticello, Me.—Radiation Laboratory seeks 90.1 mhz, 10 w, HAAT 50 ft. P.O. address: c/o Allan Weiner, Britton Rd., Monticello 04760. Estimated construction cost $3,800; first-year operating cost $1,500. Format: Variety. Principal: Applicant is non-profit association doing research and development in various fields. Ann. April 5.

■ *Bolton, Mass.—Nashoba-Tahanto Verbal Communications Collaborative seeks 90.1 mhz, 1.4 kw, HAAT 1180 ft. P.O. address: c/o Tahanto Regional High School, Rte. 70, Boylston, Mass. 01565. Estimated construction cost $62,800; first-year operating cost $12,000. Format: Variety. Principal: Applicant is educational collaboration between various Mass. school districts. Ann. April 5.

■ Athens, Tenn.—Cumberland Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o J.R. Pickel Jr., 1201 Demonbreun, Nashville 37203. Estimated construction cost $89,613; first-year operating cost $65,000; revenue: none given. Format: Good music. Principal: J.R. Pickel Jr. is licensee of WLAR(AM) Athens. Ann. April 8.

FM actions

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

■ KLAK-FM Lakewood, Colo., to Oct. 11 (BMPH-14763); *WEAA Baltimore, to Sept. 30 (BMPED-1377).

FM starts

■ WKOG-FM Gordon, Ga.—Authorized program operation on 107.1 mhz, ERP 3 kw, HAAT 98 ft. Action March 30.

■ KAOH-FM Duluth, Minn.—Authorized program operation on 94.9 mhz, ERP 25 kw, HAAT 400 ft. Action March 30.

■ WWOC Avalon, N.J.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action March 26.

■ WZEZ Nashville—Authorized program operation on 92.9 mhz, ERP 100 kw, HAAT 400 ft. Action March 30.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ *WHCJ Savannah, Ga. (BLED-1438); *WSKG-FM Binghamton, N.Y. (BLED-1460); *WNHU West Haven, Conn. (BLED-1127); *WWWA Walpole, Mass. (BLED-1452); *KEPO Eagle Point, Ore. (BLED-1507).

Ownership changes

Applications

■ KCIN(AM) Victorville, Calif. (1590 khz, 500 w-D)—Seeks assignment of license from Top-Dial Broadcasters to Roger P. Brandt for $130,000. Seller: Clif Paxson who has no other broadcast interests. Buyer has sold, subject to FCC approval, KDZA-AM-FM Pueblo, Colo., to Michael Galer for $410,000 (BROADCASTING, June 30, 1975). Ann. April 6.

■ KUBA(AM)-KHEX(FM) Yuba City, Calif. (AM: 1600 khz, 5 kw-D, 500 w-N; FM: 103.9 mhz, 3 kw)—Seeks assignment of license from Cascade Broadcasting Corp. to LeRoy J. Neider and Eugene Mills for $315,000. Sellers: David M. Jack and Transpac Leasing Corp., Tacoma, Wash.-based industrial leasing firm, also own KEGL(AM) Santa Clara and KBIF(AM) Fresno, both Calif.; KLIQ(AM) Portland, Ore., and KUDY-AM-FM Spokane, Wash. Mr. Neider is Los Gatos, Calif., attorney and Mr. Mills is Palo Alto, Calif., certified public accountant. Neither has other broadcast interests. Ann. April 6.

■ WCSR-AM-FM Hillsdale, Mich. (AM: 1340 khz, 500 w-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks transfer of control of Flynn Enterprises from Fahey J. Flynn (100% before; none after) to WCSR Inc. (none before; 100% after). Consideration: $310,000. Principals: Fahey Flynn wishes to devote more time to other interests. Buyers are Anthony Flynn (brother) (45%) and five others. Mr. Flynn has been VP and general manager of WCSR-AM-FM for five years. Ann. April 9.

■ WYOO-FM Richfield, Minn. (101.3 mhz, 100 kw)—Seeks assignment of license from Fairchild Minnesota to Doubleday Broadcasting Co. for $850,000. Seller, publicly traded, also owns WYOO(AM) Richfield and KLIF(AM) Dallas and has purchased, subject to FCC approval, KDTX(FM) Dallas (BROADCASTING, Dec. 22, 1975). Buyer is wholly owned subsidiary of Doubleday & Co., publishing firm, and owns KRIZ(AM) Phoenix; KHOW-AM-FM Denver; KDWB(AM) St. Paul; KITE(AM) Terrell Hills and KEXL(FM) San Antonio, both Texas, and 25% of Odessa, Tex., cable system. Ann. April 6.

■ WROX(AM) Clarksdale, Miss. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Birney Imes Jr., executor, to Birney Imes Jr. Mr. Imes was executor of his mother's (Eunice T. Imes) estate. In addition, Mr. Imes has interests in WELO-AM-FM Tupelo; WCBI-AM-TV Columbus; WNAG(AM) Grenada and WONA-AM-FM Winona, all Mississippi; is applicant for WBOY-TV Clarksburg, W.Va. Ann. April 9.

■ WBRM(AM) Marion, N.C. (1250 khz, 1 kw-D)—Seeks transfer of control of Lake City Broadcasting Corp. from Will P. Erwin, Jack L. Reynolds, Stella W. Anderson and Stella Trapp (100% before; none after) to Childress Broadcasting Corp. (none before; 100% after). Consideration: $225,000. Principals: Mr. Erwin, Mrs. Anderson and Mrs. Trapp have interests in WIFM-AM-FM Elkin, N.C., and Mrs. Anderson and Mrs. Trapp are also principals in WBBO-AM-FM Forest City and WPNF(AM) Brevard, both North Carolina with interests in four North Carolina newspapers. Buyer, also licensee of WKSK(AM) West Jefferson, N.C., is owned by James B. Childress who has interests in WMSJ(AM) Sylva and WKRK(AM) Murphy, both North Carolina. Ann. April 1.

Actions

■ KMEO-AM-FM Phoenix (AM: 740 khz, 1 kw-D; FM: 96.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Southwestern Horizons to B&D Broadcasting for $1,500,000. Seller: Parent company, Media Horizons, is licensee of KDEF-AM-FM Albuquerque, N.M., KROD(AM) El Paso, WGNY(AM)-WFMN(FM) Newburgh, N.Y. Buyers are Bruce and Joan Dodge (50%) and Gail Beauchamp (50%). Mr. Dodge is chairman of the board of advertising agency. Ms. Dodge is housewife. Ms. Beauchamp is vice president, administration of same advertising agency. Ms. Beauchamp's husband is vice-president and general manager of WBAL-TV Baltimore (BAL-8595, BALH-2237, BASCA-726, BALST-294). Action April 6.

■ WOCN(AM) Miami (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WOCN Broadcasters to Minority Broadcasters for about $900,000. Principals in seller are Ed Winton and Myer Feldman who own WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Fla. Buying group is headed by Manolo Reboso, Miami city commissioner and contracting firm owner, and Carlos Fernandez, Miami attorney and former municipal judge. Other stockholders are Tomas Garcia Fuste who manages Spanish programing at WKID(TV) Fort Lauderdale, Fla., and Eduardo Cantera, Miami attorney (BAL-8588, BALRE-2962). Action March 31.

■ WTRE-AM-FM Greensburg, Ind. (AM: 1330 khz; FM: 107.3 mhz)—Broadcast Bureau granted assignment of license from Soundiana Inc. to WTRE Inc. for $250,000. Sellers: Robert V. Doll (16%); William C. Clay Jr. (79%) and Robert Spradlin (5%). Mr. Doll wishes to devote more time to ownership of WAOP(AM) Otsego, Mich. and proposed FM there. Mr. Clay has small interest in WMST-AM-FM Mount Sterling, Ky. Mr. Spradlin owns same. Buyers: Robert A. Kincaid (20%); Keith L. Reising (55%) and Thomas M. Allebrandi (25%). Mr. Kincaid is vice-president and general manager of WTRE-AM-FM. Mr. Reising has 50% ownerships in WART(AM) Plainfield, Ind. and WQXE(AM) Elizabethtown, Ky. and 25% interest in CATV company. Mr. Allebrandi is partial owner of WART (BAL-8598, BALH-2241, BALRE-2968). Action March 31.

■ WCRM-AM-FM Clare, Mich.—Broadcast Bureau granted acquisition of negative control of Mid-Michigan Broadcasting Corp. by Robert G. Schwartz (40% before; 50% after) and Harold B. Gunn (40% before; 50% after) through purchase of stock from William M. Keiser Jr. (20% before; none after) for $7,500. Action March 31.

■ KSEN(AM) Shelby, Mont. (1150 khz, 5 kw, DA-2)—Broadcast Bureau granted transfer of control of Tri-County Radio Corp. from John J. Lyon (86.3% before; none after) to Jerry W. Black (9.14% before; 66.7% after). Consideration: $560,000. Principal: Mr. Black is station manager at KSEN (BTC-7932). Action April 6.

■ WCGR(AM)-WFLC(FM) Canandaigua, N.Y. (AM: 1550 khz, 250 w-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Canandaigua Broadcasting Co. from Estate of Westley Kimble (100% before; none after) to George, Russell, William, Katherine Kimble (none before; 100% after). Consideration: $64,657. Principals: George (43-1/3%), Russell (43-1/3%), William (6-2/3%) and Katherine (6-2/3%) are children of deceased. George and Russell Kimble are president and director, respectively, of Canandaigua Video-Cable TV and employees of WCGR. William Kimble is restaurant manager. Katherine Kimble is student. Marion Kimble Douglas, mother of proposed transferees, sold her 50% ownership of stations, estate transferred remaining 50% (BTC-7952). Action March 31.

■ WADO New York—Broadcast Bureau granted transfer of control from Bartell Broadcasters to Bartell Media Corp. Name change reflects corporate status more accurately; executives remain same (BTC-7980). Action March 31.

■ WSNL-TV Patchogue, N.Y.—Broadcast Bureau granted transfer of control of licensee corporation from Suburban Broadcasting Corp. to Suburban Broadcasting Corp., debtor-in-bankruptcy (BTC-7983). Action March 31.

■ KGOY(FM) Bethany, Okla. (104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from KGOY Radio Inc. to Jimmy Swaggart Evangelistic Assn. for $250,000. Buyer: Non-profit, non-stock corporation also is at least part owner of KGOY(AM) Bethany, Okla., WLUX(AM) Baton Rouge and applicant for Amarillo, Texas station (BALH-2243, BALRE-2970). Action March 31.

■ WUPR-FM Utuado, Puerto Rico (104.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Central Broadcasting Corp. to Radio Redentor for $280,000. Seller: Central Broadcasting owns WUPR(AM) Utuado. Buyer: Radio Redentor is a non-profit corporation of people with similar religious interests, Burton Katzelnik, president (BALH-2211). Action April 6.

■ KVLG-AM-FM LaGrange, Tex. (AM: 1570 khz, 250 w-D; FM: 104.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Lloyd E. Kolbe to Riverside Broadcasting Co. for $390,000. Seller: Mr. Kolbe has no other broadcast interests. Principals in buyer are Victor Armstrong (30%), fiction writer and former president KDWB(AM) Minneapolis, KMEN(AM) San Bernardino, Calif., and KPOI-AM-FM Honolulu, and Seymour Berns (30%), independent Hollywood film producer (BAL-8603, BALH-2244, BALRE-2972). Action April 6.

Facilities changes

AM applications

■ WMLO Beverly, Mass.—Seeks CP to increase daytime power to 1 kw. Ann. April 6.

■ WTYM East Longmeadow, Mass.—Seeks CP to add nighttime operation with 2.5 kw; change hours of operation to unlimited. Ann. April 9.

■ KWYK Farmington, N.M.—Seeks CP to increase power to 5 kw. Ann. April 9.

AM actions

■ WKBQ Garner, N.C.—Broadcast Bureau granted modification of CP to increase daytime power to 1 kw; change type trans.; remote control permitted (BMP-14027). Action April 2.

■ WANB Waynesburg, Pa.—Broadcast Bureau granted CP to increase daytime power; install 250 w critical hours operation (BP-20023). Action March 29.

■ KSDN Aberdeen, S.D.—Broadcast Bureau granted CP to increase daytime power to 5 kw, install directional ant.; make changes in ant. system (BP-20020). Action April 2.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KPCR Bowling Green, Mo. (BP-20,046), March 29; WCAW Charleston, W.Va. (BP-18,309), March 30; WHOU Houlton, Me. (BP-20,074), March 25.

FM actions

■ *WEGL Auburn, Ala.—Broadcast Bureau granted modification of CP to make changes in ant. system; ERP 380 w.; ant. height 205 ft.; remote control permitted (BMPED-1374). Action April 7.

■ *KPFA Berkeley, Calif.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 59 kw (H&V); ant. height 1330 ft. (H&V); remote control permitted (BPH-9828). Action April 7.

■ KWXY-FM Cathedral City, Calif.—Broadcast Bureau granted CP to convert presently licensed site and trans. to aux.; change ant.; ERP 5 kw (H&V); ant. height −690 ft. (H&V); condition (BPH-9821). Action April 7.

■ KPRA Paso Robles, Calif.—Broadcast Bureau granted frequency change to 92.5 mhz (ch. 223); change trans. location to 2.5 miles west of Paso Robles city and .4 mile south of Paso Robles Road, Paso Robles; change trans. and ant.; make changes in ant. system; ERP 17 kw (H&V); ant. height 760 ft. (H&V); remote control permitted. Action April 7.

■ KVYN St. Helena, Calif.—Broadcast Bureau granted modification of CP to specify studio location as 1251 Mt. View Ave., St. Helena; operate by remote control from proposed studio location; change ant.; make changes in transmitting equipment; ERP 3 kw (H), 2.3 kw (V); ant. height 250 ft. (H&V) (BMPH-14757). Action April 7.

■ KLRO San Diego—Broadcast Bureau granted CP to make changes in ant. system; ERP 1.9 kw (H&V); ant. height 1850 ft. (H&V); remote control permitted (BPH-9814). Action April 7.

■ WCKS Cocoa Beach, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw (H&V); ant. height 440 ft. (H&V) (BPH-9819). Action April 7.

■ WQUE New Orleans—Broadcast Bureau granted CP to install new auxiliary ant; ERP (main) 17.5 kw (H&V), ant. height 330 ft. (H&V); remote control permitted (BPH-9820). Action April 7.

■ WJIB Boston—Broadcast Bureau granted CP for changes; ERP 12.5 kw (H&V); ant. height 1010 ft. (H&V); remote control permitted (BPH-9827). Action April 7.

■ *WNJC-FM Senatobia, Miss.—Broadcast Bureau granted modification of CP to change trans. location to 3.2 miles west of U.S. Hwy. 51, 0.6 mile north of State Highway 4, on NWJC Farm, Senatobia; ERP 18 kw (H&V); ant. height 390 ft. (H&V); remote control permitted (BMPED-1345). Action April 7.

■ KXTZ Henderson, Nev.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in transmitting equipment; ERP 41 kw (H&V); ant. height −120 ft. (H&V) (BPH-9822). Action April 2.

■ WLNH Laconia, N.H.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V) (BPH-9753). Action April 7.

