Politicians: short on cash, long on regard for TV
Putting a price on prime time: $500 million-plus

Broadcasting Apr 26

The newsweekly of broadcasting and allied arts

Our 45th Year 1976

DEAL □ Barbara Walters will move to ABC as co-anchor of the evening news for a reported $1 million annually. **PAGE 19.**

WILEY'S ROLE □ Network executives' depositions at Los Angeles trial contend that the FCC chairman prodded, but did not initiate steps that led to family viewing concept. **PAGE 21.**

VOTE GETTER □ Democratic presidential candidates find high cost of TV still the best bargain for their money—what little they have. A look at the media efforts of those in the race. **PAGE 26.**

HALF BILLION PLUS □ Three commercial networks will plunk that much down to program suppliers for the fall prime-time line-ups. BROADCASTING showsheet gives the production cost of each series. **PAGE 28.**

WUSSLER'S TROOPS □ New president of CBS-TV taps Bud Grant as his programing vice president, replacing Lee Currlin, and installs Barry Frank as vice president of CBS Sports. **PAGE 29.**

ATTRITION IN SYNDICATION □ Of about 140 new shows introduced at the NATPE in February, only 75 appear to have survived as candidates for the fall. **PAGE 30.**

BASEBALL AND ABC-TV □ First two rating books indicate that the network's Monday night baseball games aren't faring any better than they did on NBC-TV in past years. **PAGE 30.**

FORMAT REVIEW FEARS □ Comments to FCC express the concern of broadcasters that commission involvement in that area could make that agency into "censorious big brother." **PAGE 30.**

GAG ORDER CASE □ Supreme Court hears arguments over Nebraska ruling in which the rights of the defendant and the rights of a free press are debated. New Justice Stevens is seen as the swing vote. **PAGE 32.**

MAKING SELLING EASIER □ FCC relaxes some requirements for eligibility for tax certificates in connection with stations sales under the commission's one-to-a-market policy. **PAGE 35.**

ABOUT $2 MILLION □ The cheapest method to implement the proposed public broadcasting satellite distribution system would cost about that much, according to CPB President Loomis. **PAGE 38.**

PSA CONTROVERY □ Ad Council announces a campaign to explain the American economic system; opponents call the project propaganda and may demand equal time if the spots are aired. **PAGE 39.**

BETTER FOR THE BIG GUYS □ Station Representatives Association tells the FTC that in the agency's TV regional-advertising test small advertisers are getting short end and that continuance of the test would divert still more spot money to the networks. **PAGE 40.**

COMPUTERIZED □ Revealing details of TVB board meeting, President Rice tells of a new computer to provide access to intermedia analysis, also talks of convention plans and naming of Outlet's Henderson to head evaluation committee. **PAGE 40.**

BULLISH ON CBS □ Chairman Paley and President Taylor provide stockholders with good news; a new first-quarter record in net income is reported. **PAGE 41.**

FCC FOR THE DEFENSE □ The commission champions the legality of its pay cable rules in oral argument. Appeals court also hears from opponents who claim rules are either too restrictive, lax, unconstitutional or arbitrary. **PAGE 42.**

PARTING WORDS □ In an interview with BROADCASTING, David Kinley, exiting Cable Television Bureau chief, reflects on his three years on cable matters at the FCC. **PAGE 44.**

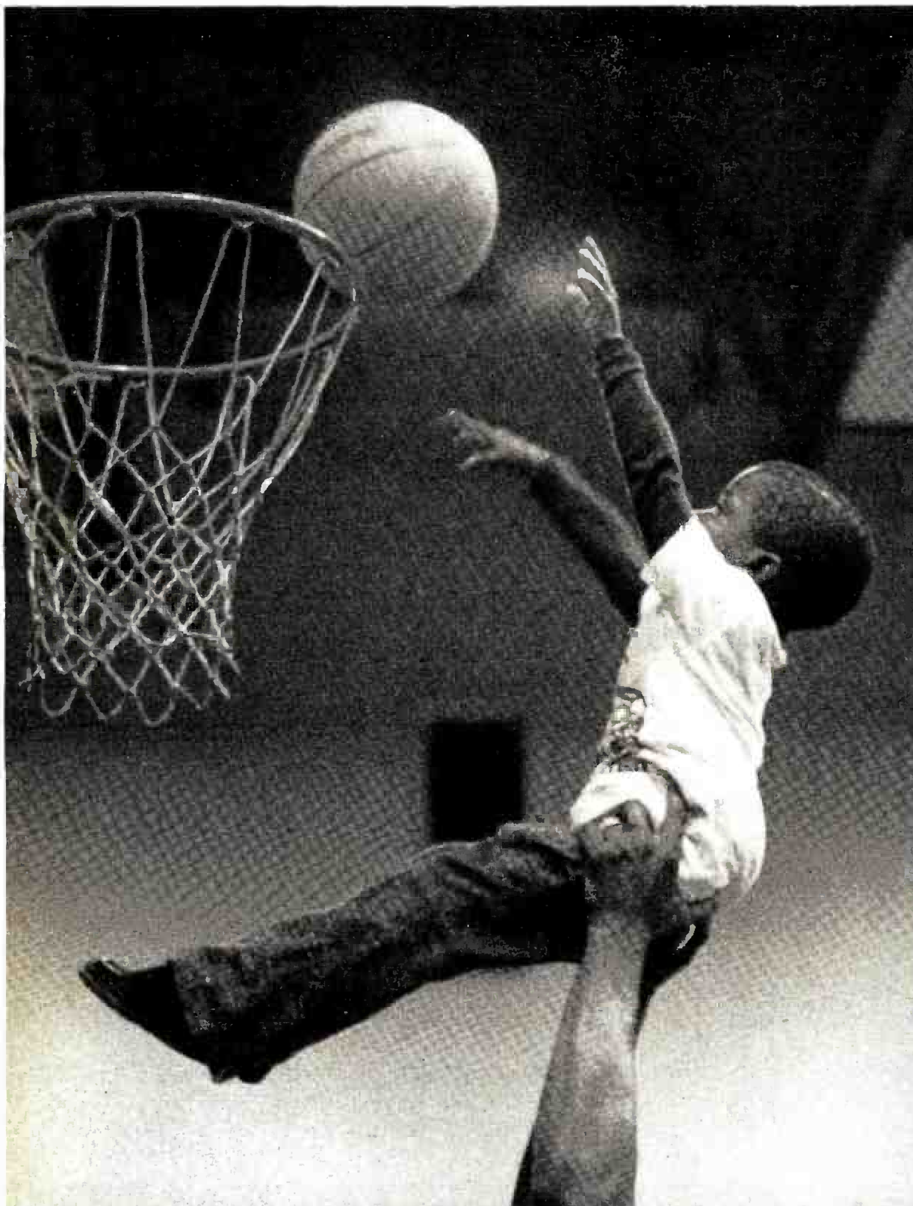
STUCK IN THE MIDDLE □ Small and large cable systems would probably pay less, but mid-sized operations would pay more in NCTA-MPAA copyright plan than in Senate-passed version, according to NCTA, NAB and CATA studies. **PAGE 45.**

CABLE SPOTS □ Teleprompter's TV advertising messages are accepted by some stations, rejected by others. **PAGE 45.**

THE HAND OF HAUSMAN □ Engineering the resurgence of Ampex has been an engineer who took over the presidency in 1971. In the ensuing five years, the company's rising fortunes have been triggered by Arthur Hausman's ability to locate and rectify problems. **PAGE 65.**

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.*

WE GOT THE KIDS OF PATERSON TO SHOOT BASKETS INSTEAD OF DRUGS.



We let Mel Davis of the N.Y. Knicks "do it" for 1400 ghetto kids.

In our two basketball clinics, he taught them how to really score. Not with drugs or booze. But by finding that special someone in themselves. Getting that education. And finding the goals that really count.

Basketball had been Mel's ticket out of the slum. So we thought he was the guy the kids should meet. So they could hang out together! Rap. And play ball.

Soon, everyone in the community had heard news of our basketball clinics.

The kids poured in. Gangs of them. Groups of them. Kids alone. Frightened kids. Angry kids. Curious kids. 1400 kids looking for someone who cared.

We gave them basketballs, T-shirts, and the chance to spend the day with a real live hero who'd made it up from the bottom.

It inspired. One hundred boys decided to join the Paterson Boys Club. That very day. And the rest of the boys learned what it takes to become an outstanding man.

So let's call it a "warm up" for the tricky game called "life."

WPAT
Paterson

ONE OF THE STATIONS OF CAPITAL CITIES COMMUNICATIONS. WE TALK TO PEOPLE.

Closed Circuit®

Insider report: behind the scene, before the fact

Prime price tag

There's more to prime-time production bill than that $500 million-plus that's expected to be spent on regular network series next season (story page 28). Figures on specials are harder to project—at this point impossibly so, since they're still far from fully scheduled—but experts estimate that if they approximate normal season's level, they'll add another $100 million to $120 million to production outlays. That breaks down to estimated $75 million to $80 million for entertainment specials, $25 million to $40 million for news and sports specials.

Program development

Beacon Hill, which laid colossal egg on CBS-TV last fall, may be recycled on pay cable. Beryl Vertue, head of Robert O. Stigwood Organization, British company that owns series, has sold two unaired episodes of *Beacon Hill* to Home Box Office. When HBO cablecasts them, it will ask its subscribers to dial toll-free number registering yes or no response to whether they'd like to see more shows of this kind. Depending on volume of response, HBO sources say company may buy 11 episodes of *Beacon Hill* that were aired by CBS. HBO sources also said company is negotiating with National Collegiate Athletic Association to cablecast schedule of college football games that would not conflict with those locked in by ABC-TV.

Language problem

For first time in memory, Arbitron Television has withdrawn one of its market reports—February report for McAllen-Brownsville, Tex. Withdrawal was made after KRGV-TV Weslaco, Tex., H-R Television, rep firm, and others complained that survey was based on inadequate sample that included inaccurate diaries from Spanish-speaking viewers. Arbitron attributed problem to field staff members who helped viewers fill out diaries—common Arbitron practice in markets with heavy Spanish-language concentrations—and who have since been replaced. Arbitron has refused to withdraw El Paso report which was subject of similar complaints.

On another front, Arbitron has been making more progress. It's clamping down on use of its ratings by nonsubscribers. Pierre Megroz, sales and marketing vice president, has notified clients it's violation of contract to give data to nonclients and that it's to clients' advantage to turn in known violators. In past six months or so, Arbitron has collected close to $100,000 in damages and new subscriber contracts in piracy actions against eight stations, two reps, one newspaper. BBDO, Dancer-Fitzgerald-Sample and J. Walter Thompson are among agencies reportedly taking steps to prohibit release of data to nonsubscribers.

Reduction in force

Never one to follow ingrained bureaucratic patterns, FCC Chairman Richard Wiley is about to establish modern precedent by voluntarily cutting back staff in what is otherwise growth agency. In process is transfer from review board of six attorneys (about 30% of legal staff) to Broadcast Bureau, Broadcast Facilities Section and Opinions and Review, with transfers occurring as projects are completed. Shifts of clerical employes to other areas are contemplated also. Personnel cutbacks follow streamlining of adjudicatory processes which has resulted in reduction of work for review board.

Too sweet?

What some FCC members consider heavy sugar in WNCN(FM) New York settlement is causing them to gag on deal. Reimbursement portion of agreement involving several public-interest groups and law firms is complicated, but it nets out that Citizens Communications Center would be paid some $35,000 for fees and disbursements, public interest lawyer in New York, Kristen Glenn, about $40,000. They represented WNCN Listeners Guild, which along with Connecticut Listeners Guild, opposed WNCN's proposal to switch from classical to rock format.

Dispute was settled—at least among parties—when Starr Broadcasting agreed to sell station to GAF Corp., and latter said it would follow classical music format. But Commissioner James H. Quello last week raised roof about reimbursements, feels Starr, which is contributing portion of reimbursement money, is being "ripped off," paying own lawyers and opponents'. Chairman Richard E. Wiley is also said to have expressed concern. Commission put off decision.

Ahead of time

Warner Bros. Television is understood to have placed into pre-release syndication CBS-TV's long-running hit series, *The Waltons,* for airing in local markets in fall of 1979 or 1980. Some station deals reportedly have been made for series, which will have from 170 to 200 episodes. Another hot network property, *Sanford and Son* on NBC-TV, is headed for syndication in fall of 1977, and independent producer Norman Lear is listening to bids from distributors. Redd Foxx's departure after next season paves way for syndication.

Much ado

Question of whether station showing old Ronald Reagan movie would be vulnerable to equal-time demand by his rival for Republican presidential nomination, President Ford, appears to be causing FCC more trouble than it is worth. Commission staff, in original ruling requested by Adrian Weiss Productions, which owns some old Reagan films, said showing them would trigger equal-time obligation. Now, commission is considering matter on appeal from Weiss, and although some commissioners, particularly Glen O. Robinson, think it's "silly," there is no doubt that commission will affirm staff's ruling (though probably with statement expressing dismay at where logic and legal precedents lead).

But it's probably all academic. Bob Mead, President's television adviser, says White House has no intention of requesting time on stations showing old Reagan flicks. Meanwhile, White House aide, not Mr. Mead, is said to have asked commission if equal-time rights can be waived. Answer: yes.

Not for everybody

Roper Report study that was commissioned by Corporation for Public Broadcasting and that found audience of noncommercial television cut across whole population (BROADCASTING, Feb. 2) is subject of vigorous attack by Karen Farr, director of research of noncommercial WNET(TV) New York. Reason: WNET has been telling underwriters they reach elite audience on public TV. Attack on Roper study as "littered with procedural and reporting inaccuracies" will appear in National Association of Educational Broadcasters' *Public Telecommunication Review,* out soon.

Sniffing

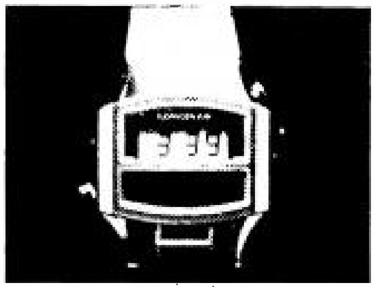
At least three major station groups are known to have expressed interest in buying WMAL-AM-FM, Washington's reportedly most profitable radio operation, to be sold in compliance with terms of FCC approval of acquisition of parent Washington Star Communications by Joe L. Allbritton. They're ABC Radio, Cox Broadcasting and Golden West Broadcasters. There's been talk of price at $10-to-$12 million, not counting valuable real estate on which stations are located.

Business Briefly

Tomy Corp. ☐ Japanese toy manufacturer, only two years in U.S. market, is mounting TV campaign estimated at several millions of dollars as part of pre-Christmas surge. Bolstering extensive network blitz, which begins Sept. 11, is spot-TV offensive in more than 100 markets, beginning Oct. 4 and running for either six or eight weeks. Bozell & Jacobs, Los Angeles, is selecting time periods and programs appealing to children, 3-12. Planning for spot buy six months in advance of air date reportedly was decided by advertiser and agency to assure availability of appropriate time slots and stations.

J.C. Penney ☐ Co-op advertising venture by J.C. Penney and Sealy mattresses will use daytime and fringe TV 30's in selected markets for two-weeks campaign beginning May 10. Heads of households and women, 18-49, are target audiences. McCaffrey & McCall, New York, is agency handling creative; placement is handled by Penney's local store management.

Van Heusen ☐ Men's shirts by New York firm will get pre-Father's Day coverage beginning May 30 for three weeks. Day, fringe and prime-time 30's have men, 18-49, as primary target and women, 18-49, secondary. Scali, McCabe, Sloves, New York, is agency (although creative is by former agency, Sacks, Tarlow, Rosen, New York; Scali's creative begins pre-Christmas).



Longines-Wittnauer ☐ Watch company, once powerhouse in radio advertising as sponsor of Longines Symphonette, is moving into television on regular basis for first time. Company will begin 11-market, 6-week flight on May 3 and will schedule 8-week pre-Christmas spree in mid-October. Longines-Wittnauer is doubling budget from estimated $2 million in 1975 to $4 million in 1976, with TV getting hefty chunk. Commercials will feature both Longines and Wittnauer brands. Ogilvy & Mather, New York, is pointing campaign toward men and women, 18-49.

Friendly Ice Cream Corp. ☐ Various products will be highlighted on spot TV and radio. Radio will span nine weeks in twelve markets in upstate New York and Ohio, with flights running in May, June and July. Spot TV is also set for 12 markets, with some areas carrying commercials for 10 weeks, starting in August, while some run for five weeks, starting in October. Additional TV-radio advertising is expected in fall when Friendly extends distribution to New England. Quinn & Johnson, Boston, is seeking to reach men and women, 18-49.

Ronco Teleproducts ☐ More than 120 markets will be tapped to promote *Star Trackin' '76* album and tape of 20 songs. Spot-TV blitz begins on May 10 for four weeks. Commercials carry tag of local retailers stocking albums and tapes. Castle Advertising, Chicago, house agency for Ronco, is beaming commercials toward teen-agers and young adults.

Ort's ☐ New bread, Less, claiming less calories and more quality, gets rise in campaign conducted by Kenrick Advertising, St. Louis. Four 10-second radio spots and two 30-second TV spots are currently being aired in East Coast test markets.

Borden ☐ Realemon concentrated lemon juice by Borden, Columbus, Ohio, will be featured in substantial number of markets in month-long campaign beginning May 17. Daytime and fringe TV 30's are targeted to women, 18-49. Hicks & Greist, New York, is agency.

Helena Rubenstein ☐ TV campaign begins May 24 for six weeks, rotating two spots in four markets (Los Angeles, Chicago, Washington and San Francisco) for Skin Dew Visible Action treatment lotion and Strong & Glossy nail enamel. Theme for both is "Helena Rubenstein—the science of beauty." Broadcast budget for both is approximately $200,000. Kenyon & Eckhardt, New York, is agency.

Hershey's ☐ Candy company's peanut-butter cups will buy major-market radio campaign covering 24 cities, including New York, Los Angeles, Chicago, Philadelphia and Detroit. Campaign begins June 14 and runs for eight weeks. Teen-agers are main demographic category sought by Ogilvy & Mather, New York; Hershey's will buy into top-40 stations in markets.

Borden ☐ Elsie Stix ice cream will be showcased in spot-TV drive to be carried

BAR reports television-network sales as of April 4

ABC $231,295,500 (31.5%) ☐ CBS $254,695,100 (34.7%) ☐ NBC $248,146,700 (33.8%)

Day parts	Total minutes week ended April 4	Total dollars week ended April 4	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.	126	$ 735,200	1,713	$ 9,659,900	$ 8,536,900	+13.2
Monday-Friday 10 a.m.-6 p.m.	1,005	12,096,200	13,464	161,721,000	140,889,300	+14.7
Saturday-Sunday Sign-on-6 p.m.	315	5,571,600	4,315	92,133,500	67,509,800	+36.5
Monday-Saturday 6 p.m.-7:30 p.m.	100	2,997,600	1,371	40,364,700	34,705,300	+16.3
Sunday 6 p.m.-7:30 p.m.	19	684,300	300	13,300,000	6,193,100	+147.5
Monday-Sunday 7:30 p.m.-11 p.m.	416	28,926,800	5,557	366,889,500	342,750,700	+ 7.0
Monday-Sunday 11 p.m.-Sign-off	192	5,142,400	2,660	50,068,700	39,729,700	+26.0
Total	2,173	$56,154,100	29,380	$734,137,300	$640,314,800	+14.6

Source: Broadcast Advertisers Reports

The **number one** rated hour in all of network television!

The **largest 18-49** hour series in all of network television!

The **highest-rated** hour slated for off-network syndication!

The **perfect series** for all-family viewing!

The Six Million Dollar Man*

from mcatv

Source: NTI, Sept. 1975 – Mar. 1976 averages. NSI, ARB, Feb. 1976 Sweeps. (Subject to survey limitations.)
*Or another appropriate title.

in 32 markets, principally in South and Midwest. Spots last one month, starting June 7. Tracy-Locke Advertising, Dallas, is seeking time periods appealing to women, 18-49, and children.

Swift & Co. □ Peter Pan peanut butter is slated for extensive advertising push this summer, starting in late May and continuing until mid-October, in at least 50 markets. Leo Burnett Co., Chicago, is gearing commercials toward children, 3-12.

Montgomery Ward & Co. □ National retail chain begins another flight on spot TV starting Aug. 28, scheduling commercials for 18 weeks in 47 major markets. Lee King & Partners, Chicago, is concentrating on daytime, fringe and prime-time slots to reach men and women, 18-49.

Stouffer Foods □ Frozen pizza, introduced last year in six markets and advertised on spot TV, is set for expanded distribution and exposure on TV in 15 additional markets, starting May 10 for four weeks. Ketchum, MacLeod & Grove, Pittsburgh, is aiming for 18-34 age group.

Honeywell □ Company's electronic air cleaner will be promoted on spot TV in four or more major markets for seven weeks, starting May 10. Campbell-Mithun, Minneapolis, is seeking to reach men and women, 25-54, via spots on daytime and in fringe periods.

Rep appointments. □ KVIA-TV (formerly KELP-TV) El Paso, Tex.: Katz Television Continental. WPTR(AM) Albany, WFLY(FM) Troy and WTLB-AM-FM Utica, all New York: Torbet-Lasker, New York. KZAP(FM) Sacramento, Calif.: Selcom, New York. WBSR(AM) Pensacola, Fla.: Eastman Radio, New York. WOWI(FM) Norfolk, Va.: Bob Dore Associates, New York. WRCR(FM) Rushville and WCRD(FM) Bluffton, both Indiana: Regional Reps Corp. KIHR(AM) Hood River, Ore.: Sanderberg-Glenn Co., San Francisco. WYBC-FM New Haven, Conn.: Yale Time Sales, New York.

Henderson □ Vitamin company is sending out 60-second scripts to top morning personalities in seven radio markets as main focus of four-week flight kicking off later this month. Markets include Boston, Philadelphia, Denver and Providence. Rosenfeld, Sirowitz & Lawson, New York, is gearing spot campaign to adult women.

Ciba-Geigy □ Chemical/pharmaceutical company is readying four-week, 37-market radio splurge beginning later this month for herbicide called Astrex Post-Sorghum. Markets are all located in Midwest and include cities like Omaha, Kansas City and Wichita. Ciba-Geigy agency, Keenan & McLaughlin, New York, will place 60-second spots on shows geared to farmers.

Pfeiffer Foods □ To introduce salad dressings in new "wide mouth" bottle, Pfeiffer will emphasize change on spot TV, initially in five markets, expected to increase as distribution expands. Flight will begin on May 3 for 12 weeks, with Weightman Advertising, Philadelphia, targeting its commercials toward women, 25-64.

Nabisco □ Bakery company, through William Esty, has signed as national sponsor of SFM Media Service Corp.'s strip barter series, *The Adventures of Rin Tin Tin*. Other firm national sponsors of series include Warner Lambert (through J. Walter Thompson), Quaker Oats (through Chicago house agency, Adcom), Illfelder (makers of "Fluffy Flyer" toy airplane, through Libov Associates), Mego toys (Libov Associates), Tic Tac mints (SFM Media), Crayola crayons (SFM Media) and Hunt Wesson snack packs (Botsford Ketchum, San Francisco). Two national minutes are factored into each half-hour and stations are accorded four minutes to sell to local advertisers. Almost 60 stations are stripping series, most in late-afternoon time periods. Series consists of 85 episodes, so far, of original series that run between 1954 and 1959.