■ WROW-FM Albany, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 9.6 kw (H&V); ant. height 960 ft. (H&V); remote control permitted (BPH-9815). Action April 7.

■ *WMIP Warrenton, N.C.—Broadcast Bureau granted modification of CP to change trans. location to 0.9 mile southwest of Essex, N.C.; change studio location and remote control to 113 West Franklin Street, Warrenton; change trans. and ant.; make changes in ant. system and transmission line; ERP 50 kw (H&V); ant. height 500 ft. (H&V) (BMPED-1347). Action April 7.

■ KKAJ Ardmore, Okla.—Broadcast Bureau granted modification of CP to change studio location to Lincoln Center Bldg., Ardmore; remote control permitted from studio location (BMPH-14759). Action April 5.

■ WBOZ-FM Hormigueros, P.R.—Broadcast Bureau granted modification of CP to extend completion date to October 2 (BMPH-14648); and granted modification of CP to change trans. and studio location to Highway 343, 0.35 mile northwest of Hormigueros; change trans.; ERP 3 kw (H&V); ant. height 2 ft. (H&V) (BMPH-14755). Action April 7.

■ *WMBK Columbia, S.C.—Broadcast Bureau granted modification of CP to operate by remote control from 5435 Monticello Road, Columbia; change trans. and ant.; ERP 60 kw (H&V); ant. height 410 ft. (H&V) (BMPED-1375). Action April 7.

■ KOLL-FM Gilette, Wyo.—Broadcast Bureau granted modification of CP to change studio location to 917 East Longmont, Gilette; operate by remote control from proposed studio site; change trans. and ant.; ERP 3 kw (H&V); ant. height 270 ft. (H&V) (BMPH-14782). Action April 6.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KELO-FM Sioux Falls, S.D. (BPH-9752), March 24; KIIK Davenport, Iowa (BPH-9316), March 30; WABD-FM Fort Campbell, Ky. (BPH-9548), March 26; WGLD-FM High Point, N.C. (BPH-9541), March 30; WRQK Greensboro, N.C. (BPH-9717), March 30; WSGM Staunton, Va. (BPH-9254), March 30; WSTN Florence, S.C. (Doc. 19,771), March 24; WYOR Coral Gables, Fla. (BPH-9654), March 26.

In contest

Case assignments

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

■ KPOI(AM) and KHVH(AM) Honolulu, **facilities changes proceeding:** Communico Oceanic Corp. and KHVH Inc. (Docs. 20740-1)—Designated ALJ Joseph Stirmer to serve as presiding judge; scheduled hearing for June 28. Action April 1.

■ Mt. Holly, N.J., **AM proceeding:** WJJZ(AM), seeking renewal, and John J. Farina and John H. Vivian, competing for 1460 khz (Docs. 20738-9)—Designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; set hearing for June 30 at Mt. Holly. Action April 6.

Procedural ruling

■ WRPL(AM) Charlotte, N.C., **renewal proceeding:** Voice of Charlotte Broadcasting Co. (Doc. 20701)—ALJ Joseph Stirmer rescheduled hearing for May 27. Action April 2.

Dismissed

■ Rockport, Tex., **FM proceeding:** James H. Beloте, seeking 102.3 mhz (Doc. 20666)—ALJ James F. Tierney granted motion by Beloте and dismissed his application with prejudice; terminated proceeding. Action April 1.

Initial decision

■ Ripley, Miss., **FM proceeding:** Country-Politan Broadcasting and Tippah Broadcasting Co., competing for 102.3 mhz (Docs. 20343-4)—ALJ James F. Tierney denied application of Country-Politan and dismissed competing application of Jesse R. Williams (Tippah Broadcasting). Action April 8.

FCC decision

■ Iowa City, **AM proceeding:** Braverman Broadcasting Co. seeking 1560 khz (Docs. 19597)—Commission granted application of Braverman for new station. Grant was subject to conditions that approved antenna monitor be installed and continuously available, complete nondirectional proof of performance be submitted before program tests are authorized and before license is issued and Braverman submit results of observations made daily for at least 30 days to demonstrate antenna array can be maintained within specified tolerances. Action March 30.

Fines

■ WNER(AM) Live Oak, Fla.—Broadcast Bureau notified licensee it incurred apparent liability of $500 for failing to maintain required maintenance log. Action April 2.

■ WAST(TV) Miami—Broadcast Bureau notified licensee it incurred apparent liability of $500 for allowing unlicensed operator in charge of transmitter. Action April 2.

■ WOCN(AM) Miami—Broadcast Bureau ordered licensee to forfeit $500 for allowing unlicensed operator in charge of transmitting system. Action April 2.

■ WBLF(AM) Bellefonte, Pa.—Broadcast Bureau notified licensee it incurred apparent liability of $100 for failing to make required monthly measurements of carrier frequency. Action April 2.

Other actions

■ KOLI(AM) Coalinga, Calif.—Commission denied request by Pleasant Valley Broadcasting, licensee, for further authority to remain silent. Station has been silent since August 29, 1975. License is forfeited and call letters deleted. Action March 31.

■ Las Vegas—Commission ordered investigation into alleged "news leak" in proceeding involving applications of Western Communications, for renewal of its license of KORK-TV Las Vegas and Las Vegas Valley Broadcasting Co., for new station using same facilities. Commission had heard oral arguments and privately instructed staff to prepare opinion consistent with decision to deny renewal of Western's license. Subsequently, commission said, press reports disclosed results of deliberations, even though no official public release had been made and no announcement authorized (Docs. 19519, 19581). Action April 2.

■ *WDWN(FM) Auburn, N.Y.—Broadcast Bureau granted change of licensee name to Cayuga County Community College (BMLED-102). Action April 7.

■ WRUN-FM Utica, N.Y. and KLER(AM) Orofino, Utah—Commission denied requests by 1150 Broadcasting and 4-K Radio respectively for waiver of filing fees for applications for changes in their stations. 1150 Broadcasting had requested refund of $200 filing fee for change in call letters to WKGW. 4-K requested refund of $200 filing fee paid with application to increase power. Action March 30.

■ WNCC(AM) Barnesboro, Pa.—Broadcast Bureau denied request for waiver of rules to identify as Barnesboro-Ebensburg, Pa. Action March 26.

■ *KUCA(FM) Conway, Ark.—Broadcast Bureau granted modification of license covering change of licensee name to University of Central Arkansas (BMLED-104). Action April 7.

Allocation

Petition

■ WJEB(AM) Gladwin, Mich.—Requests assignment of FM ch. 276A to Gladwin. Ann. April 5.

Rulemaking

Petitions

■ Federal Communications Bar Association, Washington—Seeks amendment to facilitate participation of indigent interested persons in commission proceedings. Ann. April 5.

■ Commission proposed amending rules to require broadcast stations and cable TV systems to notify opposing candidates of gifts of time to any other candidate, for use within 72 hours prior to day of election (Doc. 20764). Action April 1.

Actions

■ Robert A. Jones, LaGrange, Ill.—Commission denied request for amendment which would allow 10 watt FM translators in certain areas east of the Mississippi River. Ann. April 5.

■ WSPA-TV Spartanburg, S.C.—Commission denied request for amendment which would permit 10 watt VHF translator operations in certain mountainous areas east of the Mississippi River. Ann. April 5.

Translators

Applications

■ Washoe Empire, Elko, Nev.—Seeks CP for ch. 10 rebroadcasting KTVN Reno via WCX-24 (BPT-TV-5557). Ann. April 9.

■ Communications Engineering, Mercury and Nevada Test Site (U.S. Energy Research & Development Administration), Nev.—Seeks: ch. 2 rebroadcasting KORK-TV Las Vegas via BPTT-2993; ch. 4 rebroadcasting KLAS-TV Las Vegas; via BPTT-2996; ch. 6 rebroadcasting KSHO-TV Las Vegas; ch. 6 rebroadcasting KORK-TV via BPTT-2996; ch. 9 rebroadcasting KLAS-TV via BPTT-2993; and ch. 11 rebroadcasting KSHO-TV via BPTT-2922 (BPT-TV-5549-54). Ann. April 8.

■ Communications Engineering, Nevada Test Site (U.S. Energy Research & Development Administration), Nev.—Seeks: ch. 35 rebroadcasting KSHO-TV Las Vegas via BPTT-2922, Mercury and Nevada Test Site, Nev.; ch. 38 rebroadcasting KLAS-TV Las Vegas, via BPTT-2993 (as above); ch. 41, rebroadcasting KORK-TV Las Vegas, via BPTT-2996 (as above); ch. 42 rebroadcasting KSHO-TV: ch. 44 rebroadcasting KORK-TV; ch. 45 rebroadcasting KSHO-TV via BPTT-2990 Pahrump, Nev.; ch. 48 rebroadcasting KLAS-TV; ch. 49 (same); ch. 51 rebroadcasting KVVU-TV Las Vegas; ch. 52 rebroadcasting KORK-TV and ch. 53 rebroadcasting KLVX-TV Las Vegas (BPTT-2987-97). Ann. April 8.

Action

■ Washoe Empire, Elko and Carlin, Nev.—CP for VHF translator for ch. 10 rebroadcasting KTVN Reno via WCX-24 forfeited (K10IT). Ann. April 9.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced (stations listed are TV signals proposed for carriage):

■ Elizabeth City Video, for Elizabeth City, N.C. and (unincorporated areas of) Pasquotank county, N.C. (CAC-06375-6): WTTG, WDCA-TV, Washington.

■ Far West Communications, for West Salem, Ore. (CAC-06377): KTVU Oakland, Calif.; KSTW Tacoma, Wash.; CBUT, Vancouver, B.C.

■ Marietta Cable TV, Box 785, Cartersville, Ga. 30120 for Marietta, Ga. (CAC-06378): WSB-TV, WAGA-TV, WXIA-TV, WTCG, WXAT-TV, WETV, Atlanta; WCIQ Mt. Cheaha State Park, Ala.; WGTV Athens, Ga.; WCLP-TV Chatsworth, Ga.; WRCB-TV, WTVC, WDEF-TV, Chattanooga, Tenn.

■ Cacom Teleservices, Box 615, Abilene, Kansas 67410 for Strong City, Kan. (CAC-06379): KARD-TV, KAKE-TV, Wichita, Kansas; KTSB, KTWU, WIBW-TV, Topeka, Kansas; KPTS, KTVH, Hutchinson, Kansas; KBMA-TV Kansas City, Mo.

■ Pentwater Cable Television, 526 S. Burdick St., Kalamazoo, Mich. 49006 for Pentwater, Mich. (CAC-06341): WKZO-TV Kalamazoo, Mich.; WOTV, WGVC, WZZM-TV, Grand Rapids, Mich.; WWTV Cadillac, Mich.; WPBN-TV Traverse City, Mich.; WBAY-TV, WFRV-TV, WPNE, WLUK-TV, Green Bay, Wis.; WTMJ-TV, WITI-TV, WVTV, Milwaukee.

■ Centre Video Corp., for Aliquippa borough, Center township, Hopewell township, and South Heights borough, Pa. (CAC-06342-5): WOR-TV New York and delete WKBF-TV Cleveland.

■ Greater East Longmeadow Cablevision, c/o Greater Media Inc., 96 Bayard St., New Brunswick, N.J. 08901, for (town of) East Longmeadow, Mass. (CAC-06380): WWLP, WHYN-TV, WGBY-TV, Springfield, Mass.; WFSB-TV, WHCT-TV, WEDH, Hartford, Conn.; WTNH-TV, WTVU, New Haven, Conn.; WHNB-TV New Britain, Conn.; WATR-TV Waterbury, Conn.; WEDN Norwich, Conn.; WSBK-TV Boston; WOR-TV, WPIX, New York.

■ Satellite Systems Corporation, Drawer 490, Marquette, Mich. 49855 for Fort Campbell, Ky. (CAC-06381): WNGE, WSM-TV, WTVF, WDCN-TV, WZTV, Nashville; WPSD-TV, WDXR-TV, Paducah, Ky.; WTVW, WEHT, Evansville, Ind.; WKMA Madisonville, Ky.; KFVS-TV Cape Girardeau, Mo.; WBKO Bowling Green, Ky.; WTTV Bloomington, Ind.; WGN-TV Chicago; WDRB-TV Louisville.

■ Adirondack Cablevision, for (town of) Adams, and (village of) Adams, both N.Y. (CAC-06382-3): Requests certification of existing operations.

■ American Television and Communications Corp., for Jackson, Miss. (CAC-06384): WTCG Atlanta; and delete KHTV Houston.

■ Cacom Teleservices, Box 615, Abilene, Kan. 67410 for Sedan, Kan. (CAC-06385): KTEW, KOTV, KTUL-TV, KOED-TV, Tulsa, Okla.; KARD-TV, KAKE-TV, Wichita, Kansas; KOAM-TV Pittsburg, Kansas; KODE-TV, KTVJ, Joplin, Mo.

■ Suburban Cablevision, 134 Evergreen Place, East Orange, N.J. 07018 for (town of) Harrison, N.J. (CAC-06386): WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, New York; WNET, WBTB-TV, Newark, N.J.; WNJU-TV Linden, N.J.; WNJM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV, WTAF-TV, Philadelphia; WLIW Garden City, N.Y.

■ Centre Video Corp., for Charleroi borough, North Charleroi borough, Monessen, New Eagle borough, Belle Vernon borough, North Belle Vernon borough, Speers borough, Rostraver township, Forward township, Fallowfield township, Fox Chapel borough, O'Hara township, Aspinwall borough and Shaler township, all Pennsylvania (CAC-06361-74): WOR-TV New York and delete WKBF-TV Cleveland.

■ Sammons Communications, for Harrisburg, Camp Hill, Dauphin, Hampden, Highspire, Marysville, Lemoyne, Lower Swatara, Middle Paxton, Middleton, New Cumberland, East Pennsboro, West Fairview, Steelton, Swatara township, Wormleysburg, Lower Paxton, Paxtang, Penbrook, Susquehanna township, West Hanover township, and Royalton, all Pennsylvania (CAC-06387-408): WOR-TV, WPIX, New York and delete WTTG, WDCA-TV, Washington.

■ Centre Video Corp., for Ambridge borough, Baden borough, Bell Acres borough, Conway borough, Economy borough, Edgeworth borough, Harmony township, Haysville borough, Leetsdale borough, Leet township, Osborne borough, Sewickley borough, Carroll township, Donora borough and Monongahela, all Pennsylvania (CAC-06346-60): WOR-TV New York and delete WKBF-TV Cleveland.

■ Sweetwater Television Co., for Point of Rocks, Wyo. and Reliance, Wyo. (CAC-06335-6): KWGN-TV Denver.

■ Green River Cable TV Co., for Green River, Wyo. and Sweetwater county, (unincorporated areas west of Green River) Wyo. (CAC-06337-8): KWGN-TV Denver.

■ Greater Boston Cable Corp., for (town of) Wilmington, Mass. and (town of) Billerica, Mass. (CAC-06339-40): WOR-TV, WPIX, New York; CKSH-TV Sherbrooke, Quebec; WSBE-TV Providence, R.I.; WENH-TV Durham, N.H.; WGBX-TV Boston.

■ Teleprompter of Fairmont, for Fairmont, W.Va. (CAC-05391 amended): To delete WKBF-TV Cleveland; WUAB Lorain, Ohio; WJAN Canton, Ohio; WTTG Washington.

■ Big Horn Televents, for (town of) Greybull, Wyo. (CAC-05881 amended): KWGN-TV, KOA-TV, KMGH-TV, KBTV, KRMA-TV, Denver; KYCU-TV Cheyenne, Wyoming.

■ Sweetwater Television Co., for Rock Springs, Wyo., Sweetwater county, (unincorporated areas west of Rock Springs), Sweetwater county, (unincorporated areas north of Rock Springs) Wyo. (CAC-06332-4): KWGN-TV Denver.

■ Hartford Cable Television, 526 S. Burdick St., Kalamazoo, Mich. 49006 for Hartford, Mich. (CAC-06325): WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WOTV, WZZM-TV, WGVC, Grand Rapids, Mich.; WGN-TV, WFLD-TV, Chicago; WNIT-TV South Bend, Ind.

■ Northeastern Pennsylvania TV Cable Co., 1100 Clay Ave., Dunmore, Pa. 18512 for Moscow borough, Roaring Brook township and Elmhurst township, Pa. (CAC-06326-8): WNEP-TV, WDAU-TV, WVIA-TV, Scranton, Pa.; WBRE-TV Wilkes-Barre, Pa.; WOR-TV, WPIX, New York; WPHL-TV Philadelphia; WNJU-TV Linden, N.J.

■ Warner Cable of Roaring Spring, 75 Rockefeller Plaza, N.Y. 10019 for Martinsburg, Pa. (CAC-06329): Requests certification of existing operations.

■ Cable Communications Systems, Box 777, Hector, Minn. 55342 for Hendricks, Minn. (CAC-06311): WCCO-TV, WTCN-TV, Minneapolis; KXON-TV Mitchell, S.D.; KESD-TV Brookings, S.D.; KMSP-TV St. Paul, Minn.; KWCM-TV Appleton, Minn.; KELO-TV, KSFY-TV, Sioux Falls, S.D.; KCMT Alexandria, Minn.

Call letters

Applications

Call	Sought by
	New FM's
KWRF FM	Weldon Sledge and Violet Sledge, Warren, Ark.
KHIP	Vernon Miller, Hollister, Calif.
WNTU	Sterling Communications Corp., Naples, Fla
*KBSU	Boise State University, Boise, Idaho
WDZQ	Mumbles Corp., Decatur, Ill
*KWDM	West Des Moines Community, West Des Moines, Iowa
*WOVI	Board of Education, Novi Community School District, Novi, Mich
WVIM FM	Tate and Desoto County Broadcasting Co., Coldwater, Miss
WHGC	Catamount Broadcasters, Bennington, Vt
	Existing TV
WDTN	WLWD Dayton, Ohio
	Existing AM's
WSFD	WSUX Seaford, Del.
WFXY	WAFI Middlesboro, Ky
	Existing FM's
WJOX FM	WKHM FM Jackson, Miss
WSNN	WPDM FM Potsdam, N Y
KMEZ	KTLC Dallas

Grants

Call	Assigned to
	New TV
KGOF	Golden Orange Broadcasting Co., Anaheim, Calif
	New AM's
WACD	Alexander City Broadcasting, Alexander City, Ala
WYKR	Puller Brothers, Wells River, Vt
WKYY	Amherst Broadcasting Associates, Amherst, Va
	New FM's
KNAS	Annie Nell Gathright, Nashville, Ark.
KCHE FM	C&H Broadcasting, Cherokee, Iowa
*WZBT	Gettysburg College, Gettysburg, Pa
KLTD	Lampasas Broadcasting Co., Lampasas, Tex.
	Existing AM's
WQCK	WRBN Warner Robins, Ga.
WWBK	WADD Brockport, N Y
WJIT	WHOM New York
	Existing FM's
KKLV	KHAR FM Anchorage, Alaska
WLTE	WAYX FM Waycross, Ga
WMJC	WHNE Birmingham, Mich
*WVSP	WMIP Warrenton, N C
WKVM FM	WCAD FM San Juan, Puerto Rico
WTCV	WHAL FM Shelbyville, Tenn
KTYL	KZAK FM Tyler, Tex

■ Cable Communications Systems, for Ivanhoe, Minn. (CAC-06312): WCCO-TV, WTCN-TV, Minneapolis; KXON-TV Mitchell, S.D.; KCMT Alexandria, Minn.; KESD-TV Brookings, S.D.; KMSP-TV St. Paul, Minn.; KWCM-TV Appleton, Minn.; KELO-TV, KSFY-TV, Sioux Falls, S.D.

■ Cable Communications Systems, for Flandreau, S.D. (CAC-06313): KUSD-TV Vermillion, S.D.; KTIV, KCAU-TV, Sioux City, Iowa; KXON-TV Mitchell, S.D.; KESD-TV Brookings, S.D.; WTCN-TV Minneapolis; KELO-TV, KSFY-TV, Sioux Falls, S.D.

■ Warner Cable of Altoona, for Altoona, Pa. (CAC-06314): Requests certification of existing operations and to add WOR-TV, WPIX, New York, and delete WTTG Washington; WPGH-TV Pittsburgh.

■ Same as above, for Allegheny township, Blair township and Frankstown township, all Pennsylvania (CAC-06315-7): WOR-TV, WPIX, New York and delete WTTG Washington; WPGH-TV Pittsburgh.

■ Warner Cable of Clearfield, for Lawrence township and Clearfield borough, Pa. (CAC-06330-1): Requests certification of existing operations.

■ Warner Cable of Altoona, for Juniata township, Logan township, Duncansville borough, Bellwood borough, Hollidaysburg borough, and Antis township, all Pa. (CAC-06318-23): WOR-TV, WPIX New York and delete WTTG Washington; WPGH-TV Pittsburgh.

■ Televents, for Brentwood, Calif. (CAC-06324): KDTV San Francisco.

■ Centre Video Corp., for White Oak borough, McKeesport, Versailles borough and Elizabeth township, all Pa. (CAC-06298-01): WOR-TV, New York and delete WKBF-TV Cleveland.

■ Sullivan Cable of New York, for (village of) Whitehall, N.Y. (CAC-06302): Requests certification of existing operations.

■ Northern Video, for Benson, Minn. (CAC-06303): Requests certification of existing operations.

■ Cable Sparta, for Sparta, Wis. (CAC-06304): WGN-TV Chicago and delete WVTV Milwaukee.

■ National Cable Television, for Connellsville, Connellsville township, South Connelsville borough, Dunbar borough, Dunbar township and Upper Tyrone township, all Pa. (CAC-06305-6): WOR-TV New York and delete WPIX New York.

■ American Cablevision Co., for Sault Ste. Marie, Mich. (CAC-05900 amended): WCML-TV Alpena, Mich.; delete WNMU-TV Marquette, Mich.

■ Ashurst & Kincade Cable T.V. Co., for (unincorporated areas of Douglas county), Nev. (CAC-06020 amended): KOLO-TV, KTVN, KCRL-TV, Reno, Nev.; KCRA-TV, KVIE, Sacramento, Calif.

■ Seagraves Cable TV, for Seagraves, Tex. (CAC-06178 amended): KTXT-TV Lubbock, Tex.; KXTX-TV Dallas; KTVT-TV Ft. Worth, Tex.

■ Ft. Stockton Cable TV, for Ft. Stockton, Tex. (CAC-06179 amended): XHIT-TV Chihuahua, Mexico.

■ Centre Video Corp., for Stowe township, McKees Rocks borough, Pa. (CAC-06296-7): WOR-TV New York, and delete WKBF-TV Cleveland.

Certification actions

■ Cable Services Co., Chittenango, N.Y. and Sullivan, N.Y.—CATV Bureau dismissed without prejudice applications for certificates of compliance (CAC-0537-8). Action April 7.

Other actions

■ Arizona Cable TV, Paradise Valley and unincorporated areas of East Maricopa county, Ariz.—Commission granted certificates of compliance for existing systems. Systems, located within Phoenix-Mesa, Ariz., major television market, now carry signals of KTVK, KPHO-TV, *KAET, KOOL-TV, KPAZ-TV, Phoenix, KTAR-TV Mesa, KVOA-TV, *KUAT-TV, KGUN-TV, KOLD-TV, Tucson, and KZAZ Nogales, Ariz. Arizona Cable also received authority to add signals of KTAL and KTTV (partially), Los Angeles, to both systems (Doc. 20757). Action March 31.

■ Mission Cable TV, San Diego, El Cajon, Chula Vista, National City, La Mesa, San Diego county, Imperial Beach and Poway, all Calif.—Commission granted waiver of grandfather rules to allow carriage of identical signals by company's eight cable television systems in San Diego county area. Mission Cable will carry KCST-TV, KFMB-TV, KGTV, *KPBS-TV, San Diego, KNXT, KNBC, KTLA, KABC-TV, KHJ-TV, KTTV, KCOF, KMEX-TV Los Angeles, and XETV Tijuana, Mexico. Action March 31.

■ Leesburg Lakeshore Mobile Home Park, Leesburg, Fla.—CATV Bureau granted special temporary authority to operate system for ninety days or until certificate of compliance is granted, whichever comes first (CSR-995T). Action April 2.

■ KBIM-TV Roswell, N.M.—Commission denied petition by licensee, Holsum, requesting FCC to rule that for purposes of determining specified zones of network nonduplication protection, the reference point of station's transmitter site be used instead of reference point of Roswell. Teleprompter Cable Communications Corp., operator of system at Lovington, N.M., and C.A. Cablevision, operator of system at Artesia and Carlsbad, N.M., opposed petition. Action March 31.

■ Teleprompter of Seattle, Tacoma, King county, Medina, Seattle, Kent, Renton, Des Moines, Issaquah, Normandy Park and Tukwila, all Wash.—CATV Bureau granted special temporary authority to carry KPTV Portland, Ore. as replacement for KTVU Oakland, Calif. for ninety days or until KTVU becomes available again. Action April 1.

Professional Cards

Service Directory

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

Gospel radio station in growing Southwest market needs aggressive sales oriented sales manager. Ownership opportunities offered. Guaranteed salary plus bonus. Reply Box A-64, BROADCASTING.

Top-rated, medium market Midwest beautiful music FM seeks sales manager who can sell and lead sales staff. Send complete resume, earning expectations and goals to Box Q-220, BROADCASTING.

Help wanted. General Manager for successful individually programmed AM and FM stations in small midwest market. Only experienced management personnel apply. Box R-124, BROADCASTING.

Major Eastern suburban market seeks general manager. Excellent opportunity for person who has personnel sales ability and is able to motivate and lead sales force. Send resume and sales track record to Box R-136, BROADCASTING.

Experienced manager wanted for New England radio station (5 KW). State experience, salary needs, confidential. Box R-147, BROADCASTING.

Assistant Manager, beautiful lower midwest growth area. Mild climate and major college. Must be outstanding local sales person. Sharp on detail and have broadcast management as career objective. Guarantee, commission and override, should generate first year minimum of $18,000 for dedicated, hard-working broadcaster. EOE/MF. Charlie Powers, Box 68, Moraga, CA 94556.

Major market all news station needs heavy sales manager. Must be exceptional at all phases of big league sales management. $50,000 first year. Rick Davenport, 312-693-6171, Ron Curtis & Company.

Director. Ohio University School of Radio-Television. Responsibilities include administering graduate/undergraduate programs with over 500 students in BS, MA and PhD progams. The new director will provide administrative direction for the school, interface between the school and broadcasting and related industries and will participate with appropriate University offices in the School's fund-raising activities. Additionally, the Director will teach and advise at both graduate and undergraduate levels and will maintain scholarly competencies through publication, research and/or professional activities. Rank is Associate or Full Professor and salary is open. Position is funded and available July 1, 1976. Credentials to Dr. Joseph Berman, 221 RTVC, Ohio University, Athens, OH 45701. An Affirmative Action/Equal Opportunity Employer.

Group owner has opening for experienced controller/business manager based in Boston. Interested in person who wishes to join a young growing broadcast company. Please send resume to: William M. McCormick, President, McCormick Communications Inc., One Beacon Street, Boston, MA 02108. An Equal Opportunity Employer.

HELP WANTED SALES

Sell at a professional radio station. 30 thousand upper midwest community. No beginners. Box R-29, BROADCASTING.

Commission. Guarantee. Car allowance. Iowa. Interview required. Box R-30, BROADCASTING.

Contemporary Southeastern daytimer seeks a dynamic account executive with good track record. Must be self-motivated and able to develop imaginative and productive sales packages and programs. Established list with plenty of potential. Equal Opportunity Employer. Send full detail resume to Box R-70, BROADCASTING.

HELP WANTED SALES CONTINUED

Outstanding opportunity for experienced sales person with management potential. Leading Pacific Northwest station. Salary, excellent commission, fringe benefits. Send resume, full details to Box R-84, BROADCASTING.

Salesperson for Western Colorado FM. Excellent salary/commission and fringe benefits, but must have proven past selling record. EOE. Send resume to Box R-97, BROADCASTING.

Sales manager radio. Important midwest market. Looking for experienced sales manager who can sell, train, motivate and administer local sales staff plus supervise national sales. EOE. Good salary, fringes, incentive override, working environment and community. Send complete resume, confidential. Box R-32, BROADCASTING.

Experienced salesperson needed immediately for KATI Casper, Wyoming. Dynamic fast growing community where the good life abounds. Larry Wakefield, Box 2006, 82602.

New Mexico. Good opportunity for solid sales person in one of the state's best radio markets. Great station great staff. Call Ray Stephens or Jack Chapman, KGAK, Gallup. 505-863-4444.

Professional salesperson-announcer. Minimum 2 years experience. Willing to pay top salary, commission. KGLN, Box 70, Glenwood Springs, CO 81601.

Colorado 5,000 watter needs an experienced salesperson with management potential, versatile radio background, creative ideas and ability to write and produce for key accounts. EOE. Send detailed resume to Gordon Stafford, KLMR, Lamar, CO 81052.

Northwest newest 100,000 watt stereo needs aggressive selling sales manager. Salary, fringes plus commission. Resume to KNBQ, PO Box 5200, Tacoma, WA 98405.

Beautiful Northern NY. Growing, aggressive radio stations. Need experienced radio salesperson. Send resume and expected draw to Robert Hartshorn, WIGS, Gouverneur, NY 13642.

Account executive/sports director. Opening June 1st for local on street salesperson. Established account list. Must have experience in sales and play by play. High school and big ten football and basketball. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.

Number one rated modern country station in growing Valdosta, Georgia, needs versatile professional able to handle personality show, cover some news, and handle existing account list. Station is heavy on sales and local news. Need a permanent member of a close-knit team. Prefer someone from South. No phone calls. Tape, resume, references to: Red Jones, Station Manager, WJEM, PO Box 368, Valdosta, GA 31601.

Regional sales mgr. Major South Florida AM-FM. Fine opportunity with eight station group for an aggressive self starter with heavy agency and key account experience. Great billing potential. Guarantee draw to start. Rush resume to Sales Mgr., WJNO, PO Box 189, West Palm Beach, FL 33402.