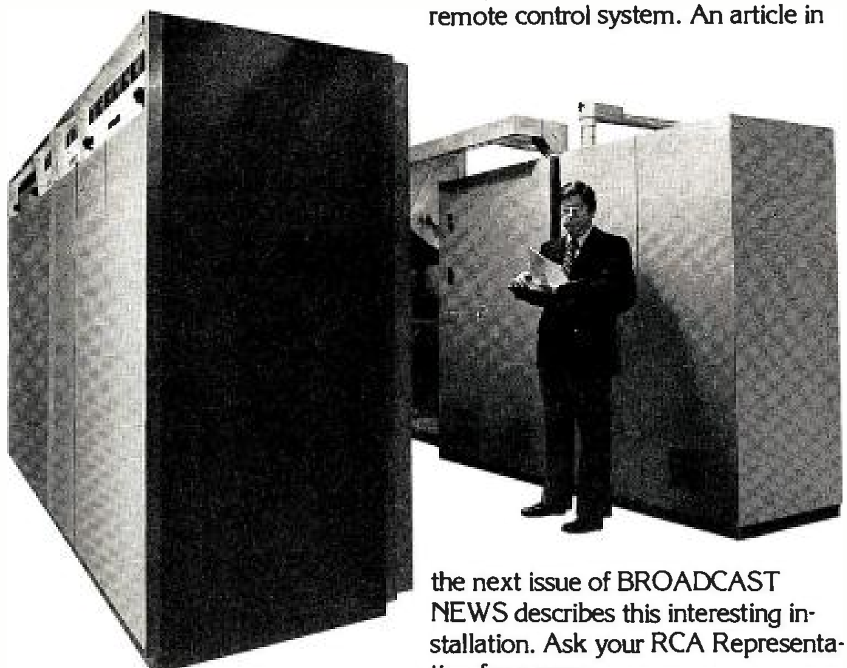
Toiletries Europa □ New York-based distributor of German line of men's toiletries will launch pre-Father's Day Sale campaign in "key" markets, May 31 for three weeks, supporting network TV campaign currently on air. Fringe and prime-time 30's and 10's will promote Tabac Original with ski champion Jean Claude Killy as spokesman. S.R. Leon, New York, is agency.

PRIME TIME

ANTENNAS AND TRANSMITTERS

STATIONS REPLACE VETERAN RCA TV TRANSMITTERS WITH NEW RCA's.

KNTV, San Jose, replaced its transmitter in 1973. WBAL-TV Ch. 11, Baltimore, did so on Christmas Eve, 1975. These highband stations replaced long-running RCA transmitters with new generation maximum solid state RCA's. Their good experiences with the older RCA systems made their choices relatively easy.



"TWIN TRANSMITTERS ADAPTED WELL TO REMOTE CONTROL," SAYS CHIEF ENGINEER LOU BELL, KNTV.

"San Jose is a tough, competitive TV market," reports Mr. Bell. "Picture quality is a 'must'. And, with today's extended broadcast schedules, total redundancy is also essential. That's why we're operating two

"...on-air switching by remote control...good response, no adjustments."

RCA 17 kW transmitters as an Alternate-Main system.

"The transmitters were installed a year apart, one in 1973 and the other in 1974. Then the entire transmitter RF output system—including switching, coax lines, filterplexer and dummy load—was optimized on-site for low VSWR. This permits on-air switching by remote control with good system response and with no further adjustments needed."

"The TT-17-FH transmitters," Mr. Bell adds, "operate within ½° differential phase and 1% differential gain."

Numerous unusual features are incorporated in KNTV's digital remote control system. An article in the next issue of BROADCAST NEWS describes this interesting installation. Ask your RCA Representative for a copy.

"DEPENDABILITY MADE US CHOOSE RCA AGAIN," SAYS OTTO CLAUS, CHIEF ENGINEER, WBAL-TV.

"We went on-air with our new RCA TT-50-FH transmitter last Christmas Eve. By then, our 21-year-old RCA 50 kW transmitter had logged some 163,000 hours," Mr. Claus says.

"This tradition of dependable serv-

"...impressive performance parameters."

ice and long-term performance helped us to decide on the TT-50-FH when we were considering a new transmitter. Of course, the technical features were most important—maximum solid state design, automatic controls, redundancy and the impressive performance parameters. The new parallel system is equipped with an Opto-Switcher for optimum VSWR. It also has Bi-Level switching which lets us stay on-air at 77% of power, even with one side of the transmitter down.

"We can see the difference, and so can other broadcasters."

"Picture quality has improved and our signal is definitely quieter with the new transmitter. We can see the difference, and so can the other broadcasters in town.

"Satisfaction with RCA's engineering, their back-up support and parts availability over the years were factors in our decision to buy RCA—again."

RCA

Shell Chemical □ Fringe, daytime and prime-time TV 30's for two Shell products are scheduled, with total budget of approximately $300,000. Spots begin May 10 for No-Pest Strip lasting five alternate weeks in 46 markets, and beginning June 14 for three alternate weeks for Aerosol insecticide in seven markets. Ogilvy & Mather, Los Angeles, is agency.

Warner Lambert □ Corporation, through J. Walter Thompson, has agreed to take one 60-second spot in each of 13 new half-hour opisodes of Group W Productions' *Call It Macaroni.* Warner Lambert will be joined by General Foods (Grey Advertising), also taking one 60-second spot, and Keebler (Leo Burnett), which will take one 30-second spot. Stations get series free and are alloted two-and-a-half minutes to sell to local advertisers. Seventy-six stations will carry new batch of half-hours (to run roughly once a month), among them WPIX(TV) New York, KTLA(TV) Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia and WJBK-TV Detroit.

Quaker State Oil □ Kenyon & Eckhardt agency will use live copy for use by station personalities in 19-week radio promotion in nine markets, to kick off May 10. Markets include Los Angeles, San Francisco and Phoenix. Target audience is men, 35 and over.

Monday Memo®

A broadcast advertising commentary from Dick Bennett and Terry Boyle, vice presidents and associate creative supervisors, J. Walter Thompson, New York.

This spot was all wet, but it made a point

"That commercial you gentlemen did showing the product presenter underwater, wearing a diving helmet and talking about Scotties facial tissues: pretty wacky. You don't see that sort of commercial anymore. Can you tell us about it?"

Our first response was, "Hey, hold on. There's nothing wacky about this spot." It was outrageous, but not wacky.

In the world of packaged goods, there are many products in the same category. But if yours has a real difference, you've got to make the difference dramatic. And your execution can be outrageous, but you would be well advised to remain relevant.

It used to be in the bad old days that almost anything—as long as it startled or entertained—was acceptable. We're a lot more self-disciplined these days. We're as involved in writing the objectives as we were in writing the advertising. We're not a separate breed. We've got to be marketing-wise as well as copy-wise.

So writers and art directors present storyboards that execute the strategy, arrest the attention and deliver a motivating fact about a product. Razzle-dazzle that isn't reasonable is wasteful.

So suddenly you turn on the evening news and the anchorman breaks for a commercial. You see a man in a diving helmet sitting at a desk underwater discussing a recent scientific study that shows Scotties facial tissues are especially strong when wet.

The fact is wet strength is what people want in a facial tissue. And we found out with a fish tank in our agency office that, surprisingly, Scotties held up even supporting all sorts of heavy objects like golf balls, marbles and jacks. Working with a fish tank, we naturally thought of clams. And soon somebody was saying it would be interesting if we did a classic presenter demonstrating Scotties wet strength totally underwater.

Our presenter in this case had to be an experienced scuba diver. He spent many hours underwater with real fish, seaweed, as well as a coat rack and file cabinet, a box of Scotties and some cherrystone clams, which he dunked up and down in a Scotties to make his point.

Outrageous—sure, but relevant. Do you know what people too often call facial tissues? Kleenex. Scotties has not only a product difference to talk about but a brand-name-awareness job to do. We achieved the attention we wanted. Scotties cut through awareness. Wet strength registered well. Any wackiness in this spot is only in the eye of the beholder. We like the idea of "outrageous but relevant" better.

Production was fun. Especially for Tibor Hirsch, who directed the spot. We had worked with Tibor before on difficult spots. He has a way of making difficult shoots look easy. The Scotties was no problem—after all, we had wet strength. But the fish have a way of muddying the water. So we had to shoot fast. The results are startling. The picture is bright and beautiful. Scotties was strong when wet. None of the clams broke through. And the fish stayed in front of the camera.

The important thing is the production didn't run away with the message. The outrageous visual was carefully directed. Nothing that caught your eye kept you from getting the message.

Copy testing is something we're all aware of when we sit down to do an execution. A new commercial is run in three cities, and the morning after the telephones start ringing and the interviews begin. If folks can't play back your product name and recall the key elements of the situation, you lose. No second chances allowed.

The pressure is on for creative people to not only get attention, but to make a selling point that recalls. It's a tough discipline since, as creative people complain, in reality no commercial message runs once. It runs in a flight of exposures. In reality we do have more than one exposure with which to make a sale. So a delicate balance has to be made between the outrageous and the relevant. This is the challenge for creative people these days—getting their own creativity together with the business of selling from the first exposure in a flight to the last.

Dick Bennett and Terry Boyle function as a team at J. Walter Thompson Co., New York, where they are vice presidents and associate creative supervisors. Mr. Bennett was an illustrator at *Saturday Evening Post* before joining JWT as art director/producer in 1970. Terry Boyle was with R.H. Macy & Co., Grey Advertising and Benton & Bowles in New York before joining JWT in 1972. They supervise creative work on the Scott Paper, Warner-Lambert and Lever Bros. accounts.

OUR "MACARONI" LEFT EVERYONE HUNGRY FOR MORE.

Kids just ate it up. And so did the critics. In fact, "Call It Macaroni" just won a Peabody Award. Earlier this year it received awards from Ohio State as well as ACT (Action for Children's Television).

Now we're starting a second year with 12 new programs. In over 76 markets across the country.

"Call It Macaroni" is Group W's series of half-hour programs for young people. In each show, youngsters spend a week or more in a new environment. They learn about the training of dolphins and killer whales. Or live with a Nashville recording star and his family. Or join a motion picture production company. But in every case, they learn how other Americans live and work. And kids watching at home learn right along with them.

The Peabody Award cited "Call It Macaroni" as a "*...first-rate series of children's programs which permits children to expand their minds through the discovery of new life styles and adventures.*"

We're proud of that. And we think our second season of "Macaroni" will give youngsters even more food for thought.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

Datebook®

■ indicates new or revised listing

This week

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

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

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

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 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.

Also in May

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 3-7—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**—*National Association of Broadcasters* annual conference for presidents of state broadcaster associations. Speakers: Senator Hubert Humphrey (D-Minn.) and FCC Chairman Richard Wiley. Mayflower hotel, Washington.

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 commission'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 16-18—*Illinois-Indiana Cable Television 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 Advertising 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. Speakers include Paul Putney, deputy chief for law, FCC Broadcast Bureau; Bob Wollam, management consultant and training specialist, Kalamazoo, Mich. 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. Keynote speaker: Stephen P. Labunski, executive vice president, Merv Griffin Radio Group. 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.

June

■ **June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Scranton Downtown, Scranton, Pa.

■ **June 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Youngstown, Ohio.

June 1-4—*Canadian Cable Television Association* 19th annual convention and trade show. Four Seasons Sheraton hotel, Toronto.

June 2—*FCC's* new deadline for comments on proposed relaxation of TV tuning accuracy standard for channels 70-83 (Docket 20719). Replies are now due June 16. FCC, Washington.

■ **June 2-4**—*Communications Division of the Electronic Industries Association* seminar, "Electronic Communications: Industry Trends and Economic Directors." Dunfey's Hyannis Resort Center, Hyannis, Mass.

■ **June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport-South, Philadelphia.

■ **June 3**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Riverfront, Cincinnati.

June 3-4—Fifth annual national *Publi-Cable Conference.* Campus, Kutztown State College, Kutztown, Pa. Contact: Dr. Robert P. Fina, executive director of Public-Cable, Kutztown State College.

June 3-5—*Associated Press Broadcasters* sixth annual convention. William Sheehan, ABC News president, will be keynote speaker. FCC Chairman Richard Wiley; Jack Thayer, NBC Radio president; Vincent Wasilewski, National Association of Broadcasters president; attorney F. Lee Bailey and Senator Hubert Humphrey (D-Minn.) will be featured speakers. Marquette Inn, Minneapolis.

June 3-5—*Alabama Broadcasters Association* 30th annual spring convention. Admiral Semmes hotel, Mobile.

June 3-5—*Oregon Association of Broadcasters* spring conference. Sunriver Lodge, Bend.

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

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.

June 5-9—*American Advertising Federation's* 71st annual convention. Statler-Hilton hotel, Washington.

June 6-9—*Mutual Advertising Agency Network* annual meeting. Drake hotel, Chicago.

June 6-25—Eighth annual *Institute for Religious Communications.* Loyola University, New Orleans. Contact: Dr. James L. Tungate, IRC, Loyola University, Box 201, New Orleans 70118; (505) 866-5471.

■ **June 7**—*FCC's* deadline for comments on its inquiry to gather information on cable TV subscriber rate regulation process (Docket 20767) Replies are due July 7. FCC, Washington.

■ **June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Jackson, Tenn.

■ **June 8**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown-Plaza, Wichita, Kan.

June 8-10—*Armed Forces Communications and Electronics Association* 30th annual convention. Sheraton Park hotel, Washington.

June 8-11—Annual convention of *National Broadcast Editorial Association.* Mayflower hotel, Washington.

■ **June 9-10**—*Vermont Association of Broadcasters* convention. Hotel Jay, Jay Peak Ski Area in Northern Vermont, near Newport.

■ **June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Coliseum, New York.

■ **June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt-Regency hotel, Knoxville, Tenn.

■ **June 10**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn West, Oklahoma City.

June 10-11—*Arizona Broadcasters Association* spring convention. Little America hotel, Flagstaff.

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

June 10-12—*Montana Broadcasters Association* annual convention. Many Glacier Lodge.

■ **June 10-12**—*South Dakota Broadcasters Association* annual meeting. FCC Commissioner Benjamin Hooks will address the June 11 luncheon. Holiday Inn of Northern Black Hills, Spearfish.

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

■ **June 11**—*Federal Trade Commission* deadline for comments on proposed rulemaking to determine what warnings, if any, should be required in advertising of antacids. FTC, Washington.

June 12-15—*Television Programing Conference (TVPC),* Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

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

June 13-16—*Video Systems Exposition and Conference,* third annual video hardware exhibit, held concurrently with summer Consumer Electronics Show. McCormick Place, Chicago.

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

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

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

■ **June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Paducah, Ky.

■ **June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn-Charleston

House No. 2, Charleston, W. Va.

■ **June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn N.E., Lincoln, Neb.

■ **June 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Sioux Falls, S.D.

June 16-18—*Broadcasters Promotion Association* 21st annual seminar. FCC Chairman Richard Wiley will be luncheon speaker June 16. Statler Hilton, Washington.

June 16-19—*Virginia Association of Broadcasters* spring convention. Mariner's hotel, Virginia Beach. Convention chairman: Larry Saunders, WTAR(AM)-WKEZ(FM) Norfolk, Va.

■ **June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Motor Inn, Indianapolis.

■ **June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn West End, Richmond, Va.

■ **June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Royal Inn, Kansas City, Mo.

■ **June 17**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Des Moines, Iowa.

June 18-19—*Alabama AP Broadcasters Association* annual meeting and awards presentation. Rodeway Inn, Birmingham.

■ **June 19**—Annual election meeting of *Missouri Public Radio Association*. KSPZ(AM) Branson, Mo.

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Great Gorge hotel, MacAfee.

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

■ **June 22**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn North, Sacramento, Calif.

■ **June 22**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, San Antonio, Tex.

■ **June 24**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Los Angeles.

■ **June 24**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Beaumont, Tex.

June 24-26—*Pennsylvania Cable Television Association* spring meeting. Seven Springs Mountain Resort.

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

June 25-26—*Tennessee AP Broadcasters Association* annual convention. River Terrace hotel, Gatlinburg.

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

■ **June 29**—Idearama, sponsored by Radio Advertising Bureau for salespeople. Sheraton Airport, Denver.

■ **June 29**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Portland, Me.

■ **June 29**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Jetport Inn, Orlando, Fla.

■ **June 30-July 1**—*Wisconsin Broadcasters Association* summer meeting. Speakers will include Charles Kuralt, CBS News, and Morris Reid, chairman, J.I. Case Co. Scotland Resort, Oconomowoc.

July

■ **July 1**—*FCC's* deadline for comments on its proposed amendment of noncommercial FM broadcast rules (Docket 20735). Replies are due Aug. 16. FCC, Washington.

■ **July 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Lincoln Inn, Worcester, Mass.

■ **July 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Ramada Inn, Billings, Mont.

■ **July 1**—Exhibitors deadline for fall convention of *Society of Broadcast Engineers*. Holiday Inn, Hempstead, N.Y. Contact: Mark Schubin, SBE, P.O. Box 607, Radio City Station, New York, 10019; (212) 765-5100, ext. 317.

■ **July 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn of Six Flags, Dallas.

■ **July 1**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Crabtree, Raleigh, N.C.

July 7—*Texas Association of Broadcasters* annual convention. Americana Inn of Six Flags, Arlington.

July 11-12—*South Carolina Broadcasters Association* summer convention. Mills-Hyatt House, Charleston.

■ **July 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Rodeway Inn, Eugene, Ore.

■ **July 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn I-44, Springfield, Mo.

■ **July 13**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Wade Hampton hotel, Columbia, S.C.

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

■ **July 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hilton Inn Macon, Macon, Ga.

■ **July 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Fargo, N.D.

■ **July 15**—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Sheraton Inn, Little Rock, Ark.

Open Mike®

So sue them

EDITOR: I think that, at one time or another, every broadcaster has experienced the frustration of losing a remote broadcast because of a mistake made by a telephone company. Sometimes these losses are costly, especially to the small market broadcaster.

Last fall, WGHN-FM lost an entire football game because a crewman for Michigan Bell Telephone misread an order and disconnected our loop instead of another. As usual, we heard the same story when we complained to the telephone company. The utility could not reimburse us for the loss of business. Top officials were sorry, and it would never happen again.

Frustrated, we turned to the Michigan Public Service Commission, which admitted there was nothing that we and they could do.

So, we went to court. In the state of Michigan, the county district courts have a small claims division. Cases of up to $300 can be tried, both sides agree to waive the right of legal counsel representation in the courtroom and both sides agree that the judge's decision is final.

We filed suit against Michigan Bell for $295.00, most of it lost in advertising money, the balance claimed as a public relations loss. In January the case was tried and the judge awarded the full amount plus court expenses to WGHN.

I send this letter only because I feel that many broadcasters have had similar experiences, and have never recovered any lost revenues. Broadcasters wishing to refer to this case should be advised that it was tried in 58th judicial district court of Ottawa county. The case number was G 53 68.—*Douglas J. Tjapkes, general manager,* WGHN-AM-FM *Grand Haven, Mich.*

Follow-up

EDITOR: We thought you might be interested in the returns on our March 22 "Open Mike."

We have received 25 letters and, believe it or not, two warm bodies have walked in after we answered their letters. One flew from Boston and the other from San Francisco. Both applied for the newsperson position. One couldn't type and one couldn't read, but they were determined to be newsmen.

Why do people apply for news jobs when they can't type 25 wpm? How do they expect their copy to be understood when it's written in longhand? What's the matter with our schools that they thoroughly neglect this important phase of their training?

Of the 25 letters we felt there were perhaps three or four who were qualified to apply for a broadcasting job but we haven't seen any of them yet. If one shows up we'll let you know.—*Cy Smith, manager,* KLAD(FM) *Klamath Falls, Ore.*

(Mr. Smith's original letter was in response to previous letters from unsuccessful broadcast job applicants. Mr. Smith said part of the problem is that such people look only to the major markets and not to smaller ones such as his.)

CB or not CB

EDITOR: It was with considerable consternation that I read the March 22 letter from Murray J. Green on CB radio. His suggestion that the FCC should not attempt to relieve the overcrowding of CB channels because such relief would increase the popularity of CB and thus decrease the number of listeners for commercial radio smacks of government repression at its worst and the free enterprise system at its greediest.

Perhaps the 8-12% decline in out-of-home listening cited by Mr. Green is evidence that commercial radio is not meeting the listening needs of that segment of the population. It would seem that the solution is not to eliminate the "threat" of CB radio but rather that commercial radio should design programing that will attract these listeners back to AM-FM.—*John Routledge, Dayton, Ohio.*

Drop-outs

EDITOR: The March 29 "Closed Circuit" titled "Win Some, Lose Some" contained only a partial listing of stations that have dropped National Association of Broadcasters membership as a direct result of adoption of the mandatory code subscription policy.

All our company's stations in Montana and Idaho terminated NAB membership: KGVO-AM-TV Missoula, KCFW-TV Kalispell, KTVM(TV) Butte and KCAP-AM-FM Helena, all Montana, and KSEI(AM) Pocatello and KMVT(TV) Twin Falls, both Idaho.

I suspect that there are quite a number of other radio and television stations elsewhere that terminated their NAB membership because of the code policy.—*Dale G. Moore, chairman, Western Broadcasting Co., Missoula.*

On the mark

EDITOR: Congratulations on your outstanding coverage of the NCTA convention. You succeeded in capturing both the facts and the spirit of the convention. A first-rate effort.—*Robert Stengel, vice president-public affairs, National Cable Television Association, Washington.*

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Winfield R. Levi, *general sales manager.*
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Ruth Lindstrom, *account supervisor.*
Harriette Weinberg, Lisa Flournay, *advertising assistants.*

Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Bill Merritt, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*

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

* Reg. U.S. Patent Office.

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

EXCITING NEWS FROM THE NETWORK MORE PEOPLE ARE WATCHING!

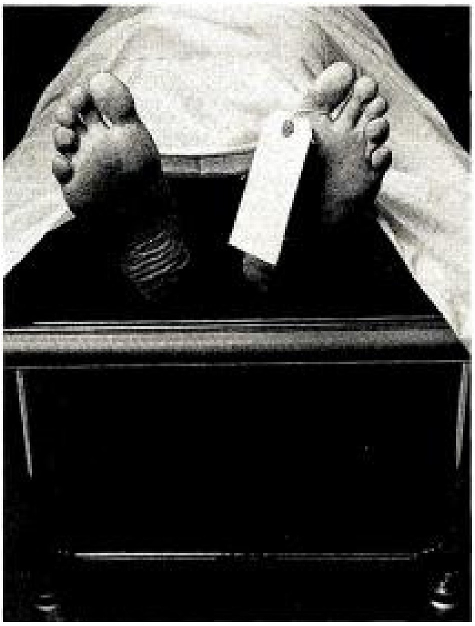
The special Closeup on gun control is one example of how ABC News is creating fascinating television. Instead of weaving balanced views into a single presentation of this highly controversial issue,we made two entirely separate presentations—each with its own director, crew, and narra

Louis Harris has joined us to give depth to our election-year coverage. The Louis Harris/ABC News polls will show how and why voters did what they did, and pinpoint the candidates' stands that really determined the outcome.

To provide a unique insight into what happens at the party conventions this summer, ABC News will have on hand two men who have gone through it all. Senator Barry Goldwater will comment on the doings at the Democratic Convention, and Senator George McGovern will do the same for the Republicans.

The excitement at ABC News has only just begun!

GUNS KILL PEOPLE



Tonight the award-winning ABC News Closeup series presents an exciting new concept in electronic journalism. In order to better present both sides of this controversial subject, we have actually produced two programs. Each has its own narrator. For "The Case for Control" it's Howard K. Smith. Each was filmed by its own director and crew.

Watch both programs. And judge for yourself.

The Case for Control

PEOPLE KILL PEOPLE

Tonight the award-winning ABC News Closeup series presents an exciting new concept in electronic journalism. In order to better present both sides of this controversial subject, we have actually produced two programs. Each has its own narrator. For "The Gun Control Hoax" it's John Scali. Each was filmed by its own director and crew.

Watch both programs. And judge for yourself.

The Gun Control Hoax

GUN CONTROL PRO & CON

abc ABC NEWS CLOSEUP 7

Broadcasting Apr 26
Vol. 90 No. 17

Top of the Week

Walters deal the opener for longer network news?