Florida Contemporary seeking sales executive with proven record. Send resume to GM, WKXY, Box 2500, Sarasota, FL 33578.

Experienced sales manager, good salary, benefits, and location are yours if you can produce immediate results. WZNG, 1505 Dundee Road, Winter Haven, FL.

Account executive, medium market experience, including agency contacts. This may be the station and market you've been looking for. Fast growth market. No drifters. Must have references. No collect calls. Tom Martin, 304-252-6452.

HELP WANTED SALES CONTINUED

Five figure earnings, 5,000 watts, and Arizona, too! Minimum 3-year successful sales record. Area market, good account list, draw or salary to start. Growth opportunity limited only by your ability and aggressiveness. Southeastern Arizona. 602-384-4244; 602-384-2970.

Experienced salesperson wanted for aggressive upstate New York AM-FM station. Send resume to: PO Box 288, Horseheads, NY 14845.

HELP WANTED ANNOUNCERS

Somewhere there has to be an announcer with a good voice, know how to read 3-syllable words correctly, is aware of the real world and its many pronunciations and meanings, can deliver a professional newscast and other written copy, believes weather, news and other information are at least as important as the latest release by the "Hotpants 5", doesn't believe a tight board is the 11th Commandment, and is interested in learning more than he or she knows while doing a creative board and production job. EOE. Please send resume to Box R-126, BROADCASTING.

Announcer, small market MOR, news/sports station Northeast. Mature, experienced, quality voice. Salary commensurate ability. EOE. Send resume to Box R-141, BROADCASTING.

Experienced lively D.J. wanted for AM drive slot at Massachusetts suburban operation. Must have production ability. Good salary, fine benefits and excellent future in chain of stations. Box R-149, BROADCASTING.

Good morning person with first phone PA daytimer. Send complete resume, references and salary requirements. Must be able to perform all duties with exception of engineering and sales. Box R-181, BROADCASTING.

KAAY, Little Rock, needs nighttime air personality to host "Beaker Street" progressive music show. Must know and like progressive rock, agree to background investigation, and have valid FCC 1st class license. Send resume and aircheck to Wayne Moss, PO Box 1790, Little Rock, AR 72203. KAAY an Equal Opportunity Male/Female Employer.

KARV, America's fastest growing radio station needs a versatile programmer/morning person. Capable all phases programing news, production and board willing to learn more. Attitude counts equally with ability and experience. Good money for the right person. Outstanding opportunity to join a winner. Send tape, resume to Paul Coates, KARV, Russellville, AR 72801.

We're looking for an all around radio person who can blend the talents of an MOR announcer with the awareness to supplement an Award winning news department. Break out of the small market mold at a 10,000 watt regional oepration, send tape, resume and salary requirements to Bill Miller, KGGF, Coffeyville, KS.

Montana morning personality for 5 KW fulltime MOR. Good voice and production musts. Start 9600. Send resume and tape: Jerry Black, KSEN, 120 Pine, Shelby, MT 59474 or call 406-434-5241.

Personality strong production, news, excellent, contemporary station, group ownership, fringe benefits. EOE. Resume, tape to WCPA, PO Box 1032, Clearfield, PA 16830.

New Jersey Shore contemporary station has openings for announcers, newspersons, sales executives. New station going on air summer 1976. Send resume, tape, salary to Joe Knox, WJRZ, Box 100, Ship Bottom, NJ 08008. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Versatile jock. Two years commercial experience. Third endorsed. Tape with news and spots and resume. Don't call. WKBK Keene, NH 03431.

Announcer/Music Director for contemporary station in Tourist/College oriented Williamsburg, Virginia. Send resume, tape and salary requirements to WMBG, c/o Dan Donovan, PO Box 180, Williamsburg, VA 23185.

Immediate opening for experienced radio announcer. Only first class licensees need apply. Send tape and resume to WMIC, 19 S. Elk, Sandusky, MI 48471.

WSKY a modern county station needs first class announcer with creative writing and production experience. We have a heavy schedule of news and PBP sports. Ideal living conditions and the land of the sky. Above average salary and fringe benefits for right person. EOE. Send tape and resume to Ken Blackwell, Box 2956, Ashville, NC 28802.

Suburban Chicago FM. Opening for part-time (could develop into full-time for right person). Send tape and complete resume to Don Burgeson, 2915 Bernice Road, Lansing, IL 60438.

Chicago area. Experienced MOR announcer. Other radio experience an asset. All replies: R. Wheeler, PO Box 914, Joliet, IL 60431.

Combination morning announcer & music director. Sophisticated intelligent presentation with good music sense and production ability. AM CBS affiliate. Position open immediately. Send tape and resume to Box 10910, Aspen, CO 81611.

HELP WANTED TECHNICAL

Chief Engineer. Top Ten major market AM/FM. Strong on maintenance, have thorough knowledge of FCC rules and regulations. Box Q-33, BROADCASTING.

Chief to take charge of SMC automation. Class C FM, Class IV AM, heavy on maintenance. Compatible, willing to assist associates. No prima donnas. Pay is good. Warm dry climate. Box R-26, BROADCASTING.

Chief Engineer for AM directional/FM stereo near major midwest market. Experience in transmitter and studio maintenance, complete knowledge of FCC rules. Send resume including salary requirements to Box R-59, BROADCASTING.

Chief Engineer for NY sate directional AM. Ability to construct new studios and install and maintain audio and transmitting facilities. Directional experience a must. Reply Box R-123, BROADCASTING.

Chief Engineer for Central Florida automated Class C FM. Strong maintenance, some production. Send resume and salary expectations to Box R-140, BROADCASTING.

Chief Engineer for AM FM operations in one of the most beautiful locations in the West. Strong on maintenance studio and transmitter care. Excellent salary and good benefits. Box R-144, BROADCASTING.

Chief Engineer, Central Indiana, AM/FM Stereo. Heavy in automation. Must be experienced. Excellent working conditions. New equipment. An Equal Opportunity Employer. Box R-186, BROADCASTING.

WDEW In Westfield at radio station WARE in Ware, Massachusetts, have an excellent opening for a chief engineer who is heavy on maintenance. Good salary, top benefits and fine growth opportunity. Contact Mr. Vaughan or Mr. Roberts ar WARE.

Chief Engineer, AM/FM. Automation. Strong on maintenance, FCC regulations. 301-939-0800. WASA/WHDG, Box 97, Havre de Grace, MD 21078.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. WBHM. Chief Engineer to head technical operation of new, noncommercial, FM public radio station being built on southeastern urban university campus. Reports directly to the General Manager and is responsible for executing and overseeing the planning, design, construction, installation, operation, maintenance, repair and future systems expansion of the station's technical operation. Will advise on the selection and purchase of technical radio equipment. Will supervise all station technical personnel and their work. Will be responsible for technical broadcast data in compliance with standards and procedures of the FCC. Immediate availability and supervisory radio engineering experience required as well as possession of a Radio Telephone Operator's License, First Class from the FCC. Salary: commensurate with the responsibility. Send resumes, comments, etc. to: Dr. Florence M. Monroe, Director of Radio, General Manager, WBHM, University of Alabama in Birmingham, University Station, Birmingham, AL 35294. Affirmative Action/Equal Opportunity Employer.

Top station in southern major market needs Chief. Directional, high power stereo FM, and union experience necessary. We need a shirt-sleeve leader who can get his hands dirty when necessary. Rick Davenport, 312-693-6171, Ron Curtis & Company.

HELP WANTED NEWS

Seeking a person with five or more years of broadcast journalism experience to be news director for FM station in pleasant, rural area of Northern Illinois. Salary range begins at $170 per week and will be commensurate with experience. Send resumes to Box R-130, BROADCASTING.

News Director. Medium market. Some TV for affiliates in other markets. Morning shift. Group news staff of 55. Resume and references first letter. Box R-139, BROADCASTING.

Eastern major market MOR seeks experienced newsperson with mature, conversational delivery and good news-gathering/writing abilities. EOE. M/F. Box R-175, BROADCASTING.

Instructor: Teach broadcast arts. Journalism degree and five years broad radio experience required. Box R-185, BROADCASTING.

Experienced News Director for MOR/Contemporary formatted leading station in Central Florida. Send complete resume, references and tape to WDBO, PO Box 158, Orlando, FL 32802.

News personality wanted by leading station in market. Experienced only. Send tape and complete resume to Jim Martin, News Director, WDBO Radio, Orlando, FL 32802.

Sports Director/Account Executive. Opening June 1st for local sports director. High school and big ten football and basketball. Must have experience in play by play and sales. Established account list. Send resume, salary requirements, and air check to General Manager, WITY, Box 142, Danville, IL.

WXRT, Chicago's fine rock, is growing and looking for a news person. Call Linda Brill at 312-777-1700.

Wanted, third newsperson to work in news, run board and do production in successful small market station. Multi-station operation. Opportunity for advancement. Call evenings 816-359-2123.

Agricultural association needs professional radio-TV newsperson. Strong writing skills a must for press releases in both newspaper and radio styles. Good pay and working conditions in San Francisco area. Send audio tape, writing examples, resume, and salary needs to Box 88684, Emeryville, CA 94662.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Coordinator wanted to generate high quality local programing within fine arts and news-public affairs format; air shift plus some supervisory and instructional responsibility. Bachelor degree plus 2 years full time experience with third endorsed. Salary: Competitive affirmative Action EOE. Send resume and request for application to Jim Boyd, Mgr., KESD-FM Solberg Hall, Brookings, SD 57006. Applications deadline May 5, 1976.

Program Director. WBHM. New noncommercial, FM public radio station being built on Southeastern, urban University campus. Programing enphasis: Public affairs, music and other fine arts. Program Director reports directly to the General Manager. Responsibilities include formulating and executing a balanced broadcast schedule in terms of station goals and community needs; handling and/or supervising the production, publicity and promotion of radio programs; overseeing the preparation of daily operation sheets, scripts, continuities and announcements; conducting program exchange with other local, regional or national broadcast agencies; reviewing program content for compliance with station and FCC policies; supervising all program and production personnel and their work. Immediate availability and supervisory experience in programing and public relations required. Salary commensurate with responsibilities. Send resumes, comments, etc. to: Dr. Florence M. Monroe, Director of Radio, General Manager, WBHM University of Alabama in Birmingham, University Station, Birmingham, AL. 35294. Affirmative Action/Equal Opportunity Employer.

Traveling auditor. Park Broadcasting seeks a traveling auditor to implement formal audit program at broadcast stations. CPA and/or broadcast experience desirable. Travel about 2/3. Send resume to: W.M. Thomas, PO Box 550, Ithaca, NY 14850.

SITUATIONS WANTED MANAGEMENT

Mgr./sales mgr. 14 years experience. Sales. Program director, play-by-play, disc jockey, remotes. 703-371-3840 or Box R-18, BROADCASTING.

Management position in Pennsylvania with company who wants a proven creative street fighter. Excellent sales record and references. RAB trained. Very knowledgeable in newspaper, TV and agency side of advt. Box R-96, BROADCASTING.

Professional broadcaster with 20 years experience in all phases. 15 years owner-manager. Thorough knowledge of management, news, programing, automation. Age 40. First phone. Available immediately. Box R-125, BROADCASTING.

General Manager available for medium to major market operation in Southeast, Southwest or West Coast. Super credentials. Twenty years management experience. Always successful. Communications graduate. Low salary plus per cent of pretax profit. Box R-167, BROADCASTING.

Sales Manager. I've learned from best in small and large markets. Ready to help your station be best in sales, promotion, collections. Box R-176, BROADCASTING.

Sales pro with management experience seeking new challenge. Box R-179, BROADCASTING.

General Manager (Medium Market). Young, aggressive, knowledgeable. Proven performance in sales, administration and programing. Box R-183, BROADCASTING.

Soon-to-be college graduate with degree in Business (Management) seeks managerial opportunities in programing or operations. 23 years old. Several years diversified experienced; paid for my own education while working in radio. Write for resume. Dave Ritter, PO Box 577, Misenheimer, NC 28109.

SITUATIONS WANTED SALES

Indiana, Ohio. Radio veteran seeks solid sales or sales manager position with stable operation with potential for advancement. Box R-113, BROADCASTING.

SITUATIONS WANTED SALES CONTINUED

Attention EOE's. Young black professional available. 13 years experience in program, sales and station management. Now in nonbroadcast executive sales. Will consider sales or management position with group or major broadcaster. Box R-152, BROADCASTING.

Would like small-medium market sales position with possible news. Hard worker and extremely dedicated. Will relocate. Box R-173, BROADCASTING.

Creative sales, 5 yrs. experience wanting new position. Box R-180, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

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

Now employed twelve plus years same station. Country, beautiful music, oldies. Texas, New Mexico preferred, will consider all. Box R-101, BROADCASTING.

D.J., Tight board, good news, commercials, looking for break, willing to go anywhere. Ready now! Box R-103, BROADCASTING.

Jock, 3 years in radio desires position in medium market contemporary, MOR, or progressive station. Interested? Box R-119, BROADCASTING.

D.J./programmer w/1st. phone and 5½ yrs. experience country and MOR. I can do it for you, let's talk. Box R-120, BROADCASTING.

Experienced PD/morning man/announcer, production/copy/news. FCC first. Reliable, hard-working. Friendly, warm delivery. Seeking medium market opening, MOR, easy listening, beautiful or country format. Prefer NY, NJ PA, Conn., Mass., but will consider all offers. Immediate openings only. Box R-132, BROADCASTING.

Experienced, mature announcer, strong in production and copywriting, with personalized approach; 3rd endorsed. All markets. Box R-134, BROADCASTING.

Major market jock seeks programing on air position in medium market. 12 years experience. Box R-142, BROADCASTING.

Mid-day personality, first phone, country or contemporary, top ratings with women! Box R-148, BROADCASTING.

Three years experience, air shift, sports, news, sales, degree, 3rd, seeks middle market combo including PBP. Box R-150, BROADCASTING.

Progressive rock. Experienced. 3rd endorsed, know music, college degree. Box R-166, BROADCASTING.

Personality with a flair. Experience as music director. Third endorsed. Excellent production. True professional. Adult contemporary format. Box R-177, BROADCASTING.

Established pro would like to return to Texas 12 years at present job. Experience in all facets of broadcasting including, news, pbp sports, sales, and am presently music director. Would like shot at managing small mkt. radio or move into TV. Family man looking for spot to settle. Available June 1st. For resume, photo, tape, etc. call 501-492-6185.

Experienced announcer. First phone. Willing to relocate. Staff or production. Bob Ronningen. 612-226-8934.

Midwest MOR announcer. 10 years experience, first phone, college grad, some PBP and sales, family. Call Bob 612-474-9597.

Polished, warm, communicative D.J., 4 years experience, ready to move immediately. Seeking contemporary station in Northeast or Florida. Production, copywriting, news skills. Third endorsed. Bob Alexander, 212-799-9190, 9 AM-5 PM.

SITUATIONS WANTED ANNOUNCERS CONTINUED

First phone! Beautiful music showcase. Supersedes automation. Radio 27 years. 219-436-8781 mornings, evenings.

You need announcer, I'm your man. Top 40/Rock or contemporary announcer with 3 yrs. experience. 3rd endorsed, hard worker. Tight board. Will work any shift. Call Paul Hunner, 504-872-6829.

Broadcast grad, 3rd phone endorsed, reporting background. George Muzyka, 3825 N. Newcastle Ave., Chgo, IL 60634. Tel 312-685-7984.

Tired of being manager, PD, music director. Give me nights and I am happy and damn good. Must pay $12000.00. 10 years experience, first phone, personality. Karl 1-505-327-9696.

Rochester/Buffalo: Micromarket first phone digs graveyards, weekends, Sunday mornings. Bernie 716-343-0055 (ext. 261), 716-344-1691.

Air talent for hire. Boardshift, production, non-screamer, with 3rd. Prefer NE or SE. Tape, resume and photo available. 215-256-6330.

In need of a city. 3 years air/production experience in AOR. Seeking airshift and/or production in metro area. First ticket, good copy, excellent music knowledge. Terry, days 203-456-1400, nights 423-1271.

Country deejay, news plus Sales. Good voice, personality. Family man. Hard worker willing to relocate. Looking for solid opportunity with medium market station. Dan Moyers, 4348 Felton St., San Diego, CA 92116.

D.J. tight board, news commercials, looking for work anywhere. Bob Fowler, 92 Alder Drive, Mastic, NY 11951.

D.J./Third endorsed ticket, need break. Hard worker. Prefer Pa. open to other offers. Contact: Palmer Forbes, PO Box 225, Tarentum, PA 15084. Ph: 412-226-2669.

Young man: Attractive, special with tremendous charm and personality seeks talk show, game show or D.J. spot. Good talker, ad libber. Well rounded, widely traveled. Norwegian, French, Italian spoken fluently. College degree. Solid experience. N.Y. area preferred, but will relocate. Einar Skaar, 140 W. 57th Street, New York 10019.

1st phone DJ 1 year experience. John Cook, phone 801-322-4095. 125 South 3rd East, Apt. 501, Salt Lake, UT 84111.

SITUATIONS WANTED TECHNICAL

EE student wants summer job. Technical experience plus first phone. 5 years announcing experience. Jeff Groves, 2357 Larch, Ames, IA 50013. 515-294-9060.

SITUATIONS WANTED NEWS

Very experienced world news editor, written the way people like to hear without doubletalk: Interesting, accurate and clear! Box R-108, BROADCASTING.

Looking for a hard worker, someone willing to learn your way. One who a degree and some experience. You need me. Box R-160, BROADCASTING.

Hard working newscaster, M.A., seeks work. Will relocate. Currently doing news at metro noncommercial FM station. Box R-161, BROADCASTING.

Highly qualified anchorman/news director seeking position in major market, Washington, D.C. area preferred. Box R-165, BROADCASTING.

PBP, pro, college, H.S. experience, all sports, radio & TV. Currently employed. Ready to relocate! Versatile! Box R-168, BROADCASTING.

Newsman available, interviewing exp. 1st phone. 2 yrs. exp. Md., Penn., Del. or Midwest preferred. Box R-169, BROADCASTING.

Experienced, hardworking, a digger, TV-Radio. Written news experience. PBP, sales, DJ, experience. Midwest-South preferred. Box R-170, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Ten years radio. News degree, U. of Illinois. First phone, pro delivery. Literate. DC-Harrisburg area. Box R-172, BROADCASTING.

Varied news background. Wants growth opportunity. Currently at NIS station. College plus 6 yrs. exp. good writer and on-air. First. 215-295-0285 or Box R-187, BROADCASTING.

Young newsman with some experience producing and delivering news. Am seeking a reporting/writing position with a NY NJ or Conn. sta. but will relocate. Call Al Gregory 212-889-8480 after 7 on weeknights.

Sportscaster for hire. Experienced PBP in BB, FB, BKB, and hockey, college and pro. Desire top sports station. Contact: Jim Lane, 282 Elmwood Dr., Mansfield, OH 44906. Call 419-522-8489.

Mature, 7 years in contemp MOR, talk news, PD wants to concentrate on news in New England medium to large market. Dick Roberts, 2 Hill Place, Springfield, VT 05156. 802-885-4157.

Graduate student in broadcasting seeks summer job. 3rd ticket, any location. Rachel Shuster, 1904 Reedie Dr., Silver Spring, MD 20902.

Newsman seeking immediate position in major or medium market. 8 years experience in all facets of news operations. Excellent references. Steve Little 408-354-4443.

Sportsman for summer relief? How about free-lancer with 3 years experience? Football, basketball, baseball, and major college hockey background. Will accept inquiries for permanent positions also. Tape, resume available. Pete Weber, 316 North William Street, South Bend, IN 46601.

Responsible, thinking journalist, B.A., M.S., broadcast journalism, third endorsed, one year experience, seeks small to medium market. Rich Peacock, 33 Cogswell Avenue, Cambridge, MA 02140. 617-547-2788.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Southwest. Experienced copy writer. Female, 3rd. Good production. Box R-38, BROADCASTING.

Experienced country programer w/excellent track record. Let me put it all together. Box R-121, BROADCASTING.

6 years, PD now. Prefer medium Northeast contemporary. Consider all. Box R-133, BROADCASTING.

Operations Manager: Seven years experience programing/production. Heavy in public affairs. Award winning copy. Available now for small/medium MOR/good music. Box R-143, BROADCASTING.

Program Director with Major Market Top 40 background, looking to program medium to major market rocker. If you need more than a music director, write me. I can plan your station's success. Box R-157, BROADCASTING.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. Public Broadcasting TV. Position available immediately. Minimum 5-7 years experience in television station management including experience in programing, production, engineering and responsibility for public relations and general administration. Applications requested by April 30, 1976. Apply to Oliver C. Bumb, Vice President for Public Affaris, Ball State University, Muncie, IN 47306. Ball State University practices Equal Opportunity in Education and Employment.

HELP WANTED SALES

Group company looking for experienced radio or TV account executive to handle important list. Should produce $18-$22,000 or more for right individual. College background desired. Must have good record in sales. Contact O.W. Myers, WOWK-TV, Huntington, WV, Box 1448. Phone 304-525-7661. 40th TV Market, will need resume.

HELP WANTED SALES CONTINUED

Attention: Local salespeople earn big part time money selling your local auto dealers our fantastic television commercials. We will send you a video tape cassette. Call me now collect Art Alloway at 703-451-1588. All inquiries confidential and your present employer will only know if you tell him.

HELP WANTED TECHNICAL

Operating engineer. Person with First Class FCC license to work in television control room. Experience necessary. Box R-94, BROADCASTING.

Chief Engineer. New ITFS at university in Chicago begins broadcasting in September. Immediate opening for experienced TV transmitter supervisor to maintain transmitter and video equipment. Will supervise student operators and technicians. Send resume and salary requirements to Box R-131, BROADCASTING.

Wanted TV Engineer first phone for transmitter. Mountain installator quarters and transportation furnished. Ideal location for amateur operation. Two meter repeater installed in building. Call 1-307-864-3655 evenings. Saturdays or Sundays, or Box R-137, BROADCASTING.

Engineering supervisor: PTV, New York state 2 or more years experience in supervising Master Control, maintenance, remote operation. Ampex, Norelco, CDL equipment. Salary depends on experience. An Equal Opportunity Employer. Send resume to: John Bell, 280 State St., Rochester, NY 14614.

Maintenance Technician: An opening with a Hallmark Cards subsidiary in Crown center; Kansas City, Missouri. We need a maintenance technician for a closed circuit color TV system. Cameras include both studio and ENG type equipment. Emphasis on 3/4 in. U-Matic video cassette format. RF or MATV experience helpful, but not necessary. In addition to a good salary commensurate with experience, we offer outstanding benefits including company-paid hospitlization, life insurance, and profit sharing. Call Virginia Kirlin, collect, 816-274-5663. Hallmark Cards, Kansas City, MO 64141. An Equal Opportunity M/F employer.

HELP WANTED NEWS

News Director. Major Ohio VHF Net affiliate looking for effective administrator and journalist. Send resume to Box R-104, BROADCASTING.

Newscast producer $400 weekly range. Station with first rate reputation wants experienced 6-11 pm producer who can really put it all together. Box R-156, BROADCASTING.

Top Ten Market station looking for talented Talkshow host. On-air experienced required. An Equal Opportunity Employer. Send resume to Box R-158, BROADCASTING.

Weekend anchor person/reporter needed for Florida TV growth station. Experienced required in news writing, producing, and on air work. Equal Opportunity Employer. Reply Box R-162, BROADCASTING.

Anchor: We are looking for a person who wants to work hard for that chance to make a career in television news. Previous reporting experience a must; send VTR, resume to WVIR-TV, Box 751, Charlottesville, VA 22902.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant Producer. $10,000-$12,500. Must possess a BA degree, preferably in broadcast journalism; two years TV broadcast experience in production and on-air; experience in film and TV production including on-location, directing, writing, narrating and supervising editing. Reply to: Program Manager, KCPT/Ch 19, 2100 Stark, Kansas City, MO 64126. An Equal Opportunity Employer.

Promotion Manager with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harrower, WTAJ-TV, Altoona, PA 814-944-2031.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

Cinematographer. 2½ yr. project, PTV Network. Experienced in executing double system film projects, including use of 16mm motion picture cameras, sound mix facilities and related equipment. State Merit requirements, minimum: Degree plus 3 yrs. exp. in motion picture prod. and/or film editing. Annual contract, renewable for project duration: $12,000-$13,500. Contact: Personnel Department, Iowa Educational Broadcasting Network. PO Box 1758, Des Moines, IA 50306. An Equal Opportunity Employer.

Oregon State University is seeking an assistant editor for the Agricultural Experiment station. Responsibilities for the 12-month faculty position: Writing, TV-radio produciton, speaking before varied groups, work with media. The university is an Afirmative Action Employer; applications from females and minorities are encouraged. Application deadline May 10. For application form, contact: Richard Floyd, AdS 416-R, OSU, Corvallis, OR 97331, 503-754-3615.

SITUATIONS WANTED MANAGEMENT

All TV stations are the same. Each has four walls floor, roof and equipment. The difference is the people inside. The manager must be able to build and inspire a devoted, talented staff committed to being number one in all phases: ratings, sales, programing, production, engineering and promotion. He must be able to control expenses and deliver maximum bottom line while serving the area of license. I am such a manager with a proven track record. I am looking for a new challenge. If you want your station to be more than "Just another average box," let me help you build it into a sparkling daily Christmas present of pride and profit. Box R-91, BROADCASTING.

General Manager, sales manager, programing, etc. Thoroughly experienced and successful all phases, including station-ownership; group administration Special expertise in: Management, sales management-sales (local, regional; national), programing, film-buying, production, news, promotion, community-involvement. Outstanding credentials! Television 21 years; radio 8. Total broadcasting experience 29 years. Age 46. Degreed. Aggressive, quality competitor. Accustomed to formidable challenges and much responsibility. Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box R-138, BROADCASTING.

Promotion Director seeks major market position. Heavy experience on-air, thoroughly familiar with all other phases of audience and sales promotion. Print portfolio/videocassette demo reel available. Box R-146, BROADCASTING.

General Manager of major market radio and TV station is looking for a small market radio or TV that would offer him a chance to manage & build station ratings & profits with later opportunity of buying part ownership. I have excellent references and am willing to prove my ability in your market. Write Box R-90, BROADCASTING.

SITUATIONS WANTED TECHNICAL

Maint. man first phone. Prefer xmtr. Eastern. Box R-135, BROADCASTING.

Chief Engineer with management and technical experience including live ENG. Box R-153, BROADCASTING.

Transmitter Supervisor experienced in transmitter operations, microwave and live ENG. Box R-154, BROADCASTING.

Experienced first phone, 1 year experience in studio and transmitter. Will relocate anywhere, start as soon as possible. David Wright, 25900 Winton, St. Clair Shores, MI 48081, 313-778-0515.

Broadcasting technician. First class license. Major market operations. Some digital experience. Desires career position maintenance/operations. Single, will relocate, preferably West or Northwest. Dennard 212-493-3446.

SITUATIONS WANTED NEWS

Energetic newsman seeking reporter's position. Writer-Producer for two years in major market, BA in broadcast news, minor in political science. Excellent references, aircheck available. Call 504-394-3589 or Box Q-76, BROADCASTING.

News Director. Superb credentials, experience, seeks to relocate. Management support of news vital. South preferred. Box R-78, BROADCASTING.

Experienced anchor-reporter. MS in broadcaster journalism. Currently assistant producer at top 10 CBS affiliate. A natural anchor. A journalist who can dig out a story and make it move visually Looking for top 50 station ready to move to Number 1 or improve its top position. Box R-81, BROADCASTING.

A professional weather presentation can make your station No. 1, or keep it there. AMS Member, degree in meteorology and environmental sciences, research on tornadoes. Excellent visuals. Will speak to civic groups for station PR. Box R-93, BROADCASTING.

Dedicated journalist. Experience as news director, large market drive time anchor, radio documentary producer, talk show host. Seeks television opportunity. Call 413-458-5447 or Box R-120, BROADCASTING.

News Director: I've proved I can be number one against popular consultants. Mature, richly experienced. Call 205-837-0452 or write Box R-128, BROADCASTING.

Investigative field reporter, award winner with top LA radio station. News format changes forcing me to look elsewhere. Ready for TV. I can give you big stories. I've proven it. Box R-129, BROADCASTING.

News Director, That's what I should be. Am producer of top-rated news hour for network O&O in one of nation's two top markets. Fifteen years in news, eight of them with two of country's best TV stations. Will bring your department ratings and quality. Box R-145, BROADCASTING.

Mature newsman, no "happy talker" or "jock", just straightforward and honest seeks change soon. Box R-155, BROADCASTING.

Film and theatre critic able to do lively features and interviews, looking for Top 30 market. Videotape upon request. Box R-159, BROADCASTING.

Young, editorial writer with medium size newspaper wishes to join first class television news operation. Box R-163, BROADCASTING.

Versatile reporter at good medium market station with excellent journalism education and experience seeks position in Top 20. Box R-164, BROADCASTING.

Aggressive reporter with anchor experience seeks challenging position. Currently employed Mid 50's market. Box R-174, BROADCASTING.

Strong on sports, have done PBP, TV anchorwork, radio talk, degree. 305-894-6396. Box R-178, BROADCASTING.

Small market news director, currently doubling as weatherman, sports man, sports anchor and production assistant, looking for medium market. Midwest, now. Will consider anywhere. 24 years old, with three years of anchor. Ready to learn. Basic film-shooting, news and commercial writing, and interviewing is everyday activity currently. Ready to specialize. Single, good health, good knowledge of news, weather and sports, and commercial accounts treatment. Dan Corporan, Dodge City, KS. 316-227-7270, mornings.

Workingman's Sportscaster. Knowledgeable commentary; in depth analysis; enlightening interviews, and crips PBP. Dares to be different. 716-223-2219.

Sports anchor! Number one in 54 wants move up. Magid approved, commentary, football PBP, cassette and resume. 804-272-6107.

Newswoman needs break, will relocate. Excellent writing background. 3 years. Eden Clorfene, 1213 54th St., Chicago. 363-0661, evenings.