With million-a-year female star on show, ABC talks of stretching 30-minute evening news to 45, but FCC rules may stand in way, and some affilates hate whole idea

Barbara Walters agreed in principle last week to accept an ABC offer of $1 million a year over the next five years and a co-anchor slot with Harry Reasoner on the *ABC Evening News,* clearing the way to become the first female co-anchor on a network evening newscast and the highest-paid newscaster on record.

On a broader scale, the agreement set up the prospect of a move by ABC News to expand ABC Evening News to 45 minutes—which, if successful, would undoubtedly lead to lengthening of the CBS and NBC evening newscasts as well. ABC-TV affiliate leaders opposed to expansion—who in the past have represented a big majority, as has also been true of CBS and NBC affiliates—were marshaling plans to block the move, although some said they were convinced that ABC considered the question to be "not whether, but when."

One "when" that had a number of affiliates worried was the time slot in which a 45-minute network newscast would be scheduled. ABC News officials would not officially confirm the existence of a plan except to say a 45-minute newscast was under consideration for some time in the future. But both network and affiliate sources indicated ABC hoped to have one feed at 6:45-7:30 p.m. NYT. Under the FCC's prime-time access rule, networks may not venture into the 7-7:30 NYT period (in the top-50 markets) unless a full hour of local news precedes the network newscast. Barring a waiver from the FCC, affiliates said, top-50 stations would have to schedule their local news from 5:45 to 6:45 to meet this requirement, and 5:45 would be an awkward starting time, apart from the fact that many stations contend their markets don't have enough local news for one-hour or even 45-minute newscasts.

By this reasoning, too, a feed at 6-6:45 p.m. NYT, would be the one most stations would tend to accept—and even then, it was pointed out, half-hour local newscasts following the network news would have to be expanded to 45 minutes to make a neat fit. ABC currently feeds its half-hour newscast three times: at 6, 6:30 and 7 p.m. NYT.

Tom Goodgame of KTUL-TV Tulsa, chairman of the ABC-TV affiliates board, set up a conference call with other board members Friday (April 23) and initiated a poll of all ABC-TV affiliates on their attitudes toward a longer newscast. He left no doubt about his personal opposition to any ABC "invasion of our news time," and said that among the approximately 12 other ABC-TV affiliates he'd talked to recently, three out of four were also opposed.

Several affiliates, including critics of newscast expansion, suggested that ABC-TV's prime-time ratings successes this year will make it harder to oppose the net-Sawyers of KJEO-TV Fresno, Calif., another board member, said he'd be objective about the whole idea and thinks ABC will get affiliate support "if the network does the job in news that it's doing in prime time."

The longer newscast was generally regarded as a means of giving Miss Walters a better opportunity to exercise her special skill, which is interviewing, while giving ABC more time to sell and thus help recoup the money it's paying her. Some affiliates specifically objected to the latter function. "If they're proud to have Barbara Walters aboard, I'm happy for them," said one. "But I resent their trying to take *my* time to help *them* pay *her,* especially since they didn't consult us affiliates in the first place."

News superstar Walters

While ABC affiliates—and others—were brooding over the implications for longer newscasts, some of Miss Walters' colleagues and colleagues-to-be were undoubtedly brooding over the implication—to them—of her multimillion-dollar deal. A round of demands for salary increases was considered inevitable—by other network anchormen and probably by local anchorpersons and TV newspeople generally.

Actually, only half of the annual million dollars will be salary for the evening news role. The rest will come from fees for four prime-time specials she will anchor each year, produced by her own production company with ABC financing. She also will anchor eight of the ABC News *Issues and Answers* public-affairs series each year and will contribute to other ABC News documentary programs.

Speculation also turned to the question of a successor to Miss Walters on NBC's *Today* show. NBC officials said no decision had been made but that they would probably let her out of her NBC contract before its September termination, and that Betty Furness was as good a speculation as any for the interim if not permanent replacement as co-host with Jim Hartz. Miss Furness, they noted, has done the show before "and did it well."

ABC sources said Miss Walters would go to work there this fall at the latest, earlier if possible.

First indications were that Miss Walters—like ABC News on the idea of expanding the newscast—faces an uphill fight.

Other newspeople—starting with her co-anchor-to-be, Mr. Reasoner, although he appeared later to have calmed down—took an incredulous view of the salary she's to get, particularly in view of her news experience as compared with that of television's Reasoners, John Chancellors and Walter Cronkites.

A check among ABC affiliates found local newsmen in some cases derisive and several station managers critical of the decision to put her on the newscast, regardless of the money. One manager said Friday that "I've had 30 to 40 calls [from viewers] this morning and they're all negative. They don't like her acid tongue. Maybe a lot of others love her and aren't calling, but the reaction I've heard is negative, negative, negative." Others said they too had received complaints from viewers but figured the controversy itself would improve the ratings.

It seemed clear that ABC News expects her addition to help shore up sagging numbers. For this season to date, *ABC Evening News's* are running nearly four rating points behind *NBC Nightly News's* and nearly five behind *CBS Evening News's:* ABC 10.1 rating and 19 share, NBC 13.9 rating and 26 share, CBS 14.8 rating and 27 shares.

Miss Walters's agreement came after long negotiations in which she was represented by the William Morris Agency and ABC by Fred Pierce, president of the ABC Television, and William Sheehan, president of ABC News.

NBC also was in it for a long time. NBC, Miss Walters's employer for the last 12 years, had counter-offered approximately the same million-dollar amount of money but no co-anchor position. NBC officials said they did promise her consideration if they should decide to retain the two anchors on the evening newscast, and also promised to eventually relieve her of the early-morning grind of the *Today* show.

About an hour before ABC announced its agreement in principle, NBC announced it had withdrawn its offer, a spokesman saying "the demands got larger than the journalism profession" and included "things you would associate with a movie queen, not a journalist."

It was assumed virtually from the outlet that, whether she went to ABC or stayed at NBC, the mere existence of million-dollar offers on each hand would drive up salary demands by other anchorpersons. Mr. Reasoner's first reaction to news of the negotiations was widely reported to be a threat to quit if Miss Walters was made co-anchor.

Later last week, but before the final outcome of the negotiations was known, Mr. Reasoner commented, "if women have lived with unequal pay for equal work for this many years, I guess I can live with it for five . . . This is one of the few areas where I'm not neurotic." After the agreement was announced, he reported it on the evening newscast and added:

"Some of you may have seen some speculation about this in the papers; it's had more attention than Catfish Hunter, and Barbara probably can't even throw left-handed. Many of the stories said that I had some reservations when the idea came up; if I did they have been taken care of, and I welcome Barbara with *no* reservations."

Whether Reasoner and other network anchormen would privately accept being underpaid by the new standards remained to be seen. Mr. Reasoner and NBC's John Chancellor are believed to get $400,000 or more per year and CBS's Walter Cronkite somewhat more—although Mr. Cronkite's contract also gives him three months of vacation a year, which he may have taken in lieu of additional dollars. Miss Walters reportedly has been getting about $500,000 for her work on *Today* and on *Not For Women Only,* which she is discontinuing, and from commercial work.

In Brief

☐ **Donald H. McGannon,** chairman-president of Westinghouse Broadcasting, has protested **"loudly and vigorously"** ABC-TV's reported plan to lengthen *ABC Evening News* to 45 minutes (story page 19). In telegram to ABC Inc. President Elton Rule, he called it "another serious impingement upon local time," said "all networks are realizing record profits and if they wish to spend the money they ought to put on an in-depth news program in prime time." Mr. McGannon revealed his company has made presentation to ABC—and presumably to other networks—on "the inequitable relationship between affiliated stations and all networks," and said longer network news "would aggravate that inequity" and "in most cases result in a reduction in local news." Westinghouse's only ABC affiliation is for WJZ-TV Baltimore.

☐ It will mean sacrifice of exhibit space, but National Association of Broadcasters last week **locked in Washington** as site of 1977 convention. Chicago convention this year had 95,000 square feet on single exhibit floor. In Washington, only 75,000-square feet are available, spread over three hotels.

☐ **Born Innocent,** NBC's September 1974 made-for-TV movie featuring graphic broom-handle rape scene—which set off outrage that many say was most important single element in forcing family viewing concept—is back in news as result of Viacom Enterprises' purchase of it as part of new movie package. Lesbian feminist groups claim film should be shelved because it portrays them as bull dykes who rape innocent girls. Viacom has sold film in seven markets, including WNBC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and WFAA-TV Dallas, will send them uncut version.

☐ More presidential candidates will pop up on TV networks this week. CBS last week sold five minutes to **Ronald Reagan** at 10:55 p.m. Wednesday, ABC sold two five-minute blocks to **Morris Udall** at 10:55 p.m. Monday and Thursday.

☐ FCC Commissioner Benjamin Hooks said—again, but seemingly bit more strongly this time—that although he respects First Amendment, he increasingly feels **broadcasters should be required to present at least one hour per week of documentary programing** in prime time (BROADCASTING, March 29). Speaking at luncheon during International Radio and Television Society's college conference in New York, he said broadcasters spend "inordinate amount of time" fighting fairness doctrine and proclaiming their right to First Amendment freedoms equal to print media's.

☐ **Democratic National Committee** has petitioned U.S. Court of Appeals in Washington for rehearing of case in which panel of court, in 2-to-1 decision, affirmed FCC holding that political debates and candidates' news conferences are exempt from equal time law (BROADCASTING, April 19). DNC, concerned about news conference aspect of case, notes that dissenting opinion of Judge J. Skelly Wright points out that exemption will operate in favor of incumbents in highest political positions. DNC suggests that case he heard by nine judges of D.C. Circuit. Similar request for en banc rehearing is to be filed today by other parties in case—Representative Shirley Chisholm (D-N.Y.) and National Organization for Women.

☐ CBS diplomatic correspondent **Marvin Kalb returned to work** last Monday (April 19), almost eight months to day after severe lower back problem incapacitated him. Still admitting to pain and trouble walking, Mr. Kalb will limit his schedule to five or six hours a day for indefinite time, with no travel outside Washington. Correspondent—who stands 6 ft., 4 in.—claimed that constantly "sitting in an airplane" following Secretary of State Henry Kissinger, compounded by irregular diet and schedule, "wore my back out."

☐ Sale of **WYLO(AM)** Jackson, Wis. (BROADCASTING, March 22), has been opposed by local residents in petition to deny that includes more than 9,000 signatures. Citizens for Diversified Radio asked FCC to forbid sale to Family Stations because of planned format change from German and Polish language shows to religious. Petition also complains about Family's reduction in amount of public affairs programing and plan to run station as noncommercial operation which, it said, would harm local businessmen who have no other local radio station on which to advertise.

☐ **Avery-Knodel Inc.,** New York, in 30th year as national sales rep, **is leaving radio to concentrate on TV,** merging some of its represented radio stations with Buckley Radio Sales (reportedly about 30) and others with Pro/Meeker Time

Sales (reportedly about 10) and changing own name to Avery-Knodel Television, effective today (April 26). A-K radio billings are said to be $2.5 million to $3 million. Robert J. Kizer, A-K president, and F. Robert Kalthoff, executive VP, will join Buckley board of directors and several A-K personnel will move to Buckley. Details of deal with Pro/Meeker to be announced.

□ CBS-TV has signed **William Self,** 55, independent producer with long experience in both network and studio administration and program production, as its **new vice president, programs, West Coast.** He replaces Perry Lafferty, who resigned to form own production company. That leaves two key program posts yet to be filled at CBS: VP for program development, West Coast, and VP for daytime programs, based in New York (also see story page 29). For more than 15 years (1959-75) Mr. Self was executive vice president for 20th Century-Fox Television, supervised total of 44 TV series.

□ FCC says it has "settled" 35-year-old case in which **KOB(AM)** Albuquerque, N.M., and **WABC(AM)** New York have quarreled over nighttime operating rights on 770 khz, clear channel on which both are located. Decision is to establish WABC as Class I-A dominant station—role to which it has clung throughout years of controversy—and reduce KOB from I-B to II-A, protecting WABC at night. But fight is not over. Frank Fletcher, counsel for KOB, said station would appeal.

□ Senator **Frank Church** (D-Idaho) **can't expect help from FCC** in effort to persuade or force TV networks to sell him more than five-minute blocks to advance his candidacy for Democratic presidential nomination (BROADCASTING, April 19; also see page 23). Commission discussed matter last week. Although final answer was not formulated or vote taken, officials said it was virtually certain FCC would reject request. Possible breakthrough was suggested by ABC, however. It urged Church committee to consider having Democratic National Committee "coordinate" candidate requests in more manageable format—that is, to "spread the requisite appearances among all the networks."

□ Study by CBS Office of Social Research shows **incidents of dramatic violence** in prime time during 1975-76 season **decreased by 24%** on all three networks, by 36% on CBS-TV alone.

Headliners

Lombardo

Watson

Sundlun

□ **Philip J. Lombardo,** president of Corinthian Television Stations Division, named president of Corinthian Broadcasting Corp., New York, with over-all operating responsibility for company's five TV stations and TVS Television Network. C. Wrede Petersmeyer remains chairman and chief executive officer.

□ **Arthur A. Watson,** VP and general manager of NBC-owned WNBC-TV New York, promoted to new post of executive VP, NBC Television Stations Division, next in command to Theodore H. Walworth Jr., president. General managers of all five NBC TV stations will report to Mr. Watson, 20-year NBC veteran who headed WKYC-TV Philadelphia and was president of NBC Radio before moving to WNBC-TV in November 1971. (Also see "Fates & Fortunes," page 47.)

□ **Bruce G. Sundlun,** partner in Washington law firm of Sundlun, Tirana and Scher, to be named president and chief executive officer of The Outlet Co., Providence, R.I., retailing and broadcasting firm, succeeding Kenneth Logowith, who retires May 19 after 55 years with company. Joseph S. (Doty) Sinclair remains board chairman; David Henderson heads Outlet broadcast division.

Network executives: Wiley prodded, but didn't instigate search to cure TV sex-violence problem

Excerpts from depositions taken from network executives were read into the record last week in the Los Angeles trial of the suit by actors, writers and producers against the FCC, the National Association of Broadcasters and the TV networks over family viewing (BROADCASTING, April 19, 12). In them, network officials contended that they had been aware of and were working on solutions to the problems of sex and violence on the air long before they were called to meet with FCC Chairman Richard E. Wiley to discuss TV sex and violence.

Counsel for the plaintiffs read from depositions of Arthur B. Taylor, CBS Inc. president; Richard W. Jencks, now-retired CBS Washington vice president; E.K. Meade Jr., CBS vice president, corporate affairs; Thomas J. Swafford, CBS-TV vice president, program practices; Herbert Schlosser, NBC president; David C. Adams, NBC vice chairman; Elton Rule, ABC Inc. president, and Eugene Cowan, ABC Washington vice president.

Mr. Adams said in his deposition: "Chairman Wiley initiated discussions of a series of ideas with regard to scheduling and warnings in connection with programs that had elements of sex and violence. Most of these ideas were either rejected or never came to fulfillment."

Mr. Taylor said that he had been thinking hard on the problems of "violence and tasteless material" for about two years prior to the invitation from Mr. Wiley.

Mr. Taylor, who is credited as author of the plan to establish the family hours as an industrywide standard, said that in addition to thinking about the plan, he had talked about it to associates, to CBS affiliates and "to anybody else who would listen."

Mr. Meade related that when Chairman Wiley had asked for letters describing network programing policies, which Mr. Wiley wanted before the end of 1974 when he was to report to Congress on television sex and violence, Mr. Meade advised Mr. Taylor to ask for a delay. Far from being intimidated, Mr. Meade said, Mr. Taylor told the chairman that CBS was working on something more important, and for Mr. Wiley "to be patient and to bide his time."

Commenting on allegations that Chairman Wiley forced the networks into the family viewing restrictions, Mr. Meade said that Mr. Taylor told Mr. Wiley that "You are making it difficult for us, because it has to be an industry-related thing. We can't have the government breathing down our necks and if you continue in your present tone you are going to make it impossible to get anything through the code." Mr. Meade said that at the end of this particular conversation, Mr. Wiley apologized to Mr. Taylor.

Television is number-one medium for presidential candidates' advertising

Even the money-short Democrats rely on it for its effectiveness and awareness-building capabilities

Television, the most expensive advertising medium, is the one preferred by seven out of seven presidential candidates. Ironically, the reason most prefer it this year is because they haven't much money.

"TV is expensive," said a media man with Senator Henry Jackson's (D-Wash.) campaign, "but it's more far-reaching than any other medium ... The quickest way to get a message across with a limited amount of funds is TV."

"TV is a feeling medium," said Alabama Governor George Wallace's communications director. "We like to give the audience a feeling of the candidate as a person, a feeling of whether he's genuine."

For most of the Democratic candidates, lack of name recognition on a national scale is their greatest liability. To overcome it they all turn to television. In the Wisconsin primary, one of those "must-win" states for Arizona Democratic Representative Morris Udall, Mr. Udall trailed former Georgia Governor Jimmy Carter two weeks before the vote by 17 points in one poll. But after 10 days of media advertising, mostly on television, he pulled within two points, according to a consultant with the campaign. The consultant concluded that Mr. Udall's vote "goes up in direct proportion to the simplest use of media—television."

The "simplest use of the media" is all that most campaigns—except President Ford's—can afford. There is little resemblance between advertising for an institution, "where you have a budget, plan things out and know where you can go," and advertising for a candidate, the Jackson worker pointed out. With politics, the media campaign runs day by day, hand to mouth, depending on how the contributions are rolling in. Media buys are often made only a day or two in advance.

In early February there were as many as 10 Democrats considered serious contenders for the presidential nomination. Five are gone now, but there are enough left to keep the contributions spread thinly between them. They would move to spend more money on billboards, newspapers and radio, but as things stand they go for the medium that brings the biggest audience.

The candidates' money troubles have been aggravated by the suspension of handouts from the government. Under the 1974 amendments to the federal election laws, the Federal Election Commission was created to oversee the distribution of matching funds to presidential candidates. But the FEC's activities were suspended March 22 after the Supreme Court ruled portions of the amendments unconstitutional.

Even in a campaign such as President Ford's where money is plentiful, TV is considered the best commercial medium, "because of its reach effectiveness," a Ford media manager said. "Radio is a rifle shot," he added, used to extend the TV message and to hit specific pockets of voters, blacks for example, and farmers.

Ronald Reagan's national address on NBC-TV last month (BROADCASTING, April 5) pointed up another advantage of TV. The Reagan campaign paid $100,000 for the half-hour address by the candidate, but according to the latest estimate, the campaign collected $1.1 million on its investment in contributions from viewers.

That kind of success with the medium has sent the other candidates scrambling for like treatment from the networks. The networks are stiff-arming the Democrats and most are having to settle for five minutes in prime time. CBS sold Senator Frank Church (D-Idaho) three units of five minutes each, and one to Mr. Udall. George Wallace is still fighting for 30 minutes. So is Mr. Church, whose complaint against the networks was taken up by the FCC last week (see "In Brief").

The Democrats have another tack as well, competing with one another for free media treatment, particularly on the networks. The networks are chary about selling a Democrat 30 minutes, because the others could demand the same under the equal-time law. That is not a problem, however, if the candidates appear in a news format.

Most of the candidates use commercials no longer than 60 seconds; their media people report little or no trouble getting them placed at stations. But then there's Mr. Carter, whose campaign relies heavily on two- and five-minute commercials. The Carter campaign has had trouble from the start, is still having trouble, getting stations to accept them.

The seven major candidates are running seven separate campaigns that differ in style and spending. The following is a brief look at each.

Gerald Ford □ The richest of all the campaign committees, the President Ford Committee, has had no trouble putting together the total media mix it desires in each of the state primaries the incumbent has entered. Television is the favored medium in his campaign, but only by about $7,500 over radio. Through the Wisconsin primary, the Ford committee had spent $264,926 on TV, $257,372 on radio. And expenditures on newspaper advertising were a close third at $175,683.

Compared to the committee's total expenditures for 1975-76, the $678,000 total for media is not much. In all, according to its latest public filing, the Ford committee has spent $6.5 million. Nearly $2 million of its $7.5 million in receipts came from the government, and the committee has qualified for another $910,000 from the government.

The advertising mix has varied from state to state. In Massachusetts, Ford committee expenditures on newspapers, $23,474, were three times the total for radio and TV. It may be that the committee curbed its broadcast expenditures in Massachusetts, because voters there had already seen the Ford commercials when they played for the New Hampshire primary. But taking the two states together, newspaper expenditures still surpassed either radio or TV. In North Carolina, Florida, and Wisconsin the Ford committee spent more on radio than on either newspapers or television. But in Illinois and New Hampshire TV was top.

The Ford commercials for TV are nearly all 30 seconds long, those for radio are 60 seconds. None runs longer than that, and in none does the President talk. According to Clayton Wilhite, account supervisor for Campaign '76 Media Communications Inc., the ad hoc agency created for the Ford campaign, speeches are not needed to get the job done on TV and radio. The TV messages are in documentary style, mixing voice-over narration with still photographs of the President at work. They try to convey an image of the President's honesty and openness and list his accomplishments since taking office, with a heavy emphasis on the economy. All bear the slogan: "President Ford is your President. Keep him."

Campaign '76 has as chairman Peter Dailey, a Los Angeles advertising executive who ran the November Group in the 1972 campaign for former President Richard Nixon. Executive vice president and general manager of the agency is Bruce Wagner, on leave from Grey Advertising Inc., New York. Mr. Wilhite is on leave from McCann-Erickson, New York. Local buying for the Ford campaign is handled by SFM Media Services Corp., New York.

Ronald Reagan □ One of Mr. Reagan's most formidable political weapons is his broadcast delivery. It has worked magic for him twice. It made $1 million for his campaign when he appeared on NBC, and it apparently tipped the election in North Carolina to him. In that primary, the only one Mr. Reagan has won, all predicted the victory would go to the President. In the closing days before the election the Reagan campaign placed a 30-minute TV address on 15 of the state's 17 TV stations. For lack of another factor to point to, the commentators attributed the Reagan win to the commercials.

To date, Citizens for Reagan, his campaign organization, has spent more than $1 million on TV and radio, with a majority of that going to TV, said the committee's executive chairman, John Sears.

The candidate is at his best in a studio talking straight at the viewer and he does

Carter

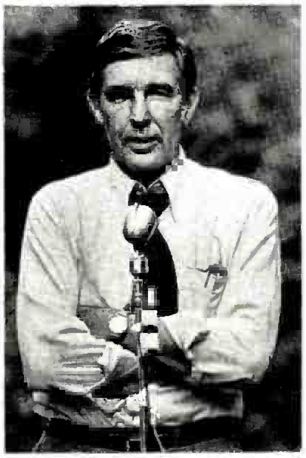
Seven who know that the road to the White House leads through the living room

Jackson

Church

Wallace

Reagan



Udall

Ford

that in two 30-minute TV commercials that are scheduled six or seven times this week in Texas, whose primary May 1 is next for Mr. Reagan. The committee also uses five-minute commercials, in most of which Mr. Reagan speaks, as well as some 30 and 60 seconds long.

The Reagan campaign figures it has about $2 million due it from the government if the FEC is reactivated, but even without that "we've been able to keep to the budget established so far," Mr. Sears said.

Ball & McDaniel, Nashville, is the agency for the Reagan campaign. Harry Treleaven, advertising director for the Nixon campaign in 1972, is creative director and Ruth Jones of Ruth Jones Ltd., New York, is the time buyer.

Jimmy Carter □ Television is Jimmy Carter's best medium, according to Gerald Rafshoon, head of Gerald Rafshoon Advertising Inc., the Atlanta agency handling all of Mr. Carter's media work. "TV gives Carter the opportunity to confront the voter in the same type of atmosphere in which he campaigns," he said.

The Jimmy Carter for President Committee has so far spent about $712,000 on television and radio, with 90% of that on TV. That includes $140,000 for his bid in Pennsylvania, the committee's largest expenditure in a state so far.

Mr. Rafshoon said last week that television was important at first to make the candidate's name and face familiar to the most voters. Mr. Carter's groundbreaking win in New Hampshire made him an instant celebrity and the subject of nationwide media curiosity; he has received extensive exposure on broadcast news programs.

But despite the free rides, paid television advertising is still his favorite tool, Mr. Rafshoon said. The strategy now is to convey the image of an unstoppable Carter bandwagon. Mr. Carter won six of his first eight primaries, placing fourth in Massachusetts and third in New York.

Like others, the Carter committee uses radio to reach specific target audiences—blacks, for example, and small towns.

Early on, while the candidate was still seeking name recognition, the campaign used mostly two- and five-minute commercials stressing Mr. Carter's character. The longer he was on the screen, the better voters would get to know him, the reasoning went. Now, however, the campaign relies primarily on 30- and 60-second TV commercials, and a few 60-second radio commercials. Most feature the candidate talking issues straight at the camera or microphone, Mr. Rafshoon said, or show the candidate at work on the hustings.

Mr. Rafshoon had the same money complaints as others in the Democratic fold, but the Carter campaign has nevertheless outspent all of the Democrats save George Wallace on radio and TV. The Carter campaign has received over $1 million from the government, and if the FEC is reactivated, has another $372,000 coming. Banking on the latter, Mr. Carter has taken out a personal loan of $100,000. He is chancing the $140,000 in Pennsylvania because he considers it a key battleground.

The Rafshoon agency has handled all of Mr. Carter's campaigns for the last 19 years. This is its first national campaign.

Frank Church □ Senator Church has been an announced candidate only since March 18 and has yet to be tested in a state race. He has not been caricatured on the cover of a national news magazine, has not been attacked on the evening news by another national candidate, in fact, has had little written or broadcast about him. His biggest problem is to establish name recognition. Not surprisingly, he grabbed immediately for the big audience, buying five minutes of prime time on CBS-TV, which he used on April 19 to attack the President. Before that a five-minute film biography of the senator appeared on the same network during a basketball game telecast on Sunday afternoon, March 21.

Being a late starter, Senator Church has no money trouble yet. He is spending about $50,000 on radio and TV in Nebraska, where a May 11 primary will be the first in which he will appear. He had the state virtually to himself last week while his opponents were campaigning in


Supersonic
HOLLIES

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Boston	WBZ
San Francisco	KPIX
Cleveland	WEWS
Seatle/Tacoma	KING
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Cut out for the youth market and the "Now Generation."

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the states with more immediate primaries, and he took advantage by scheduling a week's worth of personal appearances and one 30-minute TV show on KHGI-TV Kearney last Friday.

The Church campaign made two more 30-minute buys, one scheduled for May 5 on KOLN-TV Lincoln and the other, a live phone-in interview program on KMTV(TV) Omaha on election eve.

In addition, The Church for President Committee's radio and TV director, Mort Schwartz, said last week, the campaign is saturating the state with 30- and 60-second radio and TV commercials. About 60% of the media budget is going to TV, about 30% to radio. Some of the commercials are biographical, mixing narration with still and motion pictures. Some are scenes of the senator at work with voice-over and some are entirely his talking about the issues. All are aimed at building a media image for Senator Church, and the majority try to let him sell himself, Mr. Schwartz said. Of all the presidential candidates, Mr. Schwartz added, "I think there is no better orator than Senator Church."

The Church campaign is keeping its media work in-house under Mr. Schwartz, a former CBS News, NBC News and independent motion picture producer. For help on commercial production, the committee goes to Altman Stoller Weiss Advertising Inc., New York, and also uses the buying services of Vitt Media, New York.

Henry Jackson □ Senator Jackson's media campaign is a case of "doing what we can with what we've got," according to one of the campaign's media managers, John Tracosas of the New York advertising agency, Lois Holland Callaway. The Jackson for President Committee entered its first primary in Massachusetts wealthy and began spending heavily on media four weeks in advance. Its expenses favored TV about three to one over radio, Mr. Tracosas said, and the same was true in the next outing in Florida. Mr. Jackson won in New York, came in third in Florida.

In New York, however, the committee spent most of its resources on "organization," Mr. Tracosas said, concentrating on one-on-one approaches to the voters and voter groups. What it spent on media went "strictly to TV," he said, adding the same holds true in Pennsylvania where voting will take place tomorrow.

The New York strategy was partly due to a shortage of funds, but mostly it was calculated, and it won the state for the senator. In Pennsylvania, however, the Jackson committee is feeling the throes of poverty. "If we'd had the money, we'd have begun in Pennsylvania two weeks ago," Mr. Tracosas said, but as it is, the campaign's media campaign only began last Wednesday. It has made about $15,000 worth of radio and TV buys in the western part of the state and may end up spending as much as $50,000 on broadcasting in that race, according to a campaign aide in Washington, but there was no concrete plan at midweek last week. "It's really a day-by-day process," Mr. Tracosas said, "We can't spend money we don't have." Senator Jackson has received about $1.5 million in matching money from the government to date. If the FEC gets back in business, he has already qualified for $155,000 more.

The Jackson committee will have spent approximately $480,000 on broadcast advertising through Pennsylvania, mostly on 30-second TV commercials and 60-second radio spots in prime and fringe time. He ran one five-minute commercial in Massachusetts and Florida. Many appear during late shows.

The Jackson commercials combine image and issues. The "ideal" was one introduced in Massachusetts, Mr. Tracosas said. It had a still shot of a resolute Senator Jackson breaking from a pack of stills of the other candidates; he is portrayed as the moderate with the best answers on issues. The senator does not talk in that commercial. In others he talks on five or six issues, ranging from unemployment to Medicare.

The Lois Holland Callaway agency has done all the commercial production and buying for the Jackson campaign so far. Its past political experience includes the handling of the senatorial campaigns of Republicans Hugh Scott (Pa.) and Jacob Javits (N.Y.) and of Democrat Robert Kennedy (N.Y.).

George Wallace □ The assasination attempt that left Governor Wallace partly paralyzed and in a wheel chair had a profound effect on his campaign style. Once the political rally was the hallmark of his campaign, but now, reports Joe Azbell, communications director for the Wallace campaign, the governor steers clear of crowds and has cut off the "pressing of the flesh." For Mr. Wallace, "the new rally in America is not in the hall, it's before the TV camera," Mr. Azbell said last week.

So far the Wallace campaign has spent close to $1 million on radio and TV, about 75-80% of all its media expenditures, according to Mr. Azbell. About 80% of that has gone to TV.

Mr. Azbell, a former newspaper man who says he is a 25-year veteran of about 350 political campaigns all over the country, writes the Wallace spots. Morgan Advertising, Montgomery, Ala., does the rest of his media work. He said a typical Wallace media campaign begins 15 days before a primary with mostly 30-second TV commercials concentrated in heavily Democratic districts. Six days before the voting, the campaign intensifies with the addition of 30-minute shows, a rare phenomenon in presidential races to date this year. He said he has placed as many as four of these in a week. "We find that the results are in direct proportion to the use of TV in the last week," he said.

The Wallace TV style, he said, is to face the viewer one-on-one and talk about issues. There is little voice-over in the commercials; filmed sequences of the governor campaigning are used often.

No attempt is made to hide Governor Wallace's wheel chair in the commercials, Mr. Azbell said. He pointed out that President Franklin Roosevelt may have succeeded in hiding his polio handcap during his Presidency, "but then FDR wasn't in the goldfish bowl that TV produces."

Morris Udall □ Representative Udall's media campaign has been in "disarray," to quote an executive of the political consulting agency that parted with the campaign last week. The cause of the disarray is money and how to spend it when there is not much. Through Massachusetts, New York and Wisconsin, the Udall '76 Committee's media work was handled by Martilla, Payne, Kiley and Thorne of Boston. The two split because of a difference of philosophy.

In that state a shortage of funds prompted the Udall campaign decision-makers to cancel $25,000 in radio and TV buys for three days the week prior to the election. The Martilla firm counseled the committee to "go for it" and risk the money, its creative director, Dan Payne, said last week, but those in authority decided they would rather the campaign remain solvent.

Mr. Udall lost Wisconsin by 6,000 votes, and although it renewed its broadcasts advertisements in the last four days of the race, Mr. Payne is convinced the loss of those three days hurt Mr. Udall badly. Mr. Udall's biggest problem, he said, "is voter recognition. People just don't know his name."

In all, the Udall campaign spent about $51,000 on TV in Wisconsin, about $23,000 on radio and about $26,000 on newspapers. In Massachusetts, where the candidate placed second, the campaign spent $178,000, 30% of which went to TV, 10% to radio and 60% to newspapers. In New York the campaign spent $49,000, with $11,000 going to radio, the rest to newspapers. Mr. Udall placed second there. About $400,000 has been spent so far on broadcast for his campaign.

The Udall committee is taking things one day at a time, now. Last week it planned $75-85,000 in TV buys in Pennsylvania, to begin last Tuesday. Another $6,000 would go to radio, primarily to reach ethnic groups in Pittsburgh and Philadelphia. Whether that amount would actually be spent depended on the flow of incoming contributions. The Udall committee has qualified for about $290,000 from the government if Congress and the President put the FEC back in action.

All the Udall broadcast commercials run 30 seconds and 60 seconds. The exception will be April 29, when Mr. Udall will appear for five minutes on CBS-TV.

Three new 60-second commercials were added to the Udall bank in Pennsylvania last week, produced by the Philadelphia agency, Yardis Corp.

Except for a commercial in which former Watergate prosecutor Archibald Cox endorses Mr. Udall, played heavily in Massachusetts, most Udall commercials are excerpts of him talking and making speeches. At the Martilla firm, executives were impressed with his looseness and wit and gave him high marks for honesty. They played on those themes in their commercials.

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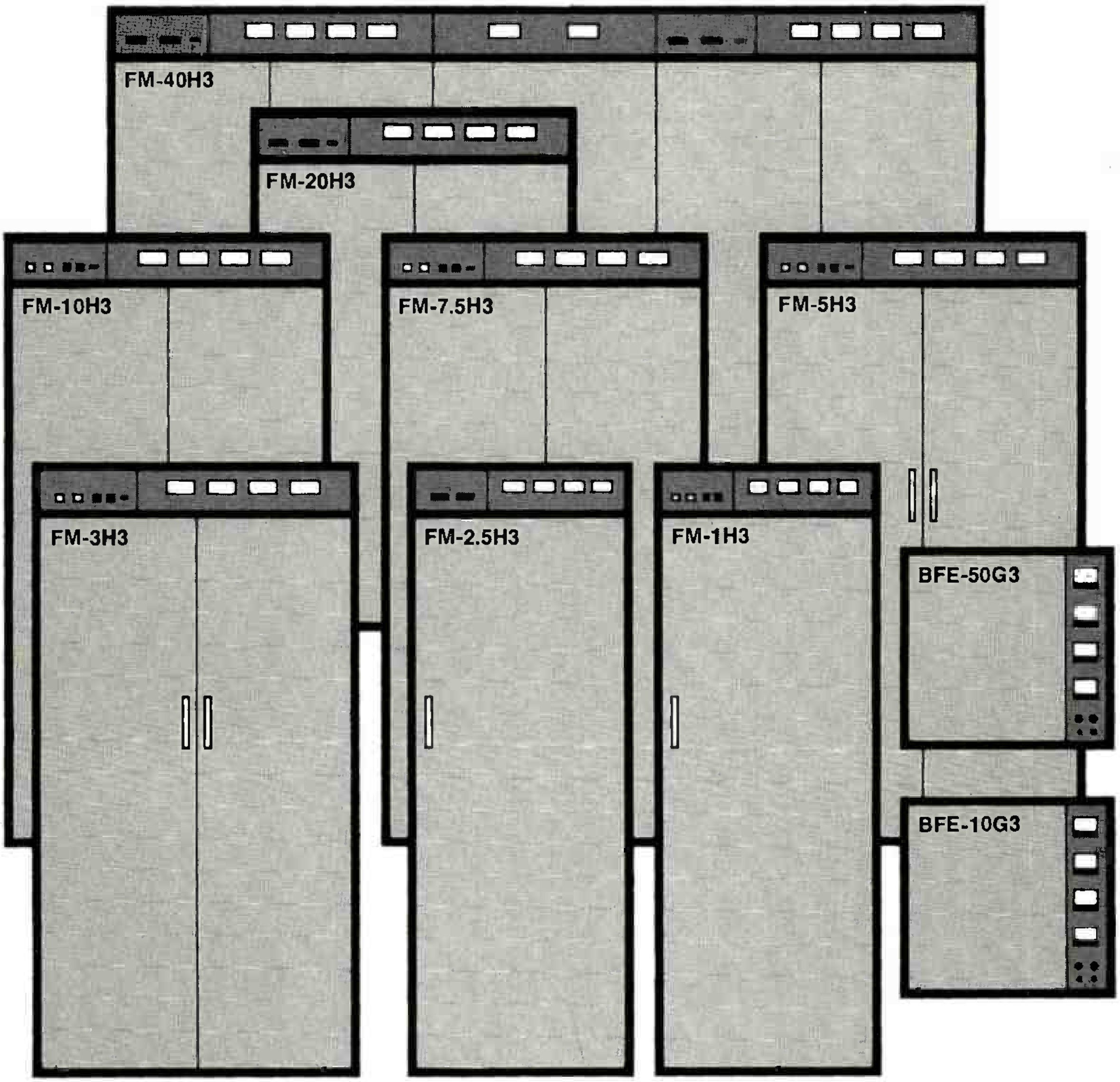

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COMMUNICATIONS AND INFORMATION HANDLING

$500 million-plus price tag goes on 1976-77's prime time

And that's only for the regular series, excluding all specials; total is some 20% ahead of last season, reflecting both 'normal' inflation and unusual catering to production company demands

The three television networks will pay out more than $500 million to their various program suppliers for all of the 72 regularly scheduled shows in their 1976-77 prime-time line-ups. That will be almost $90 million more than they paid for comparable programing one year earlier.

The half-billion-plus figure is conservative. It derives from multiplying the price the networks pay for one original and one repeat of each series times 24, the average number of new episodes filmed or taped each season. (Variety shows, with high residuals, are not repeated one-for-one. Their replacements actually drive the average cost higher.) That "weekly" total will come to $21,725,000 in 1976-77, up $3.6 million over the $18.1 million of 1975-76. The increase takes into account the substantial increases granted to the studios by the networks (an average of more than 10%) on top of the inflationary pressures of everything from actors' salaries to the costs of renting costumes.

The estimates were derived from a number of sources including network and production company officials. They were generally regarded as realistic, whereas some of those for last season (BROADCASTING, May 12, 1975) were considered too conservative, with the result that the actual in-

	ABC	CBS	NBC
7:00	Bill Cosby Show (Chris Bearde) $220,000	60 Minutes (CBS) $260,000	Wonderful World of Disney (Walt Disney) $340,000
8:00	Six Million Dollar Man (Universal) $320,000	Sonny and Cher Show (Nick Vanoff) $255,000	NBC Sunday Mystery Movie (Columbo; McCloud; McMillan; Quincy) (Universal) $510,000
9:00	ABC Sunday Movie (various) $900,000	Kojak (Universal) $340,000	
9:30			Big Event (various) $600,000
10:00		Delvecchio (Universal) $300,000	

Monday

	ABC	CBS	NBC
8:00	Captain and Tennille (Bob Henry) $200,000	Rhoda (MTM) $160,000	Gemini Man (Universal) $330,000
8:30		Phyllis (MTM) $155,000	
9:00	NFL Monday Night Football $700,000	Maude (Norman Lear) $160,000	NBC Monday Night at the Movies (various) $900,000
9:30		All's Fair (Norman Lear) $150,000	
10:00		Executive Suite (MGM TV) $290,000	

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Paramount) $155,000	Tony Orlando and Dawn (CBS) $240,000	Baa, Baa Black Sheep (Universal) $320,000
8:30	Laverne and Shirley (Paramount) $145,000		
9:00	Nancy Walker Show (Norman Lear) $150,000	M*A*S*H* (20th Century-Fox) $170,000	Police Woman (Columbia Pictures TV) $315,000
9:30	Tony Randall Show (MTM Productions) $155,000	One Day at a Time (Norman Lear) $150,000	
10:00	Family (Spelling-Goldberg) $280,000	Switch (Universal) $315,000	Police Story (Columbia Pictures TV) $325,000

Wednesday

	ABC	CBS	NBC
8:00	Bionic Woman (Universal) $315,000	Good Times (Norman Lear) $150,000	Little House on the Prairie (NBC) $320,000
8:30		Ball Four (CBS) $120,000	
9:00	Baretta (Universal) $320 000	All in the Family (Norman Lear) $170,000	Quest (Columbia Pictures TV) $320,000
9:30		Alice (Warner Bros.) $130,000	
10:00	Charlie's Angels (Spelling-Goldberg) $320,000	The Blue Knight (Lorimar) $315,000	Gibbsville (Columbia Pictures TV) $305,000

Thursday

	ABC	CBS	NBC
8:00	Welcome Back, Kotter (James Komack) $135,000	Waltons (Lorimar) $330,000	Van Dyke and Company (NBC; Catspaw Productions) $225,000
8:30	Barney Miller (Danny Arnold) $150,000		
9:00	Streets of San Francisco (Quinn Martin) $340,000	Hawaii Five-O (CBS; Leonard Freeman) $340,000	The Practice (Danny Thomas; MGM Television) $135,000
9:30			Snip (James Komack) $125,000
10:00	Most Wanted (Quinn Martin) $305,000	Barnaby Jones (Quinn Martin) $320,000	Best Sellers (Universal) $360,000

Friday

	ABC	CBS	NBC
8:00	Donnie and Marie (ABC) $230,000	Spencer's Pilots (Sweeney-Finnegan) $320,000	Sanford and Son (Tandem) $160,000
8:30			Chico and the Man (Komack/Wolper) $150,000
9:00	ABC Friday Movie (various) $900,000	CBS Friday Night Movies (various) $900,000	The Rockford Files (Universal) $330,000
10:00			Serpico (Paramount) $310,000

Saturday

	ABC	CBS	NBC
8:00	Holmes and Yoyo (Universal) $150,000	The Jeffersons (Norman Lear) $155,000	Emergency (Universal) $340,000
8:30	Mr. T and Tina (James Komack) $125,000	Doc (MTM) $145,000	
9:00	Starsky and Hutch (Spelling-Goldberg) $315,000	Mary Tyler Moore Show (MTM) $170,000	NBC Saturday Night at the Movies (various) $900,000
9:30		Bob Newhart Show (MTM) $160,000	
10:00	Rich Man, Poor Man (Universal) $340,000	Carol Burnett Show (CBS) $265,000	

crease since then probably is somewhat less than it appears from the two totals.

Because of the standard escalator clauses incorporated in the contracts of the principals involved, returning 60-minute shows like *Streets of San Francisco, Hawaii Five-O, Kojak, Emergency* and *The Wonderful World of Disney* will all cost about $340,000 for two runs of each episode. The most expensive new 60-minute series, at $360,000 per hour (plus a rerun), is expected to be Universal's *Best Sellers* (NBC), which will be made up of lavishly budgeted six-, seven- and eight-part adaptations of hit novels.

The two-hour movie nights (a total of five in all, two on ABC, two on NBC and one on CBS) are being pegged at about $900,000 for each two hours (plus a rerun) as an average of the costs of theatrical-movie packages and specially produced made-for-TV movies.

Universal's *The Gemini Man* (NBC) is being touted as an expensive new series (at $330,000) because of the elaborate special effects it will employ, and Columbia Pictures Television's new western, *Quest* (NBC), is going for around $320,000 because there are so few westerns being made there isn't enough Hollywood activity to amortize things like horses, cattle, cowboy outfits and frontier-town mock-ups.

The most expensive sitcoms are the proved hits that have been running for at least four years: Norman Lear's *All in the Family* ($170,000 on CBS), 20th Century-Fox's *M*A*S*H* ($170,000 on CBS) and Mr. Lear's and Bud Yorkin's *Sanford and Son* ($160,000 on NBC).

Grant in as VP for programs at CBS; Frank to head sports

Daytime chief replaces Currlin; Wussler successor is out of NBC, Trans World International

The new president of CBS-TV, Robert Wussler, swung into action immediately last week in a surprising move, bumping Lee Currlin out of his programing vice presidency and replacing him with B. Donald (Bud) Grant, the network's vice president for daytime programs. Mr. Wussler also acted to name his replacement as vice president of CBS Sports, tapping Barry Frank, senior vice president of Trans World International, an independent sports packager.

Mr. Grant, as daytime vice president since early in 1972, kept CBS competitive with ABC and NBC, and in the first three months of 1976 CBS has racked up its biggest daytime lead in six years, an 8.3 overall Nielsen rating (compared to ABC's 7.2 rating and NBC's 7.0). "Bud's done nothing but programing for the past two decades," said Grant Tinker, the head of MTM Productions, which is producing five series for CBS's 1976-77 prime-time schedule. "And at NBC he was involved in both the nighttime and the daytime areas."

Grant

Frank

The man Mr. Grant displaced, Lee Currlin, reached at his office at CBS in New York, said that he's been offered another position at CBS and that he's begun exploring one or two other possibilities but "I'll take a few days before I decide what to do." At the Monday morning (April 19) meeting that stripped him of his job, Mr. Currlin said Mr. Wussler told him, " in a straightforward way," that CBS "wanted a different kind of programing guy, a guy who was more outwardly aggressive—whatever that means."

One of the top program suppliers on the West Coast gave Mr. Currlin a mixed report card, saying that, on the plus side, he saved the faltering *Cher* show by inducing her to get back together—professionally—with Sonny Bono, and that he also prevented the quick cancellation last winter of *Hawaii Five-O* and *Barnaby Jones* by moving them to Thursday night and avoiding further upheaval in the second season. On the minus side, this programer said, CBS's development this year was so weak that the network was forced to renew marginal shows like *Tony Orlando and Dawn* and *Doc* and played-out shows like *Hawaii Five-O* (going into its ninth season) and *Barnaby Jones* (fifth season).

"Our program development for potential second-season replacements" is the number-one priority on Bud Grant's agenda. In a telephone conversation from Los Angeles, where Mr. Grant, Mr. Wussler and Robert Daly, CBS-TV's new executive vice president, found themselves last week, Mr. Grant said that, in addition, he'd try to fill the Hollywood slots vacated recently by Perry Lafferty (who was vice president, programs, West Coast) and Franklin Barton (vice president, development) "as fast as I possibly can," maybe before the month is out.

Mr. Grant's present daytime schedule is riding the crest of a Nielsen bonanza, with seven of the 10 highest-rated shows in CBS's tote bag. Industry sources say Mr. Grant pumped new life into the long-running soap opera *As the World Turns* by expanding it to 60 minutes (in the most recent national Nielsens it was logged as the top-rated daytime series), and ever since daytime reruns of *All in the Family* were scheduled last December, the show has consistently finished among the top three in daytime.

In addition, CBS has the highest-rated daytime quiz show in *Match Game '76* and the highest-rated contemporary soap opera in *The Young and the Restless*.

Before taking over the daytime department at CBS, Mr. Grant had spent his entire broadcasting career at NBC, starting as an executive with the *Today* show in 1958 and then moving up to manager of nighttime programs, manager of daytime programs and national director of daytime programs.

Barry Frank, the new sports vice president of CBS, was responsible during the past five years for packaging such events as *The Challenge of the Sexes*, the Jimmy Connors-Rod Laver *Heavyweight Championship of Tennis* special and *The Superstars*. Mr. Frank's background includes stints as vice president of sports planning for ABC-TV and as broadcast supervisor at J. Walter Thompson.

'Rich Man' and 'Family' both make ABC schedule

ABC-TV has scheduled a weekly series based on its hit second-season 12-hour made-for-TV movie *Rich Man, Poor Man*.