SITUATIONS WANTED NEWS CONTINUED

Broadcast grad, 3rd phone endorsed, reporting background. George Muzyka, 3825 N. Newcastle Ave., Chgo, IL 60634. Tel. 312-685-7984.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager with degree and 9 years commercial experience 2 years major market, seeking challenge in management or creative production directing. Willing to relocate, available mid-April. Box Q-210, BROADCASTING.

Creative, experienced, versatile. Excellent photographer. Film-radio-TV experience. TV writing. Sales experience. Box R-171, BROADCASTING.

Talented, energetic, young but responsible. Needs opportunity to prove self as writer/producer. Versatile, imaginative, good organizer. BA broadcasting. Experience writing/producing public service radio/TV. Taught production university level. Bob Harner, 2617 N. 36th St., Apt. BB101, Phoenix, AZ 85008.

College grad BFA film No. 2 D.J. Jacksonville Fla. WCAU TV wake up! Commercial production, copywriting, creative, funny & zany. Looks like Ernie Kovacs. Get me out of N.J.! 201-747-4677.

CABLE

HELP WANTED SALES

Wanted, an experienced, imaginative, aggressive account executive whose bag is local sales. Largest Cable TV system in U.S. seeks "right" person to handle local sales for fastest growing commercial station in market. If you're not afraid to work and want to break into the industry where the action is, send your complete resume to Dick Fairbanks, MCTV, PO 19700, San Diego, CA 92119.

BUY—SELL—TRADE

WANTED TO BUY EQUIPMENT

Quality conscious organization will purchase Gates BC-10B ten kilowatt AM transmitter. Must be in good condition. Box R-85, BROADCASTING.

Educational FM applicant needs tax-deductible studio and transmitter equipment donations. Box 2734, Phoenix, AZ 85002.

We need used 250, 500, 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

Presto 800 Recorder, Conrac, Carlson, Jerrold TV Tuners Gene Autry, Roy Rogers Radio transcriptions ARG, 341 Cooper Station, NYC 10003.

Well financed engineering firm will pay immediate cash for used quadruplex video recorders. Ampex 2000, 1200, HS 100. A.F. Associates, Inc., 201-664-3000.

FOR SALE EQUIPMENT

IVC 800 Video heads $75.00. RCA MI40790BZ Low Band Air bearing video head assembly. $150.00. Trompeter video jacks type J-2 $2.00. WE 233 looping plugs $4.00. Ampex VR 1200 Capstan Motor $150.00. Ampex VR 1100 solid state signal system $125.00. Norman Gillaspie, Box 2124, Monterey, CA 93940 1-408-375-7424.

Ampex high speed 2" video tape duplicator/ADR150-3. Ampex slo-mo recorder and computer editor/HS-100, HS-200 equipment almost new, expertly maintained. Make offer, Byron Motion Pictures, 65 K Street, N.E., Washington- D.C. Phone 202-783-2700.

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

One stop for all your professional and audio requirements. Bottom line oriented. F.T.C. Brewer Company, Box 8057, Pensacola, FL 32505.

FOR SALE EQUIPMENT CONTINUED

340' guyed dura galvanized (1969) painted 6/75. Complete $6,500. Garron STE-100 phase enhancer $450. Sansui Quad encoder $350. WFMK, 517-349-4000.

For Sale. Automation system. Six carousels, two random select. Time announcer, net join, two single play cart machines. Bought from exhibit, 1972 NAB. Excellent condition. Reason for selling: we moved up to a bigger system. Call AC 205-362-8890.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

MISCELLANEOUS

Prizes Prizes! Prizes! National brands for promotions, contests, programing. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

We're selling ourselves! Custom voice-overs, your copy, our talent. Try one! 60 seconds, $8.00! Oncue Productions, Box 10203, Pittsburgh, PA 15232.

PROGRAMING

Nationally known management consultant is now available to pump up ratings and billings for under developed radio stations. Protect your investment. Bill Elliott & Associates, 305-967-8838.

INSTRUCTION

FCC License study guide. 377 pages. Covers third, second, first radiotelegraph examinations. $9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, Atlanta, Detroit, Philadelphia, Chicago, Seattle, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

No: tuition, rent! Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Class begin May 10, June 21 and August 2.

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. 235 East Grand Avenue, Chicago, IL 60611.

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.

1st Class FCC, 6 wks, $450.00 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

Job opportunities and announcer-d.j.-1st class FCC license training at Announcer Training studios, 152 W. 42nd St., 3rd floor, NYC. Licensed and V.A. benefits.

INSTRUCTION CONTINUED

Institute of Broadcast Arts, 75 East Wacker Drive, Chicago, 4730 West Fond du Lac, Milwaukee. Current FCC license updates. Approved for Veterans Benefits, financing available. Lowest prices in the Midwest. 312-236-8105 or 414-445-3090. Results guaranteed.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute (formerly Elkins Institute), 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

No FCC License? Tried every way but the right way? It's time for Genn Tech., free catalog. Home study. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

Highly rated San Francisco area station looking for the Sales Manager who can do it all. We require strong personal sales, training and motivating salespeople, plus bottom-line awareness for this autonomous position. Money, by the way, is tops as are living conditions, fringes, etc. Rick Davenport, (312) 693-6171, Ron Curtis & Company.

Help Wanted Sales

CONTEMPORARY FM STEREO

Has the right place for you if you're looking for limitless opportunity in good-size market. Experienced time sales rep give Russ Beckmann a call at KSPZ Radio. 303-632-3536, send resume to P.O. Box 966 Colorado Springs, Colorado 80901

ON YOUR WAY UP

Expanding sales department in good-size market needs an experienced time sales representative for MOR station, CBS Affiliate. Give Fred von Pingel a call at 303-632-3536, send resume to KVOR Radio, P.O. Box 966, Colorado Springs Colorado 80901.

Placement Service

RADIO-TELEVISION CATV
Looking For A Job?
Mail Us Your Resume Now!
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Help Wanted Technical

Radio Field Service Engineers
Domestic/International

We're a leading producer of TV and radio broadcast equipment with challenging opportunities in our customer service organization.

We're seeking Transmitter Engineers with a strong background in AM and FM radio broadcasting. You should have a minimum of a 2 year Associate's Degree in Electronics plus 3-5 years related broadcast experience. Technical strength and the ability to work with a minimum of supervision is essential.

The positions require both domestic and international travel with exceptional financial opportunity when extended periods of field service activities abroad are called for.

You'll enjoy a salary fully commensurate with your experience and appropriate bonus plus *per diem* for international field service assignments. We also offer excellent benefits including profit sharing and hospitalization; stable employment; opportunities for advancement; and relocation expenses.

Send resume with salary history and requirement in confidence to: Lawrence B. Carlstone, Professional Employment Supervisor.

HARRIS COMMUNICATIONS AND INFORMATION HANDLING

Harris Corporation.
Broadcast Products Division
Quincy, Illinois 62301

an equal opportunity employer M/F.

Help Wanted Programing, Production, Others

Career Opportunities
Radio, Television, Publishing

If you have 2 or more years experience in any phase of commercial broadcasting and are ready to move on to greater responsibility send your resume to:

New National Skills Bank
NATIONAL URBAN LEAGUE
500 East 62nd Street
New York, New York 10021

Situations Wanted Management

Strong, experienced, radio GM with great record of achievement in major markets seeking position. Have managed top-flight stations in major markets. Reply in utmost confidence. Will answer all replies.
Box R-69, BROADCASTING.

Have sold my stock in stations here. Desire to relocate. Complete background in all areas of management. Highly qualified in sales, programing & administration in both major and medium markets. Dedicated and dependable. Call Hal Fisher 205-272-1773.

Situations Wanted Management Continued

MAJOR MARKET RADIO
G.M. WHO CAN!

I'm a major market contemporary radio G.M. who can ... turn a losing station into a success and has (twice) ... can build entire contemporary radio staff and management team from programing to sales ... and has in one of America's toughest major markets! My speciality is sales but greatest success is total station development. I enjoy taking on giant competitors and topping them like I have at my present station. I would consider a G.M. position in a top 10 market or a G.M. opportunity with equity in a top 25 market. My competitors would appreciate it if you would hire me out of my major market so they can finally turn a profit! Top national references.

Box Q-154 BROADCASTING.

Situations Wanted Announcers

I DON'T PLAY AROUND

But when it comes to calling the action on the field or in the arena, I go beyond telling-it-like-it-is, without gloating about it. If Play-by-Play alone doesn't fit your needs, try my News, Production, Copywriting, or DJ work on for size. Personally, my market's beginning to feel tight around the collar, and I would feel more comfortable in something bigger. Box R-151, BROADCASTING.

BROADCASTING'S CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

TELEVISION

Help Wanted Management

Major Market independent station requires Business Manager. Opportunity for a person looking for increased responsibility and future with growing company. M/F applicants from all races are desired. An equal opportunity employer. M/F.

Box R-112, BROADCASTING.

Help Wanted Technical

Leading video switching company needs design and maintenance engineers. Experience in color video preferred.

Contact: Mr. Buzan   Vital Industries, Inc.
3700 N.E. 53rd Avenue
Gainesville, Florida 32601
Phone: 904—378-1581

Chief Audio-Visual Engineer
Color Television Studio
For a leading multinational company

Requires a minimum of 2 years study in electrical and electronic theory, experience in closed circuit television, knowledge of theory and practice for television transmission, a minimum of a 2nd class FCC license, and previous experience with helical scan video tape equipment.

This position offers considerable freedom in all phases of installation, operation, and general maintenance of all equipment in the TV studio.

Send resume and salary requirements in confidence to:

Patricia Lee
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Peoria, Illinois 61629
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CATERPILLAR

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Situations Wanted News

YOUNG NEWS PROFESSIONAL

Major market anchor, O&O street reporter. Group-owned radio News Director. Excellent references from top industry pros, including current employer. Anxious for new challenge as anchor, News Director, or combo. Executive ambition and potential. Early 30's, married. Looking for permanent home with a first-class organization.

Box R-111, BROADCASTING.

YOU BELONG IN BROADCASTING!

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

Miscellaneous

Available now ... Thirteen (13), thirty minute programs. "A Step to Beauty with Josef". Hints for women from international hairstylists and cosmotologists. Further info contact United Productions, 319 Cooke St., Plainville, CT 06062, (203) 747-6891.

Public Notice

PUBLIC NOTICE
REQUEST FOR PROPOSALS

The Ossining-Mt. Pleasant Regional Cable TV Advisory Committee invites applications for Cable Television franchise(s) to serve the following communities in Westchester County, N.Y.

Town of Mount Pleasant
Town of New Castle
Town of Ossining
Village of Briarcliff Manor
Village of North Tarrytown
Village of Ossining
Village of Pleasantville
Village of Tarrytown

The combined population of the region is approximately 100,000 in 28,000 households. Applications should be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until June 30, 1976 and all applications will be available for public inspection during normal business hours at Village Clerks office, Pleasantville, N.Y.

John A. Horn, Chairman
REgional CATV Committee
Village of Pleasantville
48 Wheeler Av.
Pleasantville, NY 10570
914-769-1900

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5 KW with Small FM
Good Business and Location.
Box R-105, BROADCASTING.

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PEnnsylvania 5kw daytimer. Good facility, making money and can make more. Owner has other more pressing interests. Only financially qualified need apply. All replies strictly confidential. No Brokers.
Box R-182, BROADCASTING.

Fla.	**Small**	**Fulltime**	**200K**	**56K**
S.E.	**Metro**	**Fulltime**	**450K**	**125K**
East	**Metro**	**Fulltime**	**1.9KK**	**900K**
Ohio	**Metro**	**Daytime**	**450K**	**130K**
M.W.	**Major**	**FM**	**1KK**	**290K**

Atlanta—Boston—Chicago—Dallas
New York—San Francisco

CHAPMAN ASSOCIATES®
nationwide service

5 Dunwoody Park **Atlanta, Georgia 30341**

1000 WATT DAYTIMER
NO DOWN PAYMENT
- **Volume about $70,000 per yr.**
- **City area population about 40,000.**
- **Northeast tip of Tennessee.**
- **Pay $3,016 per month with prepayment privileges with no penalty.**
- **$114,000 corporate tax loss carry forward.**

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615-894-7511

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Brokers & Consultants to the Communications Industry
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Small Market Television Station
$100,000 Down
With realistic pay-out on balance. VHF and network affiliated in the most rapidly expanding area in New Mexico. Full particulars from Jerry Proctor, Box 58366, Houston, Texas. 713-488-8009.

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AM Full, single station mkt., $250,000
29% down - Terms

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For Sales Stations Continued

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Communications Investments
68 Post Street
San Francisco 94104
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Brokers, Consultants & Appraisers
Los Angeles **Washington**
Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202—223-1553

MEDIA BROKERS
APPRAISERS
RICHARD A.
SHAHEEN INC
435 NORTH MICHIGAN • CHICAGO 60611
312·467·0040

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

When placing an ad indicate the **EXACT** category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us ... they will be returned to you.

Rates, classified listings ads:
—Help Wanted 50c per word—**$10.00 weekly minimum.** **(Billing charge to stations and firms:** $1.00).
—Situations Wanted, 40c per word—**$5.00 weekly minimum.**
—All other classifications, 60c per word—**$10.00 weekly minimum.**
—**Add $2.00 for Box Number per issue.**
Rates, classified display ads:
—Situations Wanted (Personal ads) $25.00 per inch.
—All other $45.00 per inch.
—More than 4" billed at run-of book rate.
—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name ____________________ Phone ____________

____

City ____________________ State __________ Zip ________

Insert ________ time(s). Starting date ________________ Box No. ________

Display ________________ (number of inches).