The series, retitled *Rich Man, Poor Man—Book II* and slotted on Saturday (10-11 p.m., NYT), was originally vying for the Tuesday at 10 slot with Spelling-Goldberg's *Family* (the one question mark in the 1976-77 prime-time schedule ABC issued late last month). *Family*, which averaged solid mid-30's shares when the six original episodes of the series ran in the Tuesday time period from March 9 through April 13, will stay on Tuesday next fall, and Columbia Pictures Television's *Feather and Father*, displaced on Saturday by *Rich Man*, will not start on ABC's schedule until the beginning of next year. *Rich Man* ... is produced by Universal Television.

The high attrition in syndication: Hopefuls drop by half in eight weeks following NATPE

List of starters has dropped from 140 to 75; shrinkage could tighten field even more before the fall

Some 140 new syndicated shows were introduced in the TV marketplace during the National Association of Television Program Executives Conference in San Francisco (BROADCASTING, March 1). Now, some eight weeks later, only 75 have survived as what the association describes as "viable" candidates for the fall; some 65 others had given up their hopes for this season. This is the NATPE list of survivors. Past experience indicates that some among these may not make it to the fall (*indicates barter).

Adventures of Rin Tin Tin, children, SFM Media Services, 164 half hours; *Andy Williams Show**, variety, Grey Advertising, 24 half hours; *Apollo Presents*, variety, Group W, six 90-minute episodes; *Ara's World of Sports*, instructional, Viacom, 26 half hours; *Around Events*, instructional, Group W, 26 half hours.

Behind the Scene, interview, Mediavision, 52 half hours; *Best of Steve Allen*, variety, Independent Productions Syndication, 30 90-minute episodes; *Break The Bank*, game, Barry/Colbert, 30 half hours.

*David Niven's World**, adventure, J. Walter Thompson, 26 half hours; *Days of Adventure, Dreams of Gold*, documentary, NTA, one hour; *Dialing For Dollars* (nighttime), game, Newhoff-Blumberg, 52 half hours; *Dick Strout's Hollywood Profiles*, interview, NTA, 156 three-minute segments; *Disco '76-'77*, variety, M.A. Kempner, 26 half hours; *Discomania*, variety, Taft H-B, 26 half hours; *Dolly*, variety, Show Biz, 26 half hours.

Fabulous Storybook Lady, children, John Pearson International, 13 half hours; *Fabulous Talking Time Machine*, children, Mediavision, 52 half hours; *Fall of Eagles*, drama, Time-Life, 13 hours; *Feeling Fine**, instructional, MGM-TV, 20 four-minute segments; *The Fisherman**, sports, Vipro, 26 half hours; *Future Shock**, variety, Turner Productions, 26 hours.

Gentle Art of Makeup, instructional, Mediavision, 13 half hours; *Gong*, variety, Firestone, 26 half hours; *Good Day*, public affairs, Rhodes Productions, daily one hour; *The Goodies*, comedy, Time-Life, 26 half hours; *Great American Music Celebration*, variety, Program Syndication Service, one hour; *Great American Men*, documentary, Alcare Communications, 3 half hours.

Hey Coach, instructional, Mojo Productions, *Higher and Wilder*, sports, Programs for Television, 26 half hours; *Holiday on Wheels**, documentary, Vidistrib, 4 half hours; *Hollywood: The Selznick Years*, documentary, Gray-Schwartz Enterprises, one hour; *Hot Fudge Show**, children, Grey Advertising, 17 half hours.

*In Search Of . . .**, mystery, Bristol-Myers, 26 half hours.

Joe Carcione The Greengrocer, public affairs, Mighty Minute Programs Ltd., daily one-minute segments.

Kidsworld, children, Behrens Co., 39 half hours.

Leonard Bernstein Conducts, music, NTA, six hours; *Les Onixes*, children, TVNational, 26 five-minute segments; *Liar's Club*, game, 20th Century-Fox TV, daily strip half hour; *Lionel Hampton: One Night Stand & Jazz Circle*, variety, Avco Embassy, one 90-minute program; *Lohman & Barkley Show*, comedy Avco Embassy, 26 hours; *Lost Island*, children, Paramount TV, 26 half hours.

Max B. Nimble, children, Taft H-B, 26 half hours; *Medi-Cine*, public affairs, Gray-Schwartz Enterprises, 260 five-minute segments; *Merle Ellis, The San Francisco Butcher*, instructional, Multimedia Program Sales, Daily 1½-3½ minute segments; *Mr. Chips**, instructional, Advertising Agency Association, 26 half hours; *Mooch*, comedy, Vidistrib, one hour; *The Muppet Show*, comedy, ITC, 24 half hours.

New Bozo Show, children, Larry Harmon Productions, 130 half hours; *New Howdy Doody Show*, children, Jim Victory, daily strip half hour; *New Mickey Mouse Club*, children, SFM Media Services, 65 half hours.

Olympiad, sports, 20th Century-Fox TV, 10 hours; *Onedin Line*, drama, Time-Life, 42 hours; *Out and About*, documentary, Modern Video Programs, 13 half hours; *Opryland U.S.A**., variety, Viacom, 26 hours.

People Are Funny, game, Jim Victory, 26 half hours; *People Cover Story*, interview, Time-Life, 25 half hours; *Peter Marshall Show*, variety, Group W, 26 90-minute programs; *Playmates-Schoolmates*, children, Group W, 26 half hours; *Pop Goes The Wolfman*, variety, Pearson TV Sales, 26 half hours.

*Rolling Funk**, variety, Syndicast, 16 half hours.

Six American Families, public affairs, Group W, six hours; *Six Specials*, variety, Teleworld, six hours; *$64,000 Question*, game, Viacom, 26 half hours; *Soap Opera World**, variety, Modern Video Programing, 26 half hours; *Space Chase*, adventure, Dan Goodman Productions, 26 half hours; *Spirit of '76*, children, M.G. Films, 104 five-minute segments; *Supersonic*, variety, Fremantle, 26 half hours.

Toffsy, children, TVNational, 26 six-minute segments; *To the Wild Country*, documentary, Official Films, 10 hours.

Uncommon Valor, children, TVNational, 26 five-minute segments. *The Unknown*, mystery, Allied Artists, 39 half hours.

Victor and Horace, children, TVNational, 26 five-minute segments.

Weekend Warriors, sports, TV Sports Scene, 26 half hours; *The Winners*, sports, M.A. Kempner, 15 hours or half hours; *Witness to Yesterday*, drama, Avco Embassy, 26 half hours; *Words-A-Poppin*, game, Allied Artists, 26 half hours.

Additionally, NATPE notes that there are six off-network series being released for syndication: Viacom's *Bob Newhart Show*, Worldvision's *Doris Day Show*, MGM-TV's *Medical Center*, Viacom's *My Three Sons*, Paramount's *Odd Couple* and MCA TV's *Six Million Dollar Man*.

ABC does no better than NBC with baseball on Monday

Ratings for first two games get no higher than 13.4

If the first two ratings books are any indication, ABC-TV isn't going to chalk up any better numbers for its Monday-night major-league baseball games than NBC managed when it had the feature.

ABC's first telecast of the season—a New York Yankees-Baltimore Orioles game on April 12—sputtered to a 13.4 rating and 21 share in the national Nielsen overnights (compared to NBC's 14.1 rating and 22 share for its Monday-night season opener last year between the Cincinnati Reds and the Los Angeles Dodgers).

A week later, with a regionalized telecast in which roughly two-thirds of the country received the New York Mets-St. Louis Cardinals game and the other third the Los Angeles Dodgers-Houston Astros game, ABC got a 12.6 rating and 22 share. (NBC's second Monday game—a Baltimore Orioles-Milwaukee Brewers contest on April 21, 1975—drew a 10.2 rating and 17 share.) Nielsen's 12-game average for last year's NBC Monday baseball telecasts factored out to a 10.8 rating and 21 share.

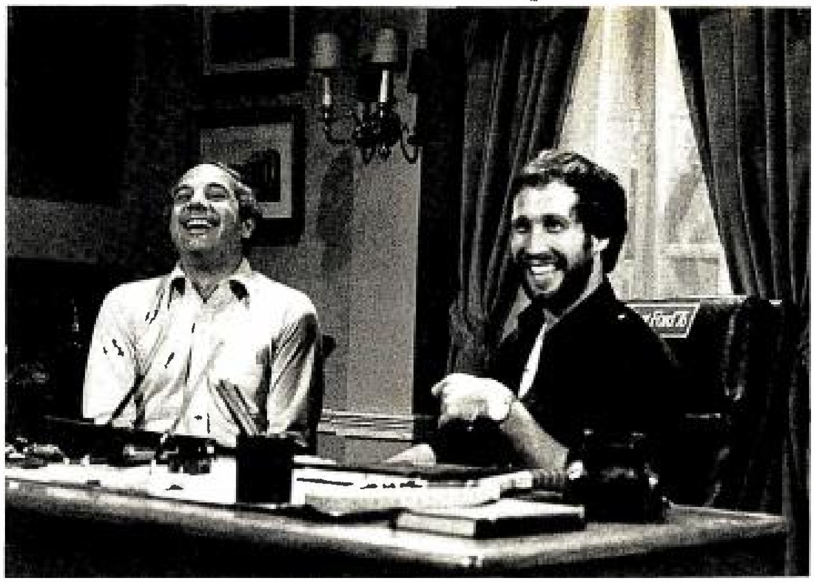
ABC is paying $12.5 million in rights figures this year for 16 Monday-night telecasts, plus the All-Star game on Tuesday, July 13, plus all the playoff games. The network's rate-card price is $50,000 a minute (BROADCASTING, March 8). Tonight (April 26) ABC will forego baseball in favor of the rerun of a John Wayne-Robert Mitchum movie, "El Dorado," and another popular John Wayne movie rerun, "True Grit," will pre-empt baseball next Monday (May 3) to take advantage of the ARB and Nielsen sweep periods. (Arbitron's is April 26 through May 18 and Nielsen's covers April 29 through May 26.)

Broadcasters see FCC as big brother in format review

They assert that programing ought to be decided in response to trial and error on the air

FCC involvement in format-change controversies will lead to government supervision of program formats, broadcasters asserted in answering the commission's question as to what role, if any, it should play in resolving conflicts between citizen groups and broadcasters who want to change formats after buying a station.

The commission instituted the inquiry after several court decisions, the most recent involving WEFM(FM) Chicago, held



Life imitating art. Presidential press secretary Ron Nessen (l) rehearses a "briefing" with Chevy Chase for NBC's live *Saturday Night* April 17, in an oval office sketch typical of the show's parodies of Gerald Ford. Guest host Nessen's monologue said the late-night comedy job is "not so different from my daily press briefing at the White House ... I have a few phrases that I often use to make this job easier. Phrases like 'What the President really meant was ...' or 'What the President really bumped into was ...' or 'What the President mispronounced was ...'" Included in the show was a pre-taped appearance by Mr. Ford. Nielsen overnight ratings for *Saturday Night* gave NBC the lead in New York, a tie with ABC for second in Los Angeles.

Later, in his real-life role, Mr. Nessen said the President had seen most of the program but had expressed no opinion of it to him. The two "had more significant matters to discuss," he said. Hadn't he received any reaction to the performance? "My mother called," he said.

that the commission must consider complaints if a station sale would result in the loss of a unique format. Broadcasters, however, agree with Metromedia Inc. that "the suggested scrutiny and prescription of program formats would convert the commission into a censorious big brother."

ABC said that if the FCC starts to rule on format changes "it would inevitably be drawn into programing decision-making" and might challenge other format-change attempts when a station's license was up for renewal.

The National Association of Broadcasters agreed and said that denial of a certain format would be "direct and unjustified prior restraint on broadcast speech" that would lead to a "chill" of new and unique formats since a licensee would not want to take a chance and be "locked into" a format that could turn out to be unpopular and unprofitable.

Broadcasters will be discouraged, CBS said, "from undertaking and experimenting with format elements to serve newly perceived needs and tastes of segments of the community not served by other broadcasters."

Several parties expressed doubt at the commission's ability to rule on every proposed format change since this would involve a large budget and an increase in personnel. Metromedia also said there was little evidence that the resulting commission rulings would be more accurate than the licensee's in determining "what will best serve the public interest."

"Market forces," said the National Radio Broadcasters Association, "will produce sufficient diversity of formats," and group owner Evening Star Broadcasting said format decisions "should be left to the judgment of the broadcast ... licensee and to the competitive forces of the marketplace."

Programing would not be improved, said the NAB, if stations were locked into a format, especially if that format is only marginally profitable since "it is unrealistic to expect the highest quality programing from anyone compelled to perform a service he wishes to abandon" with news and public affairs programing in particular suffering from a financially insecure operation.

One party directly affected by all this is GCC Communications of Chicago, the licensee of WEFM(FM), whose proposal to change that station's format from classical to rock when it bought it from Zenith caused a citizen group to protest and eventually to take the FCC to court when the sale was approved. GCC limited its comments since the matter is still before the commission, but said the FCC should make no policy decisions before its final decision on the WEFM assignment or at least rule on both at the same time. This would avoid a "prejudgment" by the FCC of the outcome of the WEFM case. GCC also said the complete record of the case would help the FCC resolve the format issue.

Campus conference opens with awards to TV, cable, radio

Documentaries, editorials, network entertainment honored at San Francisco State

Excellence in local progaming was to be recognized yesterday (April 25) at an awards ceremony at the opening of the 26th annual Broadcasting Industry Conference, being held on the campus of its sponsor, San Francisco State University. Some 300 members of the radio and television community, students and educators were expected to attend the five-day conference entitled "Taking Responsibility: Are We What We Watch?"

WCKT(TV) Miami earned the most honors, three, for its documentaries, *The Seminoles and Miccosukees of Florida* and *You Can Have an Abortion—Even If You Don't Need It*, and for an editorial, *The Courts: The Bar to Television Reporting*. Other multiple award winners were KNBC(TV) Los Angeles for its documentaries, *It's Only Booze* and *A Cure for California;* noncommercial KQED(TV) San Francisco for its documentary, *To Expect to Die: A Film About Living*, and in the entertainment category, for the program, *Open Studio, Ready for Teddy*, and KFRC(AM) San Francisco for its documentary, *What's Shakin' in San Francisco*, and for its instructional program, *Ask Dr. Hip*.

Three cable systems—all in California—were honored with CATV Community Service Awards: Nor-Cal Cablevision, Marysville; Theta Cable of California, Santa Monica, and Viacom Communications Division, San Francisco.

Among those given Broadcast Preceptor Awards for outstanding contributions to the industry were: *TV Guide* television critic Cleveland Amory; writer and television personality Alistair Cooke; ABC Sports television director Chet Forte; television producer and director Buzz Kulik; television writer and producer Norman Lear; television writer Tad Mosel, and KQED Station Manager Jon Rice.

AIM loses CPB case

The Supreme Court has refused to review the FCC's decision that the commission lacks authority to enforce the statutory mandate that public broadcasting stations maintain "strict adherence to objectivity and balance." The court's refusal involves the appeal of Accuracy in Media from a decision of the U.S. Court of Appeals in Washington supporting the commission's opinion. AIM had initiated the case with a complaint regarding two programs distributed by the Public Broadcasting Service, which is funded by the Corporation for Public Broadcasting. One dealt with sex education and the other with the

American system of criminal justice. The appeals court agreed with the commission that it could enforce the fairness doctrine against noncommercial stations but that Congress reserved to itself the responsibility for overseeing the operations of CPB. The court noted that CPB was established to serve as a buffer between the government and the stations in finance (BROADCASTING, Oct. 27, 1975).

A matter of 'Money'

WCVB-TV Boston is suing Time-Life Films for $500,000 in damages on grounds that Time-Life misappropriated elements of a series called *Money*. The suit claims WCVB-TV originated a 60-minute special called *Dollars and Sense* in September 1974 and from it developed an original series of 30-minute programs and short film segments, both titled *Money*, and that Time-Life accepted a WCVB-TV proposal that they jointly produce and syndicate a *Money* series. But then Time-Life said it had decided not to proceed with that plan, according to the suit, and instead initiated its own syndicated series entitled *Money Reports*. A Time-Life spokesman said that "We are defending the claim and know it has no merit." The suit was filed in U.S. Southern District Court in New York.

Ben reminisces. David Plyer of WXII(TV) Winston-Salem, N.C., hears Benjamin Franklin (portrayed by John Sneden) reflect on the American Revolution, as part of the station's Bicentennial series, *We the People*. Other 90-minute programs "starred" 19th century freedom-fighter Sojourner Truth and tobacco entrepreneur R.J. Reynolds. Columnist Tom Wicker, North Carolina native, gave a modern update in the final episode aired March 25. The programs, which included live panel discussions, studio audience involvement and open telephone lines, were co-produced by Winston-Salem State University, in association with local arts and Bicentennial groups and with a $20,885 grant from the North Carolina Humanities Committee.

Programing Briefs

New agent. Four Star International, Los Angeles, changing its focus to motion-picture and TV-film production, appointed Avco Embassy Pictures Corp. as "exclusive domestic sales agent" for syndicating its TV library, which includes series like *Big Valley, Bill Bixby's Wonderful World of Magic* and *Wanted: Dead or Alive*. As part of agreement, Four Star's vice president and sales manager, Robert Newgard, will move to Avco Embassy as vice president in charge of sales.

Time-Life/BBC. Time-Life said first group of sales for its lavish, multipart BBC coproduction, *The Fall of Eagles*, includes WNEW-TV New York, WDCA-TV Washington and KING-TV Seattle. Syndicated series kicks off in September.

ESP stars. Dick Clark, Olivia Newton-John and Henry (Fonzie) Winkler, among others, will describe their own psychic experiences or thoughts in *The ESP Phenomena*, series of 26 five minute shows being developed by Summit Productions, North Hollywood, Calif. Shows also include predictions, man-on-street interviews and listeners' tests to try at home.

Yes, but. International Alliance of Theatrical Stage Employes Film Editors Guild Local 776 (Hollywood) has ended long opposition and ratified contracts with Association of Motion Picture and Television Producers, and Paramount and Universal. Motion was passed, however, to investigate proposed local split from IATSE.

Series selling. Independent Television Corp.'s new prime-access series, *The Muppets*, has racked up sales in 104 markets. Recent signings include WLUK-TV Green Bay, Wis.; WJAC-TV Altoona, Pa., and WTEV-TV Providence, R.I.

Kickoff. Minnesota Vikings football will return this summer to WCCO(AM) Minneapolis-St. Paul under new two-year contract between the rights holder, Twin City Federal Savings and Loan Association there, and station. WCCO previously carried Vikings games from 1961, when team entered National Football League, until 1969. Last season schedule was originated by KSTP(AM) in Twin Cities and carried on extensive regional network.

Mystery shows. *Mansion of Mystery* is new radio program put into circulation by Watermark, Los Angeles-based radio syndication company. Package contains 130 three-minute comedy/mysteries. Watermark's vice president in charge of program development, Chuck Olsen, said: "This represents a couple of departures for us. It's our first venture into short nonmusic programs and it's the first time we've taken a wholly produced product from an outside source and acted, essentially, as distributor."

Adventure. Vidistrib, Hollywood, is bartering and distributing *Holiday on Wheels*, half hour travel adventures hosted by Gordon MacRae. Twenty-five markets have taken series.

Broadcast Journalism®

Gag order case is argued at high court

Rights of the defendant and rights of a free press are debated; new justice seen as swing vote

The Supreme Court was left last week with the job of resolving a constitutional issue touching on the members' own self interest as judges—how far courts can go in restricting the press's right to report news about criminal cases. The issue was drawn starkly for the nine justices.

A lawyer for news organizations said orders banning such reporting, even in the name of protecting a defendants' constitutional right to a fair trial, "take away one of the greatest liberties we have."

Prosecutors, on the other hand, contended that "freedom of the press is not absolute" and that excesses of the press have "destroyed" defendants' constitutional rights to a fair trial. At least in cases involving "sensational" crimes, they said, suppression of reporting is justified.

At issue was the so-called "gag order" issued by a Nebraska court and affirmed in its essentials by the state's supreme court in the case of Erwin C. Simants, an unemployed farmhand who was accused—and later convicted and sentenced to death—in the murders of six members of a Sutherland, Neb., family last October. The order banned reporting of a confession given authorities and other matters that might implicate the defendant in the crime, even though those matters were disclosed in open court. The prosecutors requested the order out of concern that publication of such news would make it impossible to draw an impartial jury from the rural community, with a population of 800. And the order remained in effect for two and a half months until the jury was selected.

The Lincoln county attorney who obtained the order and prosecuted the case, Milton R. Larson, helped defend the order in the Supreme Court last week. He recounted that, after arriving at the home where the murders occurred on the night of Oct. 18, the town was already overrun with reporters. "There was an NBC helicopter from Denver," he said. "It was apparent that I'd be faced with a lot of publicity."

The argument on the appeal taken by the Nebraska Press Association and a number of news organizations in that state marked the first time the free press-fair trial issue was aired before the high court. And the justices peppered the attorneys with a number of questions.

Chief Justice Warren E. Burger indicated he was interested in finding some way other than a curb on reporting of testimony at open hearings as a means of protecting a defendant's rights—orders

One and the same. A New York state supreme court ruling that TV journalism is protected by the First Amendment (BROADCASTING, April 12) was allowed to stand last week when the loser in the case dropped its plans to appeal. The case involved a WABC-TV New York documentary on a children's home. Broadcast of the program had been enjoined before the station won the decision, and it was aired April 20.

closing hearings or restricting prosecutors and lawyers in what they said to the press, for instance.

And the court's newest member, Justice John Paul Stevens, along with other members of the court, indicated concern over the length of time that elapsed before the state's supreme court reviewed the lower court's order—11 days. The "vice of those orders," Justice Stevens said, is that they remain in effect while courts review them.

Justice Stevens is considered the possible swing vote in the case. In December, before he succeeded the retired Justice William O. Douglas, the court split 4 to 4 on a request by the news organizations to lift the order pending review. The tie left the order in effect until the trial started on Jan. 8.

Justices William J. Brennan Jr., Potter Stewart and Thurgood Marshall had voted to lift the order, and Justice Byron R. White said he favored it as to publication of pretrial testimony already disclosed in open court. Chief Justice Burger and Justices Harry A. Blackmun, Lewis F. Powell Jr. and William H. Rehnquist had voted to reject the request.

E. Barrett Prettyman Jr., counsel for the Nebraska new organizations, took Chief Justice Burger's questions as to whether other restrictive orders—aimed at prosecutors and lawyers or at closing hearings—without indicating whether they would be acceptable to the media. Indeed, he said such orders might produce new court challenges.

But his principle argument was that the Nebraska courts erred in failing to resort to other procedures available to them to assure the defendant a fair trial—without at the same time suppressing news coverage. He said the courts could have changed the location of the trial, brought in a "foreign" jury, or delayed the trial until the atmosphere had cooled.

Furthermore, he expressed concern over the spread of gag orders—11 in the last six months, he said—and pointed out that it is the press whose right to publish is protected by the Constitution that is the subject of such orders, not other elements of society. If all of the clergymen in Lincoln County, where Sutherland is located, decided that the defendant was "the embodiment of the devil" and that they would reveal his confessions from the pulpit and ask the death penalty, Mr. Prettyman said, it was not likely the prosecutors would attempt to silence them.

Mr. Prettyman sought to put the abstract issue of free-press protection in concrete terms. Imagine, he said, a Watergate burglar confessing that the burglary had been undertaken at the instigation of the White House and a court order being issued banning reporting of that confession.

But to Harold Mosher, assistant attorney general of Nebraska, the Simants case produced other real-life problems—namely, that of protecting the defendant's right to a fair trial in the face of what was likely to be enormous publicity about a sensational crime.

And under those circumstances, he said, freedom of the press must be yielded. "No one is above the law, not even the President of the United States," he said. "The freedom of the press is not absolute. Absolute discretion is granted to no one."

The young prosecutor, Mr. Larson, took the same line. "The basic issue is, in the exceptional case, who shall govern . . The court or the editor." He made it clear he thought the protection of due process should be left to the court.

The lawyers for the news organizations were equally hard-line. Floyd Abrams, counsel for a number of broadcasting and newspaper organizations that are participating as a friend of the court, had noted that gag orders are becoming common, and attributed that to a misreading of Supreme Court opinions dealing with media coverage, when Justice Stevens asked, "What do you do about inadmissable confessions? Is that something we have to live with?"

Yes, Mr. Abrams said, "We have to live with it," although he thought the various safefuards—such as changing the location of a trial or postponing it—would alleviate the problem. "It's hard to draw lines on a case-to-case basis," he added. "The power to lay prior restraint on news reporting is the power to destroy. I urge the court not to permit the growth of such an order."

Spivak to get Eunson award

Lawrence E. Spivak, founder and longtime panelist and moderator of *Meet the Press,* has been named to receive the first Robert Eunson Award of the Associated Press Broadcasters for distinguished service to broadcast journalism.

Mr. Spivak, who retired from the series last Nov. 9, its 28th anniversary on NBC, will receive the award during the APB convention in Minneapolis June 3-5. It honors the memory of the former AP vice president and assistant general manager in charge of broadcasting, who died in May 1975.

Mr. Spivak created *Meet the Press* in 1945 as a radio promotion for *American Mercury* magazine, of which he was then editor and publisher. It moved to NBC in 1947 as a Sunday feature and was a regular source of Monday-morning newspaper headlines thereafter. Mr. Spivak gave up his role as a panelist in 1971 after suffering a heart attack at the age of 71, but continued as moderator until his retirement.

Slight fog rolls in when news directors focus on controversy

That's finding in survey to determine how issues are chosen by broadcasters

After surveying 197 news directors at U.S. commercial television stations, two faculty members at Florida Technological University, Orlando, have concluded that broadcasters do not have "clear cut" guidelines when they choose controversial issues for broadcast.

"News directors indicated that they often used more than one criterion in determining if an item should be treated as controversial, but generally the process is a guessing game. What worked once is often used again," according to Milan D. Messke, associate professor of communications, and Roger Handberg Jr., assistant professor of political science.

Public reaction and professional judgment, however, were found to be the major factors while consultations with management were least important. Overall, Drs. Messke and Handberg found the fairness doctrine obligation to present controversial issues to be "unclear."

The findings were compiled from responses of 97 stations in the top-50 markets and 100 smaller-market stations. Questionnaires had been sent to 201

Taking Janus home. Flanking Jerome Howard (center) president of the Mortgage Bankers Association of America, as they accept MBA's 1976 Janus awards for "excellence in financial news programing" during ceremonies held in Washington are (l-r) Ken Scott, ABC Radio Washington bureau chief, for ABC News financial reporting by Don Corditz, national news correspondent; Jim Butler, program director of KMOX(AM) St. Louis, for the station's series, *Today's Economy: America's Number One Concern;* Elliot Bernstein, director of the ABC-TV program, *Our Ailing Economy—Who has the Cure?*"and Hugh Carlson, WTMJ-TV Milwaukee reporter, for station's documentary series, *Our Man in Europe.*

top-50 stations and randomly to 168 smaller-market stations. The project was funded with a $1,000 research grant from the National Association of Broadcasters.

Among the findings: 75% of the news directors identified public reaction (phone calls, mail, personal contact) as a guide on controversial issues, 47% used their own professional judgment, and 26% also relied on their news staff. Other criteria included community ascertainment surveys (21%), reaction of community leaders (18%), extensive news coverage (17%), visible opposition to an issue (13%) and consultation with management (11%).

Constitutionality of Florida ban on secret recordings attacked in court

A federal judge in Miami has scheduled a June trial to determine the validity of a challenge by WCKT(TV) Miami to a state law banning reporters from secretly recording in-person coversations.

At issue is an amendment that the Florida legislature added to the state's Security of Communications Act in 1974. The amendment requires that all parties be made aware that conversations and interviews are being recorded. WCKT filed suit against the law last July, asserting that the statute interferes with press freedom.

According to Gene Strul, WCKT news director, the law "cuts off the news media" from investigative reporting. He said that WCKT uses the secret recordings primarily to corroborate the accuracy of quotations that are questioned after use.

The station chose not to risk a test case, Mr. Strul said, because violation of the law is a third-degree felony and also could endanger its license renewal. A declaratory decree can be sought in federal court if testing a state law would produce criminal action.

Boston U. forms institute for press freedom/responsibility

Among those named as fellows: Peter Straus, Everett Parker, Edward P. Morgan, Ned Schnurman

Boston University has named 22 journalists, media executives, and scholars as fellows of the university's newly formed Institute for Democratic Communications which will investigate "governmental and other pressures which impinge on the First Amendment" as well as "examine the media's responsibility to the American public."

Among those named to the Institute directed by Bernard Rubin, a faculty member of the university's School of Public Communications, were Peter Straus, president of Straus Communications, licensee of WMCA(AM) New York; Everett Parker, director of communication, United Church of Christ; Edward P. Morgan, journalist and former ABC News correspondent; Ned Schnurman, associate director of the National News Council, and John Landau, director of the Washington-based Reporters Committee on Freedom of the Press. Media critic Ben Bagdikian, former *Washington Post* writer and former assistant secretary of state for public affairs, was also named. Included among the magazine journalists appointed was Robert Manning, editor-in-chief of *The Atlantic Monthly.*

The group held its first meeting April 14 and plans to consider the First Amendment's relation to restrictions on broadcasting.

Another NBC station will go to two-hour news block in evening

WRC-TV expands to 5-7 p.m.; staff shake-up is expected

Following the lead of WNBC-TV New York and KNBC(TV) Los Angeles, a third NBC-owned station, WRC-TV Washington, has decided to expand to a two-hour local evening news show.

The longer news show, to begin at 5 p.m., is to be inaugurated "in the very near future," station officials said. According to Bruce MacDonell, news manager there, it will include two separate newscasts and news teams. "New faces" are expected to be brought on the scene.

Speculation has been running high that Douglas Kiker, NBC News Washington correspondent for *Today,* will join the station as an anchorman. Mr. MacDonell has denied the rumor, claiming that "there is nothing firm at all." Earlier this year, former ABC Washington correspondent David Schoumacher joined WMAL-TV there, an ABC affiliate, as anchorman. And this month WMAL-TV announced plans to add a half-hour "magazine" during the weekend to its current 60 minutes of local news.

WTOP-TV Washington, a CBS affiliate, which expanded to a 90-minute local news show three years ago, currently leads in the ratings during the evening news period.

The cost of WRC-TV's news expansion has been reported at from $500,000 to $800,000 per year.

Journalism Briefs

Consumerism. National Press Club has announced third annual awards competition for excellence in consumer reporting. Entries must be postmarked May 31. Report must have been aired or published in 1975 and come from reporters who earn at least 50% of their income from such work. National Press Club has reduced commercial sponsorship in various areas, so winners will receive plaques but no cash awards this year. Entries should be sent to Awards Committee, National Press Club, National Press building, Washington 20045.

Voting aid. Television's role in helping Americans to analyze issues and study candidates is theme of 30-second spots, distributed free this month to member Television Information Office stations. Public service spot titled "This Year, Vote" is narrated by woman in early twenties—age bracket with highest incidence of nonvoters. Nonmembers may purchase spot from TIO, 745 Fifth Avenue, New York 10022.

Red faces all around. BROADCASTING'S April 12 report on miscalls by NBC News and ABC News of winner of Democratic primary in Wisconsin itself miscalled primary as being in Michigan. Michigan primary does not take place until May 18.

FCC drops time requirement for one-to-a-market tax certificates

The FCC is easing up on the criteria it uses in determining whether to grant tax certificates to broadcasters who sell media interests to come within the commission's one-to-a-market policy.

The policy, adopted in 1970, is to encourage the voluntary breakup of radio-television combinations in effect before the adoption of rules that year prohibiting the creation of such combinations.

The commission said in adopting the policy that it would issue tax certificates for such divestitures if they met a "causal relationship" test—that a showing could be made that the sale occurred within a "reasonable time span," such as "one license period," from the adoption of the policy.

Last week, the commission announced it will abandon the "reasonable time span" requirement.

The commission's new policy results from a new constructon of a section of the internal revenue code dealing with tax certificates for broadcasters. It says that a sale of property that the commission certifies to be necessary or appropriate to effectuate a change in policy will, at the taxpayer's option, be treated as an involuntary conversion of property.

The commission issued its new ruling in response to a request that William Green of the law firm of Pierson, Ball & Dowd had filed on Aug. 20, 1975. He had asked whether the commission would issue a certificate to a client who owns a television station and an FM outlet in the same market and plans to sell the former. Besides the TV-AM combination, the client owns another television station that puts a grade B contour over the market served by the TV-FM combination. The overlap, in existence for 15 years, was grandfathered when the commission, in 1964, adopted a duopoly rule barring such grade B overlap.

Mr. Green noted that the sale was "causally related" to the commission's one-to-a-market policy but would not occur within one renewal period and is not involuntary in the sense it was prompted by economic hardship.

The commission said that, in view of the abandonment of the "reasonable time span" requirement, it would issue a tax certificate in connection with the sale of the television station.

The action was opposed by Commissioner James H. Quello. He said that, instead of providing "equitable relief," the commission is now providing a "tax advantage."

From out of the past. Lar Daly, the perennial political candiate from Chicago, has lost another bid for equal time. (It was the FCC's granting of Mr. Daly's 1959 demand for equal time that triggered exemption of news programs from Section 315 strictures.) The present demand was made of the networks after President Ford's Jan. 19 "State of the Union" address, which Mr. Daly termed not a "bona fide news event." William B. Ray, chief of the FCC's complaints and compliance division, turned him down, saying that the President's address, while not specifically exempt as a news program, fell under the category of "current events of news importance."

Onward re-regulation

The FCC has announced several rule changes or modifications involving both radio and TV stations as part of the commission's re-regulation process.

It approved the use of test transmitters in making field strength measurements in the FM and TV bands. This procedure has been allowed for AM stations since 1954.

The FM and TV translator rules were changed to require station-identification audio frequency tones to be separated by more than 200 hz from the 853 and 960 hz Emergency Broadcast System alerting tones.

Noncommercial educational stations are now prohibited from editorializing or supporting or opposing any political candidate.

TV translators no longer are required to broadcast station identifications every 30 minutes. All that is needed now is one every 60 minutes—the same as primary TV's and translators of more than 100 w do not have to broadcast their ID's in Morse Code.

Storm clouds for WWLP

The failure of WWLP(TV) Springfield, Mass., to file with FCC reports on the affirmative action program designed to promote employment of women may lead to hearing on the station's license-renewal application, pending since 1972. The commission has ordered the station to file reports that were to have been filed in 1974 and 1975, and to show cause why renewal application should not be designated for hearing because of failure to file those reports as ordered. The order to file reports was a result of an investigation commission made in response to a complaint that the United Church of Christ filed against WWLP and other Massachusetts stations.

Pinpointing 'qualified'

Comments are due May 27 on the FCC's proposed new definition of a legally qualified candidate for instances when the commission is concerned with broadcast equal time. The new wording distinguishes between "legally qualified" and "potential" write-in candidates by saying Section 315 of the Communications Act applies to person qualified for a place on the ballot or who "has publicly committed himself to seeking election by the write-in method" and is eligible for votes. The action came after the U.S. Court of Appeals raised a question concerning what requirements must be met to be a legal write-in candidate.

Slosberg rules self out

A former FCC associate general counsel, Hilburt Slosberg, has withdrawn from a $8,500 contract the FCC had proposed awarding him to update its fairness-doctrine primer. Mr. Slosberg informed the commission of his withdrawal after Media Access Project, a public interest law firm, protested a "sole-source" award to Mr. Slosberg, and said the project should be put out to bid (BROADCASTING, April 12).

Six-month suspension urged in Cottone case

The FCC attorney participating in the hearing in which the imposition of punitive sanctions on communications attorney Benedict Cottone are being considered has recommended that Mr. Cottone be suspended from practicing before the commission for six months.

The commission ordered the hearing before a judge from outside the agency—retired Judge Samuel Steinfeld of Kentucky—to consider whether Mr. Cottone, because of his conduct at a hearing on the license renewal application of KAYE(AM) Puyallup, Wash., should be censured, suspended or disbarred from practice before the commission.

The "conduct" under review involves a series of confrontations between Mr. Cottone, who was counsel for KAYE, and an FCC administrative law judge, Ernest Nash. Eventually, Judge Nash ejected Mr. Cottone from the hearing (BROADCASTING, Sept. 18, 1972).

The bill of particulars lists such alleged offenses on the part of Mr. Cottone as breach of hearing room decorum, disobedience of presiding officer's instructions, failure to accord proper and due respect to the presiding officer, and offensive and contentious conduct directed at the presiding officer.

The commission lawyer, Robert S. Foosaner, concluded in a brief filed with Judge Steinfeld that Mr. Cottone violated the commission's rules by failing to conform to the standards of ethical conduct required of lawyers anywhere and by displaying toward Judge Nash conduct which, "if displayed toward any court," would be grounds for censure, suspension or disbarment.

Mr. Foosaner thought the middle course

most appropriate. He quoted the Supreme Court as observing that disbarment should not be decreed where a lesser punishment would accomplish the desired end. And, in proposing a six-month suspension, Mr. Foosaner also cited Mr. Cottone's age—67—and his "long membership in the bar"—42 years.

The commission had ordered that any evidence of misconduct on Mr. Cottone's part be considered in light of any evidence of provocation on the part of Judge Nash. Mr. Foosaner said that he does not believe that Judge Nash demonstrated "a pattern of bias and hostility" toward Mr. Cottone, as Mr. Cottone had alleged.

But he said Judge Nash engaged "in more than one shouting match" with Mr. Cottone, opened several hearing sessions with statements concerning Mr. Cottone's conduct without always giving the attorney an adequate opportunity to reply, and issued at least one ruling that could be considered punitive. The lawyer did not appear to think the conduct justified the kind of behavior he attributed to Mr. Cottone.

KBIM-TV gets concession

The FCC partially granted a petition by KBIM-TV Roswell, N.M., for special relief in connection with the reference point being used to determine the zone of network nonduplication protection on cable systems.

The station wanted to use its transmitter site rather than the required city of license for the point since, the station said, it would lose protection in two communities that account for 26% of the station's local revenues. The commission, after making "an independent analysis of the potential adverse economic impact," said that the station's "financial position has always been marginal, and therefore any audience fractionalization may well impair its ability to provide local service in the future."

The commission said that while changing the reference point would not be allowed, relief was in order so it ordered the two cable systems to give KBIM-TV nonduplication.

FCC upheld in ruling on WNCN fairness

The U.S. Court of Appeals in New York has issued a decision from the bench affirming the FCC in its rejection of a fairness-doctrine complaint that the WNCN Listeners Guild had filed against WNCN(FM) New York. The complaint, which grew out of a major format change controversy, alleged that WNCN announcements, soliciting contributions for a proposed noncommercial station that would take over WNCN's call letters, classical music format and record library, dealt with a controversial issue. The commission held that the announcements simply took note of the format change and did not argue the merits of it.

Media Briefs

Hat in ring. William O'Shaughnessy, WVOX-AM-FM New Rochelle, N.Y. and National Association of Broadcasters radio director, formally announced his candidacy for NAB radio vice chairmanship ("Closed Circuit," April 5). He joins three other announced candidates in what appears as only contested NAB leadership race in upcoming June elections. Other candidates: Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.; Ben Laird of WDUZ-AM-FM Green Bay, Wis., and Don Jones of KFIZ(AM) Fond du Lac, Wis.

Correction. BROADCASTING was in error in reporting ("In Brief," April 12) that Chicago Tribune Co. is parent of WGN Continental Broadcasting and WPIX Inc. Chicago Tribune Co., along with WGN Continental and WPIX Inc., is subsidiary of real parent company, Tribune Co., of which Stanton Cook remains chairman and chief executive officer. Robert Hunt, as reported, did succeed Mr. Cook as chief executive officer of newspaper company.

Order questioned. San Marco Broadcasting Co., competing applicant for KROQ-FM Pasadena, Calif., asked U.S. Court of Appeals in Washington to review FCC decision which vacated earlier commission order designating hearing on matter. Decision in dispute also dismissed renewal applications of licensee, Burbank Broadcasting Co., and gave it 30 days to resubmit them. KROQ-AM-FM have been off air since July 1974 due to corporate disagreement and vandalism.

Taking the NYC out of WNYC-AM-FM-TV

City begins to extract itself from funding of stations

New York City has taken the first formal step to divest itself of WNYC-AM-FM-TV.

Mayor Abraham Beame earlier this month asked the state legislature to approve a new nonprofit corporation that would solicit funds from foundations, state and city arts councils, corporations, banks, major retailers, and in a process already begun, make on-air appeals to viewers and listeners. The goal would be $700,000 during the first year, followed by a gradual phase-out of city funds until the entire annual budget of $2.1 million is met from outside sources.

Still alive, however, is an as yet unsubmitted proposal by noncommercial WNET-TV Newark, N.J./New York to take the three stations (BROADCASTING, Jan. 19).

A newly formed citizens watchdog committee has claimed that any transfer of licenses "would be a 'giveaway' of $10 million of assets belonging to the people of New York ..." Morris S. Novik, radio consultant to the AFL-CIO and chairman of the special committee, the Fiorello LaGuardia Memorial Association, said his group, while aware of the city's financial plight and wishing to cooperate, felt that the city should not allow a "rip-off" of the channel 25 television facility and the radio stations. He said that former New York Mayor LaGuardia, when leaving office in 1945, said he would "keep his eye on WNYC."

Changing Hands

Announced

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

■ WERE(AM) Cleveland: Sold by ASI Communications to Oliva-Neuhoff Broadcasting Inc. for $3.1 million. Seller, publicly owned, is licensee of WRYT(AM) Boston, KFAC-AM-FM Los Angeles, and KJTV(TV) Bakersfield and KROY(AM) Sacramento, both California, and owns McGavren-Guild-PGW, New York, station representative firm. Buyer is owned by Paul Neuhoff, present WERE vice president and general manager, and George Oliva Jr., who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and WIPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. WERE is on 1300 khz with 5 kw full time.

■ KPEL-AM-FM Lafayette, La.: Sold by Radio Lafayette Inc. to Lafayette Broadcasting Inc. for $1,025,000. Seller is owned by First National Bank in Dallas as trustee under estate of Edward L. Francis. Principal in buyer is Ronald J. Gomez, present vice president and station manager. KPEL(AM) is on 1420 khz with 1 kw day, 500 w night. KPEL-FM is on 99.9 mhz with 38 kw and antenna 165 feet above average terrain.

■ WKID(TV) Fort Lauderdale, Fla.: Sold by Channel 51 Inc., debtor in possession, to Johns-Koenig Associates Inc. for $1 million. Seller represents former licensees, bankrupt Recreation Corp. of America, amusement park operator principally owned by C.T. Robertson who also has interest in WATU-TV Augusta, Ga., and Miami Mission Association, nonprofit religious organization. Buyer principals are Abel Holtz, Alvin Koenig, William F. Johns Jr., Lawrence C. Porter and Robert R. Frank. Mr. Holtz is Florida bank chairman, Mr. Koenig owns Florida investment corporation and business-furniture firm, Mr. Johns is present general manager of WKID, Mr. Porter has interests in Florida real estate and finance corporations and owns 95% of Films and Tape Resources Inc., which acquires and develops films for TV and theatrical distribution, and Mr. Frank is Miami Beach attorney. WKID is independent on channel 51 with 355 kw visual, 78.8 kw aural and antenna 1020 feet above average terrain.

■ WHLW(AM) Lakewood, N.J.: Sold by Norman Mesnikoff, receiver, to North Shore Broadcasting Corp. for $290,000. Buyer is equally owned by Roy G. Simmons, Joseph Buckelew, Edward M. Levy, Stephen VanCleaf Lane and Jean A. Miller who also own WOBM(FM) Toms River, N.J. WHLW is on 1170 khz with 5 kw full time.

■ WMIK-AM-FM Middlesboro, Ky.: 96% of Cumberland Gap Broadcasting Co. sold by Maurice K. and Helen K. Henry to James E. and Mary C. Ballard for $240,000. Sellers have no other broadcast interests. Buyers are son-in-law and daughter of sellers, own 4% of stations and are general manager and program director, respectively. WMIK(AM) is 500 w daytimer on 560 khz. WMIK-FM is on 92.7 mhz with 3 kw and antenna 190 feet below average terrain.

■ Other sales reported at the FCC last week include: KBET(AM) Reno; WHLM-AM-FM Bloomsburg, Pa.; WDOG(AM) Allendale, S.C. (see page 52).

Approved

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

■ WUNI(AM) Mobile, Ala.: Sold by WUNI Inc. to Radio Station WUNI Inc. for $760,000. Seller, estate of Peggy Stone Gilbert, has interest in H/R Stone Inc., New York, station representative firm. Buyer, subsidiary of Kirk Broadcasting Inc., is principally owned by James L. Kirk II and is licensee of KVOL(AM) Lafayette, La.; WGIG(AM)-WSBI(FM) Brunswick, Ga.; WGGA(AM) Gainesville, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn. Mr. Kirk also has interest in Georgia cable franchises. WUNI is on 1410 khz full time with 5 kw.

■ WAYE(AM) Baltimore: Sold by Adler Communications Corp. to Coastal Telecommunications Corp. for $650,000. Seller is owned by Warren Adler, licensee of WHAG(AM)-WQCM(FM) Halfway, Md. Buyer is equally owned by Stuart Frankel, retail sales director at WJZ-TV Baltimore, and Howard Cohen, Baltimore investor-developer. WAYE is 1 kw daytimer on 860 khz.

■ KSOM-AM-FM Ontario, Calif.: Sold by J. Gordon Campbell, receiver, to Media Management Co. for credit-bid judgment of $595,263. Buyer is newly formed corporation including two Minneapolis loan companies, Industrial Discounts Inc. and Walter D. Giertsen Co., to which licensee, Pacific Coast Broadcasting, was indebted. Principals in Media Management are J. Gordon Campbell and Richard W. Giertsen, who have no other broadcast interests, and William C. Wade who has 55% interest in KNEU(FM) El Centro, Calif. KSOM is on 1510 khz with 10 kw day, 1 kw night. KSOM-FM is on 93.5 mhz with 3 kw and antenna 400 feet below average terrain.

■ Other sales approved by the FCC last week include: WSTM(FM) St. Matthews, Ky.; KWKA(AM)-KTQM-FM Clovis, N.M.; WDHK(FM) Wilmington, Ohio; KDFL(AM) Sumner, Wash.; KUJ(AM) Walla Walla, Wash.; WVWC(FM) Buckhannon, W.Va. (see page 52).

CPB says it's going to cost a bundle to put NPR on satellite

Even the cheapest method runs in the area of $2 million, Loomis reports to the board

The magnitude of the problem in getting public radio on the proposed public broadcasting satellite distribution system was outlined by Corporation for Public Broadcasting's President Henry Loomis at the CPB board meeting that was held in Washington. Even the "cheapest" option, said Mr. Loomis, would increase the annual radio budget by $2 million. That would give National Public Radio four monaural channels or two stereo pairs on the Western Union satellite. Where the money will come from is the question.

Mr. Loomis suggested alternatives: public radio could connect to the satellite system in a sequential fashion rather than all at once, so initial costs would not be as great; technical specifications, such as the amount of redundancy or channel capacity could also be reduced.

Public radio officials argue that increased funding might be necessary since NPR, unlike the Public Broadcasting Service, has never had a state-of-the-art interconnection system. NPR officials are currently discussing options and will report back to CPB.