Indicate desired category: ____________________________

Copy: ____

Stock Index

	Stock symbol	Exch.	Closing Wed. April 14	Closing Wed. April 7	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
Broadcasting											
ABC	ABC	N	26 3/4	27 7/8	- 1 1/8	- 4.03	27 7/8	19 7/8	27	17,187	459,752
CAPITAL CITIES	CCB	N	47 1/2	50	- 2 1/2	- 5.00	52 5/8	42 1/4	14	7,208	342,380
CBS	CBS	N	52 3/4	55 1/2	- 2 3/4	- 4.95	58	46 3/4	12	28,313	1,493,510
COX	COX	N	35 1/2	34 5/8	+ 7/8	+ 2.52	36 1/2	28 3/4	14	5,852	207,746
GROSS TELECASTING	GGG	A	11 1/2	11 1/8	+ 3/8	+ 3.37	12 3/8	10	8	800	9,200
LIN	LINB	O	15 3/8	16	- 5/8	- 3.90	17 1/4	9 5/8	9	2,382	36,623
MOONEY	MOON	O	3 1/8	3 1/8		.00	3 7/8	2 3/8	6	425	1,328
RAHALL	RAHL	O	4 1/2	4 1/2		.00	5 1/4	4 1/2	12	1,297	5,836
SCRIPPS-HOWARD #	SCRP	O	27 1/2	27 1/2		.00	27 1/2	20 1/2	9	2,589	71,197
STARR** * #	SBG	M	3 1/2	3 5/8	- 1/8	- 3.44	5	3 3/8		1,091	3,818
STORER	SBK	N	22 1/2	23	- 1/2	- 2.17	23	15 7/8	8	4,548	102,330
TAFT	TFB	N	26 5/8	27 1/8	- 1/2	- 1.84	28 3/4	23 1/4	10	4,042	107,618
									TOTAL	75,734	2,841,338
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	4 5/8	4 3/4	- 1/8	- 2.63	4 3/4	2	13	1,250	5,781
AVCO	AV	N	10 3/4	11 5/8	- 7/8	- 7.52	11 5/8	4 1/2	4	11,481	123,420
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	9 7/8	10 1/2	- 5/8	- 5.95	10 1/2	5	9	2,403	23,729
CHRIS-CRAFT**	CCN	N	5 1/2	6 1/8	- 5/8	- 10.20	6 3/8	5		4,167	22,918
COMBINED COMM.	CCA	N	16 1/8	16 3/4	- 5/8	- 3.73	16 7/8	12 5/8	10	4,899	78,996
COWLES	CWL	N	8 3/8	9 1/4	- 7/8	- 9.45	10	6 1/8	12	3,969	33,240
DUN & BRADSTREET	DNB	N	28	28 1/2	- 1/2	- 1.75	33 3/4	28	18	26,527	742,756
FAIRCHILD IND.	FEN	N	8 5/8	9	- 3/8	- 4.16	9 1/8	6 1/8	13	5,708	49,231
FUQUA	FQA	N	7 5/8	8 1/2	- 7/8	- 10.29	8 7/8	4 1/2	191	8,689	66,253
GANNETT CO.	GCI	N	37 1/4	37 1/4		.00	40	32 7/8	20	21,108	786,273
GENERAL TIRE	GY	N	19 7/8	21	- 1 1/8	- 5.35	23	17 5/8	7	21,954	436,335
GLOBETROTTER**	GLBTA	O	2 5/8	2 7/8	- 1/4	- 8.69	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.		O	6	6		.00	6 1/2	6	5	475	2,850
HARTE-HANKS	HHN	N	24 1/4	25	- 3/4	- 3.00	25	17 1/8	13	4,369	105,948
JEFFERSON-PILOT	JP	N	28 1/8	26 7/8	+ 1 1/4	+ 4.65	31 1/4	26 7/8	12	24,068	676,912
KAISER INDUSTRIES	KI	A	11 1/4	12 1/4	- 1	- 8.16	12 1/4	8	4	27,575	310,218
KANSAS STATE NET.	KSN	O	3 3/4	3 7/8	- 1/8	- 3.22	4 7/8	3	5	1,815	6,806
KINGSTIP	KTP	A	7 1/4	7	+ 1/4	+ 3.57	8 5/8	4 7/8	5	1,154	8,366
KNIGHT-RIDDER	KRN	N	35	36 5/8	- 1 5/8	- 4.43	36 5/8	28 7/8	17	8,305	290,675
LEE ENTERPRISES	LNT	A	15 1/2	16 1/8	- 5/8	- 3.87	25 1/2	15 1/2	7	3,352	51,956
LIBERTY	LC	N	16 1/8	15 3/4	+ 3/8	+ 2.38	17	9 1/2	7	6,762	109,037
MCGRAW-HILL	MHP	N	13 5/8	14 3/8	- 3/4	- 5.21	17	12 3/4	10	24,601	335,188
MEDIA GENERAL	MEG	A	17 1/8	17	+ 1/8	+ .73	19 1/2	14 1/4	9	7,221	123,659
MEREDITH	MDP	N	16 3/8	16 5/8	- 1/4	- 1.50	16 5/8	10 1/4	7	3,041	49,796
METROMEDIA	MET	N	21 3/4	22 3/4	- 1	- 4.39	22 3/4	15	10	6,553	142,527
MULTIMEDIA	MMED	O	19 1/2	19 1/2		.00	19 1/2	14 1/4	12	4,390	85,605
NEW YORK TIMES CO.	NYKA	A	13 1/4	13	+ 1/4	+ 1.92	17 3/8	11 1/2	12	10,938	144,928
OUTLET CO.	OTU	N	16 3/4	17 3/4	- 1	- 5.63	19	12 7/8	6	1,387	23,232
POST CORP.**	POST	O	10	9 3/4	+ 1/4	+ 2.56	10	8		871	8,710
PSA**	PSA	N	6 1/8	7 1/8	- 1	- 14.03	9 1/4	5 1/2		3,181	19,483
REEVES TELECOM**	RBT	A	1 7/8	1 7/8		.00	2 1/4	1 1/8		2,376	4,455
ROLLINS	ROL	N	23 1/2	25 1/2	- 2	- 7.84	27 3/8	20 3/4	16	13,404	314,994
RUST CRAFT	RUS	A	9 3/8	9 3/4	- 3/8	- 3.84	9 7/8	5 5/8	8	2,328	21,825
SAN JUAN RACING	SJR	N	7 7/8	8	- 1/8	- 1.56	9 1/4	7 1/4	6	2,509	19,758
SCHERING-PLOUGH	SGP	N	57 1/4	57 3/8	- 1/8	- .21	57 3/8	47 1/2	22	53,956	3,088,981
SONDERLING	SDB	A	10 5/8	11	- 3/8	- 3.40	13	6 3/4	5	727	7,724
TECH OPERATIONS**	TO	A	3 3/4	4 1/2	- 3/4	- 16.66	4 3/4	2 7/8		1,344	5,040
TIMES MIRROR CO.	TMC	N	20	20 1/2	- 1/2	- 2.43	23	18 1/4	14	33,823	676,460
WASHINGTON POST CO.	WPO	A	31 1/4	31	+ 1/4	+ .80	31 7/8	21 3/4	12	4,725	147,656
WOMETCO	WOM	N	16 5/8	16 3/4	- 1/8	- .74	19 1/2	13	8	6,332	105,269
									TOTAL	378,777	9,266,552
Cablecasting											
AMECO** #	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 5/8	1 7/8	- 1/4	- 13.33	2 1/8	3/4		1,672	2,717
AMERICAN TV & COMM.	AMTV	O	17 1/2	18 1/2	- 1	- 5.40	21 3/4	13 1/2	22	3,322	58,135
ATHENA COMM.** *		O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 5/8	4 3/4	- 1/8	- 2.63	6 1/2	4 5/8		8,351	38,623
CABLECOM-GENERAL	CCG	A	6 3/4	7 5/8	- 7/8	- 11.47	8 1/8	5 1/2	7	2,560	17,280
CABLE INFO. #		O	1/2	1/2		.00	1/2	1/4	3	663	331
COMCAST		O	3 1/8	3 1/8		.00	3 1/8	1 7/8	9	1,708	5,337
COMMUN. PROPERTIES**	COMU	O	3 1/2	3 5/8	- 1/8	- 3.44	3 5/8	1 7/8		4,761	16,663
COX CABLE	CXC	A	16	16		.00	17 3/4	13	20	3,560	56,960
ENTRON #	ENT	O	1 3/4	1 3/4		.00	1 3/4	1 5/8	2	1,358	2,376
GENERAL INSTRUMENT	GRL	N	11 1/2	12 5/8	- 1 1/8	- 8.91	13 5/8	8 1/4	29	7,201	82,811
GENEVE CORP.** #	CFUN	O	7 1/4	6 3/4	+ 1/2	+ 7.40	7 3/4	6 1/2	48	1,121	8,127
SCIENTIFIC-ATLANTA	SFA	A	14 1/2	14 7/8	- 3/8	- 2.52	18 5/8	10 1/4	13	1,374	19,923
TELE-COMMUNICATION	TCOM	O	4	4		.00	5 1/4	3 1/2		5,181	20,724
TELEPROMPTER**	TP	N	7 3/4	9	- 1 1/4	- 13.88	9 3/8	5 3/4		16,604	128,681
TIME INC.	TL	N	59 3/4	63 5/8	- 3 7/8	- 6.09	69 1/2	59 3/4	13	9,975	596,006
TOCOM	TOCM	O	2 7/8	3	- 1/8	- 4.16	3 1/4	1 5/8	10	617	1,773

	Stock symbol	Exch.	Closing Wed. April 14	Closing Wed. April 7	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
UA-COLUMBIA CABLE	UACC	O	12	12 1/2	- 1/2	- 4.00	13	9	13	1,714	20,568
UNITED CABLE TV**	UCTV	O	2	2 1/8	- 1/8	- 5.88	3	1 5/8		1,879	3,758
VIACOM	VIA	N	8 3/8	9 3/8	- 1	- 10.66	11 3/4	7 7/8	10	3,654	30,602
VIKOA**	VIK	A	2 1/2	2 3/8	+ 1/8	+ 5.26	2 1/2	1 1/8		2,529	6,322
								TOTAL		83,129	1,119,113
Programing											
COLUMBIA PICTURES	CPS	N	6	6 3/8	- 3/8	- 5.88	7 7/8	5 1/4	6	6,748	40,488
DISNEY	DIS	N	55 1/2	60 1/4	- 4 3/4	- 7.88	63	50 1/8	26	30,977	1,719,223
FILMWAYS	FWY	A	8 1/4	8 3/4	- 1/2	- 5.71	10 1/4	5 1/4	8	1,792	14,784
FOUR STAR #			5/8	5/8		.00	5/8	3/8	6	666	416
GULF + WESTERN	GW	N	22 7/8	24 3/8	- 1 1/2	- 6.15	26 7/8	19 5/8	5	30,058	687,576
MCA	MCA	N	68 3/4	25 1/2	+ 43 1/4	+ 169.60	79 1/8	65	7	8,672	596,200
MGM	MGM	N	13	14	- 1	- 7.14	15 3/4	12 7/8	7	13,118	170,534
TELETRONICS INTL. #		O	6 1/4	7 1/2	- 1 1/4	- 16.66	9 5/8	3 3/4	10	887	5,543
TRANSAMERICA	TA	N	10 3/4	11 3/8	- 5/8	- 5.49	11 5/8	8 1/4	9	64,947	698,180
20TH CENTURY-FOX	TF	N	10 3/8	10 7/8	- 1/2	- 4.59	15	10 3/8	5	7,562	78,455
WALTER READE** * #	WALT	O	3/8	3/8		.00	3/8	3/8		4,296	1,611
WARNER	WCI	N	22	24	- 2	- 8.33	24	17 1/2	42	16,718	367,796
WRATHER**	WCO	A	4 3/4	5	- 1/4	- 5.00	5 1/8	3 1/8		2,229	10,587
								TOTAL		188,670	4,391,393
Service											
BBDO INC. #	BBDO	O	19	18 3/4	+ 1/4	+ 1.33	21	16 3/4	7	2,513	47,747
COMSAT	CQ	N	27	28	- 1	- 3.57	31 3/4	23 7/8	6	10,000	270,000
DOYLE DANE BERNBCH**	DOYL	O	12	12 1/2	- 1/2	- 4.00	13	8 7/8		1,816	21,792
FOOTE CONE & BELDING	FCB	N	12 1/2	12 1/2		.00	14	10 1/4	7	2,130	26,625
GREY ADVERTISING	GREY	O	8 3/8	8 3/8		.00	9 3/4	6 7/8	5	1,213	10,158
INTERPUBLIC GROUP	IPG	N	24 1/2	26 5/8	- 2 1/8	- 7.98	26 5/8	16 3/8	7	2,290	56,105
MARVIN JOSEPHSON	MRVN	O	9 1/4	9 3/4	- 1/2	- 5.12	10 3/8	7	16	1,962	18,148
MCI COMMUNICATIONS**	MCIC	O	2 3/8	2 7/8	- 1/2	- 17.39	3 3/8	1 3/8		15,826	37,586
MOVIELAB	MOV	A	1 3/4	1 5/8	+ 1/8	+ 7.69	2 5/8	1	7	1,407	2,462
MPO VIDEOTRONICS**	MPO	A	3	3 1/8	- 1/8	- 4.00	3 3/8	2 3/8		537	1,611
NEEDHAM, HARPER #	NDHMA	O	5 5/8	5 5/8		.00	6 7/8	5 5/8	7	853	4,798
A. C. NIELSEN	NIELB	O	21 7/8	22 3/4	- 7/8	- 3.84	24 5/8	21 3/8	18	10,598	231,831
OGILVY & MATHER	OGIL	O	25 3/4	24 3/4	+ 1	+ 4.04	25 3/4	17	9	1,805	46,478
J. WALTER THOMPSON	JWT	N	10 1/2	11 7/8	- 1 3/8	- 11.57	13 7/8	7 7/8	9	2,649	27,814
								TOTAL		55,599	803,155
Electronics/Manufacturing											
AMPEX	APX	N	6 7/8	7 1/2	- 5/8	- 8.33	8 1/8	4 3/4	69	10,885	74,834
CETEC	CEC	A	2	2 1/8	- 1/8	- 5.88	2 3/4	1 1/4	17	2,319	4,638
COHU, INC.	COH	A	2 3/4	3 1/8	- 3/8	- 12.00	3 5/8	2	25	1,617	4,446
CONRAC	CAX	N	22	23 1/4	- 1 1/4	- 5.37	23 7/8	20	8	1,282	28,204
EASTMAN KODAK	EASKD	N	113 7/8	115 1/4	- 1 3/8	- 1.19	116 3/4	104 3/4	30	161,347	18,373,389
FARINON ELECTRIC	FARN	O	10 1/2	11 1/2	- 1	- 8.69	11 1/2	7	18	3,937	41,338
GENERAL ELECTRIC	GE	N	52	52		.00	56 3/4	46	16	183,258	9,529,416
HARRIS CORP.	HRS	N	42 3/8	43 5/8	- 1 1/4	- 2.86	46 3/8	33 3/4	12	6,066	257,046
HARVEL INDUSTRIES *#	HARV	O	6	6		.00	6	6	16	480	2,880
INTL. VIDEO CORP.**#	IVCP	O	2 1/2	2 5/8	- 1/8	- 4.76	3 1/8	1 1/8		2,711	6,777
MICROWAVE ASSOC. INC	MAI	N	16	15 7/8	+ 1/8	+ .78	20	13 3/4	10	1,320	21,12[illegible]
3M	MMM	N	62 1/4	63 1/4	- 1	- 1.58	63 1/4	54 1/2	27	114,240	7,111,440
MOTOROLA	MOT	N	48	47 1/8	+ 7/8	+ 1.85	51	41 1/4	33	28,198	1,353,504
N. AMERICAN PHILIPS	NPH	N	27 5/8	29 5/8	- 2	- 6.75	33	19 7/8	10	12,033	332,411
OAK INDUSTRIES	OEN	N	9 5/8	10 3/8	- 3/4	- 7.22	11	7 1/4	13	1,639	15,775
RCA	RCA	N	25 1/4	26 3/4	- 1 1/2	- 5.60	27 3/4	18 7/8	18	74,547	1,882,311
ROCKWELL INTL.	ROK	N	30 1/4	30 5/8	- 3/8	- 1.22	30 5/8	23 3/8	10	31,200	943,800
RSC INDUSTRIES	RSC	A	1 7/8	2 1/8	- 1/4	- 11.76	2 1/2	1 3/8	9	3,440	6,450
SONY CORP.	SNE	N	8 1/2	8 7/8	- 3/8	- 4.22	9 3/8	7 1/4	34	172,500	1,466,250
TEKTRONIX	TEK	N	58 7/8	58 3/4	+ 1/8	+ .21	60 1/2	44 1/4	19	8,671	510,505
TELEMATION**	TIMT	O	1/2	3/4	- 1/4	- 33.33	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	14 5/8	14 1/2	+ 1/8	+ .86	17 1/4	12	13	6,838	100,005
WESTINGHOUSE	WX	N	15 1/4	15 3/4	- 1/2	- 3.17	17 3/4	13	8	87,091	1,328,137
ZENITH	ZE	N	35 1/8	36 5/8	- 1 1/2	- 4.09	38 1/4	23 5/8	25	18,797	660,244
								TOTAL		935,466	44,055,445
							GRAND TOTAL			1,717,375	62,476,996

Standard & Poor's Industrial Average	112.8	114.9	-2.1

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

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.