Originally it was envisioned that NPR could be "piggy-backed" on the PBS system with its audio channels carried on the same satellite transponder that is dedicated to television transmission. That concept proved technically unacceptable, however. Since then some 10 options have been studied and all but two rejected. And the one receiving most attention would have NPR lease half of a transponder on the Westar satellite separate from the PBS transponders.

The largest chunk of projected radio satellite costs (50%) would go to providing earth stations to the approximately one third of NPR stations that are neither co-located with PBS stations or within microwave distance of a public TV outlet.

Completion of the loan arrangements with Prudential Insurance, primary lender, are currently holding up the over-all satellite plan, reported CPB Vice Chairman Thomas Moore. CPB is waiting to finalize those arrangements before it submits lead earth station applications to the FCC. While the project is not far off schedule at this point, there is concern about meeting deadlines. Collins Radio, the equipment contractor selected to build the earth station facilities, can resubmit equipment bids if a contract is not formalized before the end of 1976.

Aside from the satellite project, Mr. Loomis reported CPB's concern over the House Appropriation Committee's approval of $78.5 million for CPB for this fiscal year (BROADCASTING, April 12) as the "beginning of earmarking by Congress for specific items for specific programs." The House committee, in its action two weeks ago, earmarked $8.5 million to go directly to radio and TV stations. That type of funding approach, said Mr. Loomis, "undermines the fundamental Public Broadcast Act of 1967."

Rest easy. The Environmental Protection Agency is surveying radio, television and land mobile transmissions to determine if their electromagnetic radiations present a health hazard to nearby residents. Initial results put radiation intensity below the danger level, according to David Janes, chief of the EPA's electromagnetic radiation analysis branch. However, if radiation levels are found to be excessively high, environmental rules for broadcast transmissions would be recommended.

The two-year fact finding mission in major cities, began last October and already has monitored Atlanta, Boston, Miami and Washington. To be checked by this October are Philadelphia, New York, Chicago, and later, Western cities. Readings are taken at 14 to 18 locations in each city with a computer-equipped van. The van cost some $150,000 to $200,000 and man-hour costs run about $40,000, Mr. Janes said.

Bicentennial bust

A proposal for a special radio station to broadcast Bicentennial information to tourists in Washington, D.C. (BROADCASTING, March 1) has been turned down by the FCC.

Listeners would have to buy special sets to hear the proposed 10 kw station operating on 1600 khz, according to the plan submitted by Peter V. Gureckis. The station would have broadcast commercials in addition to tourist information and would have gone off the air at the end of this year.

In turning down the request, the FCC agreed with the Washington Area Broadcasters Association and the National Association of Broadcasters, which said there was no difference between the proposed and existing stations except for the frequency. The FCC said it accepted the commitment made by Washington area stations "to disseminate extensive Bicentennial information."

Harris sets up new division

Harris Corp., based on estimates for the domestic and international market for earth terminals, has decided to create a separate Harris Satellite Communications unit in Melbourne, Fla., to market both complete satellite and ground-based telecommunications systems and individual standard products. Harris estimates that the satellite equipment market will be approximately $350 million this year, and will expand to $500 million in 1980—not including government purchases.

Technical Briefs

On the market. Eastman Kodak Co., Rochester, N.Y., has introduced Eastman Ektachrome video newsfilm 7239, new daylight balance color film. Prehardened during manufacture, film can be processed through VNF-1 method, eliminating prehardener and neutralizer solutions, and said to reduce chemical costs 15% to 35% and have 18% shorter wet time.

Labor dispute update. National Labor Relations Board regional director, Robert Fuchs, has refused to issue complaint against Westinghouse's WBZ-AM-FM-TV Boston, determining employer did not stage disappearance and destruction of its property or technical breakdown of equipment, as charged by International Brotherhood of Electrical Workers Local 1228 (BROADCASTING, March 22). Alleged lockout was said to be "lawful post-impasse lockout in support of its legitimate bargaining position." Hearing citing Local 1228 is scheduled for July 13, charging labor group with coercing employes to engage in union activities.

Longer time. Eigen Video, Grass Valley, Calif., has introduced two longer time capacity versions of its color slow motion disk recorder. Previous 10-second version is now supplemented with 20 and 30-second time capacities; priced at $27,500 and $40,000, respectively.

Automation line. Data Communications Corp., Memphis, has introduced its newest line of station automation equipment which includes improved BIAS 202 system. Data Communications said major improvement in new system is cut-down of noise and expects 110 TV stations now using BIAS 1 system to convert to it. Station equipment includes 32-K Data General minicomputer, two cathode ray tubes and Centronics printer.

$650,000 deal. RCA Broadcast Systems reports orders totaling $650,000 for television transmitting and studio equipment from Springfield Television Broadcasting Corp., Springfield, Mass. Order includes two broadcast antenna systems and four portable color TV cameras for WWLP(TV) Springfield, Mass., and WKEF(TV) Dayton, Ohio.

New divison. Viz Manufacturing Co., Philadelphia, has formed Test Instruments Group there to handle electronics line acquired from RCA last December.

Stabilized portable camera. Cinema Products Corp., Los Angeles, is offering modification of RCA's lightweight self-contained TK-76 color video camera with stabilizing unit. Equipment permits camera operator to run or lie in flat-bed truck over rough terrain, for example, and shoot jitter-free shots. Unit incorporates Brown Stabilizer, for which Cinema Products has exclusive license, consisting of body brace with support arm and T-bar arrangement at bottom of camera. Body brace and support arm weigh 13 1/2 pounds bringing camera's total weight to about 30 pounds, all supported at operator's hips. CP/TK-76 stabilized video camera system is priced around $45,000.

Is this the ultimate in captive audience?

A Florida tunnel is rigged to deliver commercials, PSA's across whole AM car-radio band

If all goes as planned, AM car radios will no longer go silent in the New River tunnel at Fort Lauderdale, Fla. Instead, travelers will hear the same commercials and public service announcements, no matter what station they were tuned to upon entering the tube.

The low-power broadcast system, operated by J. Rodger Skinner, formerly an account executive at WGMA(AM) in nearby Hollywood, Fla., uses an antenna over each of the tunnel's four lanes. The service, which was scheduled to be in operation last Friday (April 23) was successfully tested over one lane three days earlier, Mr. Skinner said.

The system is not infringing on any listener's rights, Mr. Skinner said, because the radio can always be turned off. Plans are for a 24-hour-a-day operation.

Mr. Skinner claimed to have conceived the idea while driving through the tunnel Later, he said, he found backers for his Tunnel of America Radio Inc., received permission for low-power broadcasts from the FCC and secured a three-year contract with Florida's Department of Transportation. Under the agreement, Mr. Skinner's firm must broadcast 50% PSA's and pay $510 monthly to broadcast commercials.

The system repeats 10-second announcements 90 times, alternating every 15 minutes between commercials and PSA's. Mr. Skinner said it takes 15 seconds to drive through the tunnel. He hasn't accounted for traffic jams.

Mr. Skinner was hesitant about revealing the system's costs, stating only that it ran into five figures. No advertising commitments were to be made before operations began, he said, but interest has come from "many of the blue-chip local advertisers" such as banks and automobile dealers. He expects national advertising once the system becomes established. His rate card has yet to be formalized, Mr. Skinner said, but he claimed his prices will be "competitive" with other local media.

According to Mr. Skinner, negotiations are under way for the broadcast rights to most of the country's 63 tunnels that are at least 1,000 feet long.

Broadcast Advertising®

Fairness an issue in Ad Council's new campaign on U.S. economy?

Opponents of the system say they'll ask for time to counter council spots

From the Ad Council's spot.

Will a public service advertising campaign aimed at improving understanding and knowledge of the American economic system open up the airwaves to special-interest groups intent on changing the status quo?

A news conference called by The Advertising Council in New York last Wednesday (April 21) to announce its new campaign, "The American Economic System," proved to be a forum for some organizations opposed to free enterprise. But they were sufficiently enterprising to suggest they would demand free air time under the fairness doctrine if council spots were broadcast.

Speaker after speaker from the Advertising Council insisted that the new campaign is not an advocacy project; its purpose, they said, is to stimulate the interest of the American people in the nature of our economic system so they may make meaningful decisions in the years ahead. But by their hostile questions and comments, the representatives of several pressure groups made it clear they didn't believe the stated objectives of the Council campaign.

As outlined by Robert Keim, president of the council, the key element of the campaign is a 24-page booklet, "The American Economic System—And Your Part In It." Mr. Keim said the booklet describes the U.S. economic system in "basic, simple, interesting terms." Individual copies will be offered free of charge in the public service advertising message to be distributed to all media.

Mr. Keim said the advertising is scheduled to begin in early May. He envisioned the project as lasting from three to five years.

The reason for the campaign, he said, was that a study conducted for the council by Compton Advertising, New York, revealed a limited perception by many Americans of the essential elements and interrelationships of our economic system. Compton is serving as volunteer advertising agency on the project, and William A. Bartel, vice president of the Celanese Corp., New York, has been appointed volunteer coordinator by the Association of National Advertisers.

An official of the council was asked after the news conference whether the television and radio networks had agreed to carry the announcements. He replied that "we don't see any problem because the networks are under no obligation to carry announcements from other groups. Our lawyers feel very strongly about this."

Officials of ABC, CBS and NBC all said that the council's new campaign is under review and a decision will be made shortly.

The challenges to the projected campaign arose during the question-and-answer period. The most contentious speaker was Roger Hickey, Washington director of the Public Media Center, who called the project "a massive pro-business propaganda campaign." He said the center will not try to prevent the airing of The Advertising Council's announcements, but will attempt to persuade stations to carry PMC spots that will call for a national debate on "Economics Alternatives to America."

He claimed the PMC campaign has the support of a coalition of several hundred labor, consumer and environmental groups as well as a group of congressmen and senators. Mr. Hickey noted that if stations show clear discrimination against the

PMC campaign, the organization will consider the possibility of an FCC fairness doctrine complaint.

Another questioner who said he was from Columbia University asked Mr. Keim to identify the "public interest" involved in the new campaign. Mr. Keim said the council's Public Policy Committee, consisting of leaders in education, labor, industry, social work, the law and other fields, had suggested this campaign. (This speaker later said he was an aide to Michael Harrington, head of the Democratic Socialist Organizing Committee and author of "The Other America." He added that the committee planned to stage its own campaign and would seek free radio and television time.)

Reps say FTC's regional trial favors the bigs over the littles

Split networks are mostly bought by major advertisers, SRA says, in another threat to spot business

The Station Representatives Association told the Federal Trade Commission in a 38-page "commentary" last week that the FTC's network TV regional-advertising test project has achieved results exactly opposite from those that the commission sought.

"The primary beneficiaries of the FTC program have been large—not small—advertisers," according to the commentary, filed by M.S. Kellner, SRA managing director. The SRA was assisted in its analysis by Melvin A. Goldberg Inc./ Communications, consultant and research firm.

In the FTC's one-year test, the three national TV networks agreed to sell regional line-ups, where available, to regional advertisers. The FTC's stated objective was "to enable small advertisers who do not normally appear on network television to be in a better position to compete with nationally advertised brands."

But insofar as the buyers of regional line-ups can be identified, the SRA said, the majority by far were large advertisers—including, among others, such major spenders as General Foods, Block Drug, General Mills, Lever Brothers, Sterling Drug and Warner-Lambert.

In addition, Mr. Kellner said, continuation of the project will aggravate situations that are already bad enough for stations by creating still further network inroads on station time, for instance, and diverting still more spot-TV advertising money to the networks.

"Impetus to further split networks into smaller regions has not caused small advertisers to use networks, but will increase resort to the networks, in place of spot, by large advertisers," the commentary asserted. "This will further the concentration of network advertising among large advertisers and their control over network time.

"As networks require more hours from their affiliates, fewer hours will remain for spot, which is the primary vehicle for the smaller advertiser. Thus the alternative advertising opportunity will wither, primarily affecting not the large advertiser but, rather, his smaller competitor. This is precisely the reverse of the result sought by the trade commission."

The SRA document said the amount of station time taken by the networks in the 7 a.m.-to-2 a.m. period, Monday through Sunday, had increased from 226.625 hours per week in 1965-66 to 254.875 in 1974-75—a gain of 28.25 hours per week (or an average of four hours five minutes per day) despite the FCC's 1971 adoption of the prime-time access rule giving seven hours of network evening time back to the stations.

The SRA also wanted to know: "How can the FTC reconcile its regional advertising program—which is designed to encourage advertiser use of network programing—with Department of Justice [antitrust litigation against the networks] and FCC actions [FTAR] aimed at restoring competitive balance by reducing network control of prime time?

"The [SRA] respectfully submits that the FTC advertising test, if extended, can at best only serve to neutralize these other pro-competitive efforts."

The SRA asked the commission to discontinue its regional advertising test or, alternatively, suspend it until it can be coordinated with the FCC, or refer it to the FCC "for such further action as the latter agency deems appropriate."

The SRA consists of independently owned station-representation firms. Some of its members also joined with station-owned reps in a generally similar attack on the FTC program in a 113-page filing on behalf of the Television Bureau of Advertising last month (BROADCASTING, March 29).

TVB hitches belt

New computer operation announced; convention report submitted; Outlet's Henderson is chairman of new evaluation committee

A computer service is being installed by the Television Bureau of Advertising to enlarge and expedite its selling of television as an advertising medium.

Officials said a computer terminal is being installed to give TVB access to intermedia analyses and other services, including special computer programs of its own, from the Telmar, Interactive Markets Systems and Marketronics computer operations.

Roger D. Rice, TVB president, said the new set-up would give TVB "the latest, most detailed and most effective national and local sales ammunition in the bureau's history."

Plans for the computer installation were disclosed in an account of a TVB board of directors meeting April 8-9 at Dorado Beach, Puerto Rico.

The meeting included a report by TVB board chairman, Walter E. Bartlett of WLWT(TV) Cincinnati, predicting new records in TV revenues this year but also cautioning that "today, while business is good, is the time to plan ahead so that it will stay good."

The board heard a preliminary report on preparations for the Nov. 9-11 annual membership meeting in Washington from the co-chairmen of the meeting committee, Thomas B. Cookerly, of WMAL-TV Washington, and Wynn Nathan, Time-Life Television, who said members' suggestions are being solicited in a questionnaire.

David E. Henderson of the Outlet Co. stations was named chairman of a new performance evaluation committee to measure TVB operations against 1976 goals. Other members: Mr. Cookerly; Bruce McGorrill, WCSH-TV Portland, Me., and William G. Walters, Peters, Griffin, Woodward.

Norman E. Cash, vice chairman, reported a record high total of 43 stations joined TVB last year bringing the station total to 309, in addition to 23 station reps who joined en masse. There are now 359 members, including stations, reps, networks, film companies and others.

Advertising Briefs

New location. Television Bureau of Advertising's western division office moves, effective last week, to 3700 Wilshire Boulevard, Los Angeles 90010. Telephone: (213) 381-8821.

Agency partners. Joining together in forming Avrett, Free & Fischer, New York, are Marcella Free, co-chairman, Jack Avrett, chairman and Keith P. Fischer, president and chief executive officer. Agency evolved out of Project Group Inc., New York, founded by Mr. Avratt and Mrs. Free in 1971 and now billing about $18 million (90% in broadcast). Mr. Fischer served most recently as executive vice president of Warren, Muller, Dolobowsky, New York, and earlier was executive vice president of Corporation for Public Broadcasting in Washington.

Award winner. Belk Store Services, Charlotte, N.C., headquarters for more than 400 department stores in Southeast, has been named to receive Television Bureau of Advertising's 1976 special award "for corporate initiative in guiding member stores' success with television." Presentation will be made to Guy Byerly Jr., sales promotion VP, April 28 during TVB retail workshop in New York.

DDB media guide. Cost, coverage and audience data for major media has been compiled in pocket-sized guide by Doyle Dane Bernbach, New York. Copies are available for $5 from Chet Bandes, vice president-director of media research, DDB, 437 Madison Avenue, New York 10022.

CBS sets records in first quarter, sees no reasons for upward trend not to continue

Paley and Taylor report bullish financial results and optimism for the future to stockholders

CBS set new first-quarter records with estimated net income reaching $27.8 million, up 14.8% from the previous first-quarter high mark set a year ago, on estimated net sales of $515.7 million, up 16.5%, Chairman William S. Paley told the annual meeting of CBS stockholders last Wednesday (April 21) in Chicago. Per-share earnings were estimated at 97 cents as compared with 84 cents a year ago.

Along with the financial results, Mr. Paley gave the stockholders assurance that "during the past year we continued in a strong position of leadership in both the entertainment and the news area of broadcasting"—and did so, he said, by adhering to the "primary rule" of trying "to appeal, for the most part, to the largest number of people, while at the same time being mindful of the interests and expectations of significant minority segments of the public."

Arthur R. Taylor, CBS president, amplified Mr. Paley's financial report with some details. Among them: First-quarter sales of the CBS/Broadcast Group were up 16% from the comparable 1975 period; the CBS-TV network "is virtually sold out through mid-September, and advertisers are responding most favorably to the network's recently announced prime-time schedule for the 1976-77 season"; "in radio, the momentum of 1975 continues," while "for the CBS-owned television stations, the advertising climate is strong and vigorous."

Mr. Taylor said all four CBS operating groups (broadcast, records, Columbia and publishing) "enjoyed record sales and increased earnings, despite the recession," and that the records group's performance "was nothing less than phenomenal," reaching its highest quarterly sales level in history, up 21% from the 1975 first quarter.

Mr. Paley said he was reporting at somewhat greater length than usual on CBS's broadcasting activities and outlook "because the broadcast media have become of such central importance to the public."

"In entertainment," he said, "we have achieved and maintained leadership, I am convinced, because we have appreciated and responded to the values, desires and interests of the broadest possible audience. I believe that we have done it with taste and with imagination. And because we have earned public confidence over the years, we have been in a position, financially and in terms of an hospitable audience, to be innovative and exploratory about new programing—moving out in new directions and for new distances, whenever we have had the opportunity to do so."

In addition, he said, growth in profits from entertainment programing "has made possible comparable growth in our use of the unprecedented ability of television and radio to inform the public."

He has always insisted, Mr. Paley said, that broadcast journalism must "adhere as strictly as humanly possible to the highest standards of fairness and balance. CBS News has done this. I believe, with only occasional and isolated human lapses, over the years." He added: "I think, moreover, that the record of all broadcast news in this respect has been on the whole extremely impressive." For that reason, he recalled, he has urged repeal of the fairness doctrine for broadcasting and "that we be allowed the same freedom that the First Amendment guarantees the print media."

"CBS has taken its responsibility in this area of news and public affairs with consistent seriousness," Mr. Paley continued. "We have achieved and lived up to a very high degree of integrity and of uncompromised independence in carrying out our news function.

"We have steadfastly resisted all outside pressures—no matter how strong or from what sources, governmental or otherwise. Consequently we have earned the confidence of the public and, with it, a position of widely recognized leadership in broadcast journalism.

"To meet the great responsibility inherent in such leadership, we have grown steadily, over the years, in the amount of resources—human and material—that we are investing in keeping our news effort strong and preeminent in its field.

"Since 1959, when CBS News became a separate division and began to keep separate figures, its staff has more than doubled, from 450 to more than 1,000 people. Over the same period, by this election year of 1976, the CBS News budget has increased sixfold. A substantial amount of these expenses are not recovered from advertising revenues. We regard it as a corporate responsibility to assure the best possible service in this field of news and public affairs."

Mr. Paley renewed CBS's offer to make available up to eight hours of air time for presidential candidates to present their views without charge on the CBS TV and radio networks during the coming election campaign, provided the way is cleared by repeal of the equal-time requirements of Section 315.

Mr. Paley said that "there have been some managerial changes since we last met" but that "the quality, competence and enterprise of our management have never been better. I feel optimism and excitement to a greater degree than ever before about the future because of the strength and promise of our present

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
Cable Information	Year 12/31/75	2,760,010	+ 9.2%	190,515	+ 8.1%	.20	2,525,639	178,192	.18
CBS	3 mo. 3/31	515,700,000	+16.5%	27,800,000	+14.8%	.97	442,600,000	24,200,000	.84
Communications Properties	3 mo. 1/31	5,279,836	+28.6%	(110,025)	*	(.02)	4,103,115	(312,831)	(.07)
Communications Satellite	3 mo. 3/31	37,276,000	+ 2.1%	11,041,000	−13.1%	1.10	36,475,000	12,692,000	1.27
Walt Disney	6 mo. 3/31	255,238,000	+20.9%	29,198,000	+36.8%	94	210,968,000	21,341,000	.69
Fuqua	3 mo. 3/31	134,145,000	+12.6%	2,834,000	*	.31	119,041,000	(1,585,000)	.00
Gannett	3 mo. 3/31	91,916,604	+15%	8,666,681	+27%	.40	79,951,362	6,801,832	.32
Globetrotter	Year 12/31/75	15,878,538	− 4.9%	(2,356,032)	*	.00	16,685,170	562,209	.21
Knight-Ridder	3 mo. 3/31	157,200,000	+15.3%	9,100,000	+106.8%	.56	136,300,000	4,400,000	.27
Metromedia	13 wk. 4/4	59,389,984	+17.8%	5,127,832[1]	+397.3%	.78	50,424,031	1,031,138	.16
Multimedia	3 mo. 3/31	15,419,102	+27%	1,602,432	+30.5%	.36	12,047,616	1,227,270	.28
New York Times	3 mo. 3/31	106,700,000	+11.7%	2,700,000	−28.9%	.24	95,500,000	3,800,000	.34
Rockwell International	6 mo. 3/31	2,494,300,000	+ 6%	55,800,000	+28.8%	1.63	2,350,900,000	43,300,000	1.24
Scientific-Atlanta	9 mo. 3/31	32,562,000	+27%	1,360,000	+58%	.91	25,718,000	863,000	.62
Scripps-Howard	3 mo. 3/31	10,131,000	+23.4%	2,074,000	+43.1%	.80	8,206,000	1,449,000	.56
Storer Broadcasting	3 mo. 3/31	25,421,000	+20.3%	2,261,000	+ 6.9%	.47	21,122,000	2,114,000	.44
Viacom	3 mo. 4/3	11,761,000	+18%	840,000	+27.2%	.22	9,962,000	660,000	.18

[1] Includes special nonoperating gain, after applicable income taxes, of $1,121,000 or 17 cents per share on sale of Foster & Kleiser Northwest Region.

*Change too great to be meaningful.

management all along the line."

President Taylor was more explicit about one management change, citing the preceding week's elevation of Robert Wussler to the CBS-TV presidency as "a good illustration" of CBS's efforts to build its management resources. Mr. Wussler, he said, "is one of the young and vigorous executives who are products of our CBS policy of developing our talent from within wherever possible."

Wasserman, Sheinberg top MCA salary scale at $250,000 each

Lew R. Wasserman, chairman and chief executive officer, and Sidney Jay Sheinberg, president and chief operating officer, were MCA's highest paid officers in 1975, with direct remuneration totaling $250,000 each.

The figures are reported in the proxy statement being circulated in preparation for the annual meeting of MCA stockholders on May 25 in Chicago. Other highlights: John K. Maitland, vice president, received $225,000 in 1975; Taft B. Schreiber, a director and member of the executive committee, received $130,000; Jules C. Stein, founder of the company and a director and executive, $52,000, and Charles Miller, a director and member of the executive committee, $50,000.

In addition, the company's 1975 contributions to its profit-sharing trust brought the total of these contributions over the years to $573,475 for the benefit of Mr. Wasserman; $483,210 for Mr. Schreiber; $426,450 for Mr. Stein; $267,087 for Mr. Miller; $161,920 for Mr. Sheinberg and $80,486 for Mr. Maitland.

Cox first quarter up

Cox Broadcasting Corp., Atlanta, reported last week that net income for the first quarter of 1976 rose by 47% to $3,224,000 (55 cents per share) from $2,192,000 (38 cents per share) in the comparable 1975 quarter.