Closing Tuesday, April 13.

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

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

Camptown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
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

Programing handyman for ABC: Werner Michel

"ABC's resident play doctor," as Werner Michel refers to his present position, has done just about everything in broadcasting except hold the cue cards.

Starting as head of broadcasting for the Voice of America during World War II, Mr. Michel went on to, among other things, direct documentaries for CBS News, produce the old *Ford TV Theater,* serve as a kind of executive producer for the entire Dumont Television Network, and weave his way in and out of various ad agencies (from program and commercial supervision at Kenyon & Eckhardt in the early fifties to executive in charge of buying time in network programs for SSC&B in the sixties and seventies).

But now he's returned to his "first love," which is "sticking my nose into everything I can" at ABC, from shows already on the air to pilots of series that the network has just scheduled for next fall.

Having just emerged from the storm and stress of helping to put ABC's 1976-77 prime-time schedule in shape, Mr. Michel says, "The days of the message comedies are over." ABC has scheduled four new sitcoms, three of them domestic comedies and one a farce.

"In the post-Vietnam, post-Watergate period," he continues, "people are looking for pure escapism. The big hits today are *Happy Days* and *Laverne and Shirley.* Shows like *All in the Family* and *M*A*S*H*,* if they were being submitted as pilots, probably couldn't make it in today's climate."

As "play doctor," Mr. Michel says, his responsibility often begins with the first draft of the first script of a proposed series. With the pilot of *How the West Was Won,* for instance, "I helped to hone the script," with the producers Al Ruddy and John Mantley. Mr. Michel was in on the casting of the pilot, he says, and "although I didn't shlep all the way up to Kanab, Utah," he looked at each day's rushes. He even took part in the scoring of the finished film.

And Mr. Michel's brainstorming doesn't stop with advice about the pilot. "I have to keep in mind the format of the series, and how it will hold up over an entire season," he says.

A further consideration for Mr. Michel is family-viewing time. *How the West Was Won* was developed for family hour but, as he says, "we're trying to be true to history with the show, and that means you can't make a namby-pamby series in which the antagonists throw feathers at each other."

"It took a lot of courage for Werner to leave his agency career and put himself on the firing line at ABC," says an old friend of his, Sal Ianucci, an attorney and former CBS vice president. "He's not the kind of guy who sits back and lets things happen. After many years as a sort of agency second-guesser of network shows, he's starting a whole new career in a very volatile industry."

Werner Michel—general program executive, ABC Entertainment, Los Angeles; b. March 5, 1910, Strasbourg, France; baccalaureat in music, the Sorbonne, Paris, 1932; composer, conductor in Vienna, 1933-38; various radio and theater jobs as writer/composer in New York, 1939-42, staff member, Office of War Information, 1942-44; director of broadcasting, Voice of America, 1944-46; director/producer, documentary unit, CBS, New York, 1946-51; associate director, radio-TV department, Kenyon & Eckhardt, New York, 1951-53; executive producer, Dumont Television Network, New York, 1953-56; vice president and director of radio/television, Reach, McClinton & Co., New York, 1957-62; television consultant, New York, 1962-63; vice president, radio/TV department, SSC&B, New York, 1963-67; vice president, program development, Wolper/Metromedia Producers Corp., New York, 1967-68; vice president and director, radio/TV department, SSC&B, 1968-75; present post, July 1975; m. Rosemary Ashton, Feb. 20, 1969.

Considering his background, volatility is nothing new to Mr. Michel. He was born in Strasbourg, France, in 1910, and "although I was a real city kid," he says, "I was dumped on my grandparents in the Rhineland and grew up among vineyards." He went to high school in Germany and, coming from a musical background, he chose the Sorbonne in Paris to study musicology.

The self-styled "aspiring young composer" drifted over to Vienna in the thirties after receiving the French equivalent of a PhD in his subject, and composed and conducted music for cabaret performers, for the theater and for the Austrian equivalent of the grade-B movie.

But early in 1938 "I just managed to keep one step ahead of the sheriff," as Mr. Michel puts it. Almost by accident, Mr. Michel, a Jew, got out of Vienna three days before the Nazi Anschluss.

He eventually made his way to New York, where he quickly found work writing a soap opera for WMCA(AM) for Jewish listeners entitled *Three From the Other Side.*

Before joining the Office of War Information in 1942 (he and the commentator, Elmer Davis, the playwright, Robert E. Sherwood, and the producer, John Houseman were the first staff members of OWI), Mr. Michel wrote music, lyrics and sketches for two Broadway reviews, "From Vienna" and "Reunion in New York."

After the war, he produced and directed radio and TV documentaries for CBS. In the early fifties, as a Kenyon & Eckhardt executive, he worked on the original *Ford TV Theater,* which featured everything from Shakespeare adaptations to the best early work of TV playwrights such as Paddy Chayefsky and Reginald Rose.

In the mid-fifties, he became a top programer for the Dumont Television Network, working on everything from the Jackie Gleason show to the daily live late-afternoon *Captain Video* telecasts.

Except for a brief, abortive period as vice president for development at Metromedia/Wolper in the mid-sixties, Mr. Michel spent the two decades of his working life between Dumont and ABC as a New York ad-agency executive, first at Reach, McClinton & Co. and then at SSC&B.

His strength over the course of those 20 years, according to Alan D. Courtney, the president of Yongestreet Program Services Inc. and a long-time friend of Mr. Michel, was "his ability to judge programs for the agency, and the helpful advice he'd give to the networks in all creative areas of programing, from the quality of the original concept to what kind of demographic appeal the finished product will have."

As for the future, Mr. Courtney says, "Werner has bridged the problem most older men in this industry face by remaining fresh and contemporary in his thinking." Mr. Michel is not staying awake nights plotting to take over as head of programing for ABC, Mr. Courtney says. "He'd be happy," Mr. Courtney concludes, "if he could just manage to help get some programs on the air that are a bit different."

Editorials

Underrated

With NBC's announcement of its 1976-77 schedule—the dropping of the third shoe, so to speak—we have at least a rough idea of what prime-time network programing will look like next season. Details are presented elsewhere in this issue, subject to the usual caveat that none of them should be considered impervious to change between now and September. Value judgments must be deferred until the schedules get on the air, but it is fair to say that, if execution is up to expectation, all three contain elements capable of injecting new sparkle into prime-time viewing.

It is also fair to say—and we think it should be said—that the current season has been the victim of a bum rap. From almost the moment it started, this has been called the worst season ever, dull, dry, drab.

The timing of these epithets is interesting and, we think, informative. As best we can make out, they became popular shortly after it was discovered—less than a month into the current season—that Nielsen's network ratings had dipped below year-ago levels. Critics saw the gap and leaped to the conclusion that if ratings were down for the first time in modern memory—which was another misconception—the reason must be that the programing was the worst. They clung to this notion even after the ratings decline was shown to have started months before the new season opened, and they still clung to it after ratings had returned to normal and the decline traced to measurement technicalities.

We don't say 1975-76 is the finest season network television ever had. We do say it's a lot better than it has been credited to be. Admittedly, many of last fall's starting programs didn't work; a high percentage of new shows never do, and there were a lot of new ones last fall. But among the new series that did work, the old ones that still work and an uncommonly diversified collection of specials, there's been a lot of good television out there to be watched this year, and there still is.

Editors' choice

The U.S. Court of Appeals has upheld the FCC's authority to correct past mistakes and in the process has given broadcasters a measure of editorial discretion that they were formerly denied. It remains to be seen whether broadcasters will use it wisely.

The court rejected appeals from the FCC's revised interpretations of the equal-time law as it applies to political-candidate debates and news conferences. The case goes back to 1962 when the commission held that debates between gubernatorial candidates in Michigan and California, as arranged by, respectively, the Detroit Economic Club and United Press International, did not qualify as "bona fide news events," which had been exempted from equal-time requirements in the amendment of Section 315 three years earlier. In 1964 the commission reached the same conclusion about presidential news conferences.

The original decisions were, of course, palpably absurd. If any event qualifies as news, it is a face-to-face confrontation between opposing candidates for important office or a press conference at which a President takes questions. At the time, however, the trend in regulation was to narrow, rather than to expand, the freedom that had been granted broadcasters by the 1959 amendment.

The present FCC deserves the broadcasters' gratitude for undoing its original wrongs. Now broadcasters face decisions about exercising their new freedom.

The decisions won't all be easy. President Ford, for example, has created complications by making himself available for local interviews in states where primaries were about to be held. Stations have welcomed the opportunities to get Mr. Ford on their air, as local newspapers welcome exclusive interviews with a President. Understandably, however, Ronald Reagan, Mr. Ford's rival for the Republican nomination, has seen himself at a disadvantage and has sought equal time.

Broadcasters have been correct, it seems to us, in denying Mr. Reagan access under the equal-time mandate that has now been withdrawn. They are not, however, freed from the common journalistic standard of presenting coverage of Mr. Reagan's campaign and of his differences with Mr. Ford's policies. The local interview with Mr. Reagan strikes us as the logical sequel to the local interview with Mr. Ford.

For broadcasters, the trick is to keep from being manipulated—to remain in command of their news.

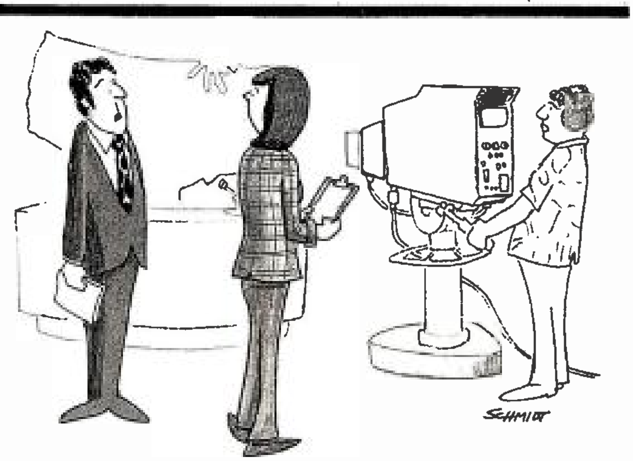
On blowing whistles

One of the tired techniques of the Kremlin is to complain about purportedly clandestine broadcasting under American auspices. Currently Russia is opposing accredition of Radio Free Europe for coverage of the Olympic games in Montreal in July. It succeeded in having the RFE and Radio Liberty press credentials revoked at the Innsbruck winter games last winter.

The USSR bases its attack on disclosure, prior to 1971, of CIA funding of the stations that penetrate the Iron Curtain mainly by long wave (as opposed to the Voice of America's shortwave transmissions, which the Russians have seen fit to jam over the years). Repugnant as this revelation may have been to Americans five years ago, the notion that this gives the Russians grounds for protest is preposterous.

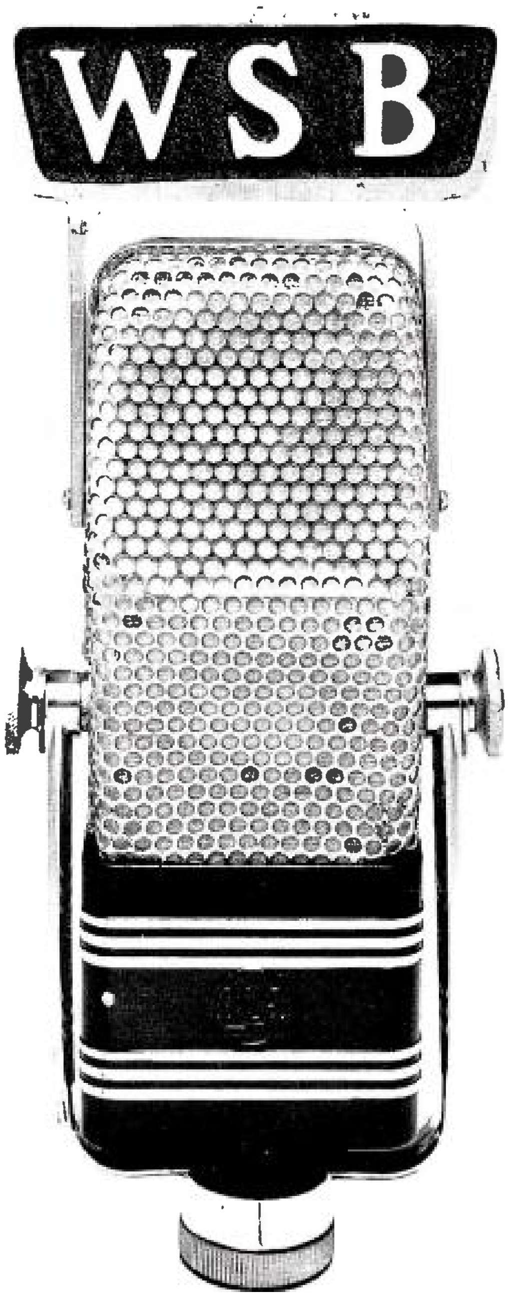
There is no free press in the Soviet Union—hasn't been since the Bolshevik Revolution in 1917. All newsmen work for the government, in one manner or another. And all of Russia's "amateur" athletes are professionals because they are funded by the government, which trains them practically from birth.

If the RFE can be denied accreditation because it was once secretly underwritten by the CIA, then all of the news people of the Soviet Union and its satellites would be disqualified automatically under the same rules.



Drawn for BROADCASTING by Jack Schmidt

"For daylight saving time, if the clock moves up an hour, do the programs stay the same, move forward or backward?"



WSB RADIO DOMINATES

- WSB-AM reaches more adults 18+, 6-10 AM, Monday-Friday, than the next seven stations combined. A combination of WSB-AM/FM reaches more than the next nine stations combined.*
- WSB-AM reaches more adults 18+, 6 AM-MID, Monday-Sunday, than the next three stations combined. A combination of WSB-AM/FM reaches more than the next four stations combined.*
- WSB-AM is First in Every hour, 5 AM-MIDNIGHT, Monday-Friday, with adults 18+. A combination of WSB-AM/FM is even stronger!*

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COX Broadcasting

Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.

AM-TV-FM

The Fetzer Stations

WKZO Kalamazoo · WKZO-TV Kalamazoo · KOLN-TV Lincoln · KGIN-TV Grand Island

WWTV Cadillac · WWUP-TV Sault Ste. Marie · WJFM Grand Rapids · WKJF(FM) Cadillac · WWAM Cadillac · KMEG-TV Sioux City