Revenues for the 1976 first quarter totaled $27,642,000, as against $22,825,000 in the 1975 period. Clifford M. Kirtland Jr., president of Cox Broadcasting, pointed out that broadcast revenues climbed by 24% over last year's first quarter. Discussing other operations, he said the publishing division showed modest gains; auto auctions contributed "comfortable increases" in revenues and pretax earnings and Cox Cable Communications (a 56.2%-owned affiliate), had "excellent gains" in the first quarter.

Projecting second quarter results, Mr. Kirtland said, "with the good momentum of our broadcasting and auto auction divisions, as well as contributions from other properties, we are confident of significant improvement in both revenues and earnings over the 1975 period."

Financial Briefs

Optical up. Optical Systems Corp., Burlingame, Calif.-based pay cable operator, is reporting $30,000 net income for first quarter 1976, compared to $569,000 net loss for first quarter last year. Movement into black ink was assisted by decreased expenses and that permitted a $43,000 tax-loss carry forward and increased revenue.

Looking good. Viacom International reported increase in revenues and record net income for first quarter of 1976. Revenues climbed to $11,761,000 and profits to $840,000 (23 cents per share), compared with sales of $9,962,000 and net income of $660,000 (18 cents per share) in first quarter of 1975.

Buys the rest. Harte-Hanks Newspapers, San Antonio, Tex.-based publisher of 23 daily and 39 weekly papers and owner of KENS-TV San Antonio and WTLV(TV) Jacksonville, Fla., has purchased remaining 72% of Times Publishing Co., Wichita Falls, Tex. Harte-Hanks already owns 28% of Times, which publishes morning and evening dailies and Sunday paper in Wichita Falls.

Hottest nine months reported by Harris

Harris Corp. has reported highest sales and earnings figures in its history for the nine months ending March 31, 1976. The communications equipment manufacturer has also authorized a $3.5-million expansion project for its broadcast products division based in Quincy, Ill., to accommodate growing sales of radio and TV transmitters that have been particularly strong in foreign markets.

Net sales for the nine-month period were reported at $374,617,000, compared with $351,788,000 for the same period a year earlier. Third-quarter sales were $130,643,000, up from $123,163,000 for the previous year. Harris Chairman Richard B. Tullis said: "Incoming orders for the quarter were the highest in the company's history, benefiting from rapid growth trends in communications throughout the world." Two of the strongest growth trends were reported in the use of satellite communications equipment for commercial services and the adoption of electronic editing systems by newspapers.

Harris showed net earnings after federal income taxes of $19,353,000 or $3.19 per share for the nine months ending last March 31, compared with a net loss of $3,972,000 during the comparable period a year ago. (In the year-ago period the company wrote off $18,539,000 for discontinued operations.)

The expansion project planned for the broadcast products division will involve new construction and remodeling of existing facilities to add 85,000 square feet of space.

Cablecasting®

FCC is all alone in defending pay cable rules in appeals court

Oral argument is held; lined up against commission are CATV, movie producers, Department of Justice, a citizen group and, for their own reasons, broadcasters

It was the FCC against just about everyone else last week in the U.S. Court of Appeals in Washington. The issue was the legality of commission rules designed to govern the manner in which the pay cable will develop, and the impact it will have on the established broadcasting industry.

Cable operators, motion picture producers, the Department of Justice and a public interest group spoke out against the rules. So, too, although for different reasons, did major segments of the broadcasting industry.

Pitted against them was the chief of the commission's litigation division, Daniel Armstrong. He defended the rules as a rational and legal method of achieving two not easily reconcilable goals—promoting the development of an alternate medium of entertainment while preventing programs now seen on conventional television "from migrating" to the new medium.

The rules, issued in May, constitute a modification—and, the FCC contends, liberalization—of the pay cable rules the commission adopted in 1970. They are designed to preserve for conventional television two of its staples, motion pictures and sports, by restricting pay cable access to them.

For instance, films less than three years old may be acquired by pay cable interests, while those more than three years old but less than 10 may be acquired only if they are under contract to conventional television. Ten-year-old and older films may be shown for pay if they have not been seen on conventional television for the preceding three years. And "specific" sports events, such as the World Series, are denied to pay cable if they have been seen on conventional television in any one of the preceding five years; nonspecific events are available on the basis of a complicated formula geared to the number of such events that have been seen on conventional television.

To the cable interests, motion picture producers, the Department of Justice and the National Citizens Committee for Broadcasting, the rules are too restrictive, or are unconstitutional or arbitrary. To the broadcasters, they are too lax.

The members of the three-judge panel—Judges George E. MacKinnon, J. Skelly Wright and Stanley A. Weigel, a district court judge from the northern district of California—asked a number of questions, although without necessarily indicating their attitude. A number of the questions seemed to indicate a lack of familiarity with the subject matter.

At one point, Judge MacKinnon wondered whether the presence of pay cable channels on a set would deny the viewer access to conventional television channels. Simon Rifkin, counsel for Home Box Office, a supplier of pay cable programing, and live cable companies with pay cable operations, assured him viewers could have both. And for several minutes, judges seemed to have difficulty grasping the explanation of Robert Coll, ABC's counsel, who spoke for the networks and the other broadcasters in the case, that the pay cable rules would not apply to a system that did not also retransmit broadcast signals.

However, Judge Wright appeared to have reached a conclusion others familiar with the controversy have reached regarding the degree of difficulty different aspects of the case present. When Mr. Rifkin moved in his argument from the "nonperishable" material—movies—to the "perishable" commodity—sports events (once shown, they lose their value)—Judge Wright said, "This is a tougher one."

Mr. Rifkin made the major industry argument for review of the rules, and it was a colorful one. He accused the commission of attempting "infanticide" in promulgating rules he said would kill the "infant" pay cable industry. He scoffed at commission arguments that pay cable threatens the existence of conventional television: "That is a red herring"; the industry is too small to generate the money needed to challenge conventional television for movies or major sports events, he said. And he said the commission is "trying to trample on both" the First Amendment and the Sherman Antitrust Act in its effort to protect broadcasters by limiting pay cable's access to programing. ("Can you say you're limiting the right of radio to broadcast news because of concern you'll hurt the press?" He asked.)

Arthur Scheiner, representing five motion picture companies, and Gerald Meyer, representing two others, continued the attack. Mr. Scheiner noted that the commission has abandoned the "siphoning" argument as it relates to motion pictures and now talks of "delay"; and in any case, networks are using more made-for-television movies than the theatrical variety—60% of the movies on television are network-produced, he said. And Mr. Meyer said there is no evidence siphoning can occur; movies move on through the dynamics of the market from first-run to neighborhood theaters, pay cable operations and then conventional television.

Mr. Coll presented a counterweight to their argument. The pay cable industry is growing at a rate fast enough (500,000 subscribers today; one million expected by the end of the year) to warrant concern that it will be able to siphon programing from conventional television; yet, he said, the enormous cost involved in building cable plants will prevent it from serving more than 50% of the population. Furthermore, he said, pay cable operators have the option of competing with broadcasters as theaters do, if they are willing to operate without broadcast signals too. "It might be economically unfeasible to operate that way," he said. "But that would be true competition."

But Mr. Coll was not purporting to defend the rules. The matter should be sent back to the commission with instructions to strengthen them, he said. "The rules induce the pay cable industry to take away things television is carrying."

Of all its opponents, the commission seems most concerned about the Justice Department, which ordinarily serves as its counsel of record in appeals cases but which felt constrained to file its own appeal from the commission's action.

The department did not challenge the commission's constitutional or statutory authority to adopt pay cable rules. But the commission's error, said Barry Grossman, the department's counsel, was in failing to consider the "adverse competitive aspects" of the rules. Simply acknowledging the anticompetitive nature of its rules, as the commission did, was not enough, he said. The commission must engage in "a balancing test, weighing each factor involved," to determine if restrictive rules were essential to advance a statutory goal—and the commission did not, he said. So the court is not able to decide if the commission acted rationally.

The FCC's pay cable rules from Justice's point of view:

"If the commission action had an adverse effect on competition, something more than surmise is needed to persuade the court [that the FCC] has acted in a rational manner. If judicial review is to be meaningful, the FCC decision must be vacated."

Mr. Grossman said the commission erred also in failing to "articulate why the restrictive rules are needed to advance any goals of the Communications Act." The rules would be justified if they were needed to preserve service to a large portion of the population, he said. But, he added, there has been no finding that pay cable "will siphon so many movies or sports events from television as to deprive the public of adequate television service." He noted that television vogues—from wrestling to live drama—come and go without the commission interfering in the programers' decisions.

This aspect of Mr. Grossman's argument did not go down easily with Judge Weigel. When Mr. Grossman said the commission would be justified only if it made a finding that television would not be able to provide "adequate service," Judge Weigel said, "Isn't that what it's done here, though without the exactitude of detail."

"No," said Mr. Grossman. "They just talk of siphoning individual programs." Indeed, he noted, as did Mr. Scheiner, that the commission now talks of "delay" in showing of movies, not "siphoning."

The FCC's Mr. Armstrong, in describing the commission's aim of promoting the development of pay cable without at the same time permitting it to draw off programing now seen on conventional television, conceded that the commission had not always acted on the basis of firm knowledge, but made no apologies for that. "Many facts are not subject to precise calculation," he said, adding, "we want discretion to act, but we don't want to go one inch further than is necessary."

He also said the courts have held that the commission can act in cases without waiting for developments to occur, and added, "If this court were to accept the department's argument to review because of a lack of specificity, it would be second guessing a policy judgment [by the commission] in an informal rulemaking."

Judges MacKinnon and Weigel indicated they were interested in the commission's basic authority to adopt the rules, as well as with the rationale expressed in adopting them. They returned several times in questioning Mr. Armstrong on that issue, and he cited the sections the commission has cited before, including Section I of Title I, which the Supreme Court had relied on in affirming the commission's authority to approve over-the-air pay television.

It says one of the purposes of the act is to make available to all of the people "a rapid, efficient, nationwide, and worldwide wire and radio communicazions service with adequate facilities and reasonable charges . . ." And Mr. Armstrong said the commission can conclude that "a reasonable charge is nothing."

Mr. Armstrong stressed, as did Mr. Coll, concern for those who would not be served by pay cable—the poor, in Mr. Armstrong's account—and who would be denied programing that had "migrated" from conventional television to the new medium. But when Judge MacKinnon asked whether the commission wouldn't be preserving television "forever" at the expense of pay cable, Mr. Armstrong suggested a condition under which the commission might change its attitude toward the new service. "If pay cable had an opportunity to serve the entire nation, the commission would have to take another look at the matter," he said.

The last word in the argument before the court went to Curtis White, of the Citizens Communications Center, counsel for NCCB. He urged the court to remand the case to the commission on the substantive ground that the rules violate the First Amendment in limiting without adequate justification, cable's access to competitive product, and thus retarding the growth of a new medium of an abundance of channels, he also said the case should be remanded on a procedural ground—the "dialogue that occurred" between commissioners and interested parties after the "fact-gathering" aspect of the rulemaking had presumably ended. That is also the ground on which former FCC general counsel, Henry Geller, is seeking to have the case remanded (BROADCASTING, April 19).

Retrospective

David Kinley's three years with the FCC's Cable Bureau: breaking up the flying wedge

Last words from a departing bureaucrat; how he tried to make over his office's image as a proponent of CATV industry

When David Kinley, a 32-year-old journeyman bureaucrat who had served in the upper echelons of the Department of Health, Education and Welfare and the Department of Justice, joined the FCC as deputy chief of the Cable Television Bureau in July 1973, he knew virtually nothing about the cable industry or the forces and personalities at work in the cable or broadcasting industries. Being a skilled journeyman, Mr. Kinley learned a great deal about those things in the last two-and-half years, during which he became chief of the bureau. And now that he is leaving government—his departure date is May 1—he has a word of qualified cheer for the cable industry: There is reason for it to be optimistic about the future, provided its members work to achieve the industry's potential. He also has some advice for broadcasters: Do not regard the Cable Television Bureau as a "lion's den"; they may even help their cause there.

Mr. Kinley, who was looking both backward and forward in a brief interview after word of his plans to resign became known (BROADCASTING, April 19), expressed disappointment in one respect: the failure of the administration to deliver on its promise to propose legislation providing for regulation of the cable industry. "The commission has been asking for help [regarding guidance on regulation] for years, but it has received only criticism for what it has done," he said. "No one has helped."

Actually, the kind of legislation Mr. Kinley favors would provide for far more extensive regulation of cable than the legislation administration officials are known to favor. He feels the commission should have the primary jurisdiction to do what it does now under its "ancillary jurisdiction." "Congress should pass legislation that gives the commission maximum flexibility to deal with cable and the technological developments that spin off from it," Mr. Kinley said. "Rather than tie the commission's hands regarding distant signals and pay cable"—as the Justice Department would do—"it should address the two- and three-tier problems"—that is, the question of allocating regulatory jurisdiction among federal, state and local governments.

Actually, the shape cable regulation will ultimately take is still hidden behind the shadow of uncertainty regarding the future of cable copyright legislation. And Mr. Kinley expressed regret he would not be in the regulatory business when the copyright matter is finally settled. "I'll miss that," he said. "That will be an exciting day; a new regulatory program could be fashioned at that time. There will be no more uncertainty about the parameters of the decision."

Short of any dramatic breakthrough on the legislative front, Mr. Kinley expects the commission to continue regulating cable as it has in the past—taking it one rule at a time. "We will analyze the facts. It will be a slow, painful process. There will be no grand design because there is a balancing of interests."

But he is "optimistic" regarding the future of cable. The industry "has weathered harsh economic and financial strains," he said. "Some of the soft spots have been hardened; there has been a shaking-out process."

He added, however, that he agrees with Chairman Richard E. Wiley that there is a need for a "new realism" in cable (BROADCASTING, April 12). "The major markets will not be wired in a few years, and two-way services will not pop up automatically," he said. "A marketing approach is needed. You can't just hang out a shingle and expect people to line up. But I am optimistic about the ability of the industry to develop services over the near term."

Mr. Kinley has drawn criticism from some broadcasters who regard him as "an advocate" of cable's interests. The charge does not disturb him; he feels it goes with the territory. But he said in the interview that, under him, the Cable Bureau made its decisions on the merits of each issue as it came up, and with the conviction that broadcasting is an important industry. "We don't want to hurt it," he said.

Indeed, Mr. Kinley said, "We tried to maintain bridges to broadcasters. We're as much a part of the commission as those they feel they can deal with. Some broadcasters realize this—that on cable issues, they are going to have to deal with the Cable Bureau."

And he expressed the wish more would share that realization. "They have the facts," he said. "We don't take what they say at face value. We do our own analysis and review. But broadcasters ought to be more willing to come and work with us on this."

Mr. Kinley on his bureau and the broadcasters:

"They're suspicious. There is a feeling we're the lion's den. I hope this can be overcome. But it can't be until they realize that we're going to make decisions on the merits."

"They're suspicious," he said. "There is a feeling we're the lion's den. I hope this can be overcome. But it can't be until they realize that we're going to make decisions on the merits. Cable people have received as rough treatment from us as anyone has; we disagree with them on facts or analyses. But cable people have no place else to go."

Then he said, "We all ought to know what the views of the other side are. Neither the Cable Bureau nor the Broadcast Bureau can do a job knowing only one side." (With the next Cable Bureau chief—James Hobson—coming from the ranks of the Broadcast Bureau, broadcasters might find it easier to accept Mr. Kinley's suggestion to spend more time at the Cable Bureau.)

The comment is not simply a statement of the obvious. When Mr. Kinley took command of the Cable Bureau, it was viewed by some commissioners with suspicion; it seemed to be functioning as a kind of flying wedge for the cable industry.

"When I came in I wanted to change that impression of the bureau and leave on a high note," Mr. Kinley said last week. He feels he has changed the bureau's image, and is ready now, after seven years in government, to get back into the private sector. But it is likely that his tour at the commission will provide him with something more substantial than nostalgia material, that it will enable the journeyman to land in a new career. For although he has not yet made plans for his future, Mr. Kinley, who is a lawyer, is expected to wind up in the cable business, either in the operating end or with a law firm with cable industry clients.

Small and big systems would fare best under NCTA-MPAA plan

They would pay less than that prescribed in Senate bill, say NAB, NCTA, CATA; it's the ones in the middle that will be stuck with higher fees, they agree

Mid-size cable systems—those with subscriber counts in the 2,000-5,000 range—would pay higher copyright fees under the copyright proposal advanced by the National Cable Television Association and the Motion Picture Association of America than they would under the schedule in the Senate-passed version of copyright revision. Small systems and especially large systems would probably pay less.

That view emerges from separate analyses by NCTA, the National Association of Broadcasters and the Community Antenna Television Association.

Donald Zeifang, NAB executive vice president for government relations, suggested that systems with between 2,000 and 5,000 subscribers could end up paying more. Those systems are too large for reductions incorporated in the Hathaway amendment to the Senate bill, which gives a break to small systems (BROADCASTING, Feb. 26) and small enough to pay at the lower end of the sliding fee scale also embodied in the bill.

NAB calculated copyright costs for three "arbitrarily chosen" systems. One of them, said NAB, the system in Lovington, N.M., which serves about 2,300 subscribers, would be liable for almost four times what it would pay under the Senate bill. NAB noted that case would be an exception rather than the rule, however, and in the two other cases calculated by NAB—Santa Maria, Calif. (14,000 subscribers), and Tulsa, Okla. (12,000 subscribers)—copyright payments would be less.

Generally any system that would be paying less than the full 2.5% in the Senate bill, and that carries a lot of distant signals as is typical with the older grandfathered systems, could end up paying more, said Mr. Zeifang.

NCTA's analysis also points to the possibility of mid-size systems paying more, although NCTA research director Kathy Hilton claims the "great majority of systems would do equal or better" under the new copyright plan. She has so far calculated copyright payments for about 300 systems.

Larger systems, which would pay copyright fees at the high end (2.5%) of the Senate bill's sliding scale, would generally do better, said Miss Hilton, unless they carried up to seven distant signals. The NCTA-MPAA plan is based on the number of distant signals carried and it would take seven signals to approach the 2.5% figure. (Unlike the Senate bill, however, any percentage figured in the NCTA-MPAA plan is based from dollar one on up. The Senate bill has a sliding scale that applies different percentages at different levels of system revenues.) Most systems, said Miss Hilton, carry two or three distant signals. The NCTA-MPAA formula counts all nonnetwork distant signals at full value with distant network stations and educational stations at one-quarter value.

Small systems that have annual revenues of less than $160,000 would be subject to a reduced fee schedule as in the Hathaway amendment in the Senate bill. Because the Senate bill uses 0.5% and the NCTA-MPAA uses a minimum 0.6%, those systems would face a 0.1% increase, said Miss Hilton. That would translate to about 630 systems nationwide as very small systems with under $80,000 in annual revenues would retain the flat $30 annual payment.

Mid-size systems or those that serve roughly between 2,100 and 4,200 subscribers ($160,000 to $320,000 in annual revenues), said Miss Hilton, could see larger increases. Under the Senate bill those systems would fall somewhere between a 0.5% and 1% rate level, but should those same systems carry an unusually high number of distant signals, said Miss Hilton, they could be subject to rates up to 2.5% under the NCTA-MPAA plan.

It is that area that causes CATA the most trouble, as more than half its members fall into the category. Many CATA members which operate grandfathered systems in less populated regions carry more than one set of network distant signals along with various independents. CATA has projected that one of its Western members would pay three times what it would under the Senate bill. That system has between 5,000 and 6,000 subscribers and carries 6.75 distant signals as computed under the NCTA-MPAA formula, said Richard Brown, CATA's general counsel. Although CATA has not completed calculations, Mr. Brown said it appears that about half of CATA's middle level operators would fare better under the new proposal and the other half would do worse. The problem, he added, is that early evidence suggests they will make out much better or much worse resulting in extremes within the industry.

CATA also faulted the NCTA-MPAA copyright plan on principle. Kyle Moore, CATA's president, labeled the plan "nothing more nor less than the infamous consensus agreement of 1972 revisited." He questioned the "morality" of parties involved in an agreement reached "during two weeks of secret meetings" and the "legality" of a private agreement reached by parties in conflict. "This is the most flagrant example of misuse of the power of delegated authority we have yet witnessed in the copyright struggle," Mr. Moore said. CATA has taken a no copyright position since its inception during the summer of 1973—a birth that was largely the result of the copyright debate within the cable industry.

Being left out of the NCTA-MPAA agreement has prodded CATA to hire Charles Gupsner, a former Republican congressman from California as a part-time lobbyist in the copyright issue. Mr. Gupsner presently represents the Western Electronics Manufacturers Association.

Teleprompter gets spots for pay cable on some TV stations, but some refuse them

Teleprompter has embarked on a broadcast advertising campaign in several markets for its basic pay cable service and the Home Box Office package, but the effort is meeting with mixed reactions from stations. Presently, Teleprompter's spots are being broadcast by stations in six markets, but three stations in those areas have refused to carry the promotional cable and pay cable messages.

Andy Goldman, Teleprompter's director of advertising, said TV advertising can "help extremely well" with the total media mix of radio, newspapers and direct-mail advertising. It is unfair, said Mr. Goldman, that cable be blocked from using television as an advertising medium. Teleprompter is considering TV advertising in other markets, he said, depending on whether it is seen as a "profitable media mix" in those areas.

Teleprompter's television ad campaign was initiated in El Paso, Tex., as a test market with spots promoting only basic cable service. Later, spots for the HBO pay service were added. Two of the three network affiliates in El Paso refused to air the spots.

John Phelan, vice president and sales manager at KTSM-TV El Paso (one of the two stations that refused to air the spots), said his station has a policy against selling commercial time to direct competitors. It would be like selling time for another broadcast station in the market, he said.

Fred Witt, general sales manager of KVIA-TV El Paso (which at the time the Teleprompter spots were carried was KELP-TV) said his station's position was that the spots were no different than airing trailers for movie theaters.

Teleprompter's TV sales campaign consists of two 30-second and four 10-second spots for basic cable service and two 30-second spots for the HBO pay package, which changes every month as new programs are scheduled. Generally the campaign is scheduled to run for a two-week period. The spots were produced in cooperation with HBO in New York and are being placed through a Los Angeles ad firm headed by Ralph Kent Cooke, son of the chairman of Teleprompter.

The advertising effort is ranging from $3,000 to $6,000 in each of the six markets. Aside from El Paso, the spots are being broadcast in Duluth, Minn. (KBJR-TV); Eugene, Ore. (KEZI-TV); Huntsville, Ala. (WHNT-TV and WAAY-TV); Florence, Ala. (WOWL-TV) and West Palm Beach, Fla. (WPEC[TV]). Other stations in Duluth and Eugene had refused to air the Teleprompter spots.

No clear division of philosophies seems to emerge between those broadcasters that chose to air the spots and those that refused. In some cases the spots have been granted as tradeouts, said Mr. Goldman. For example, Teleprompter might have provided a remote van to cover an event for the local station and in turn be given credit for advertising time. In one case, the broadcast station that elected to air the Teleprompter spots is itself involved in both the broadcast and cable TV business.

One TV sales manager put his philosophy this way: "As one man I can't stop cable erosion of broadcasting across the country ... I might as well take their money."

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Regional marketing. Home Box Office, New York, is expanding its pay cable marketing operations to include five regional offices. Southeastern sales office at West Palm Beach (Albert E. Jones, sales manager) opened last month to add to Northeastern office in New York (Les Read, manager) and Western office in San Francisco (Don Anderson, manager). New additions are South Central office scheduled to open in Dallas next month (William G. Hooks, manager) and Midwestern office at Springfield, Ill. to be operational by late May (Curtis G. Melcher, manager).

American pay. American Cable Television, Phoenix-based multiple system operator, has entered pay cable field. Stand-alone "Super Channel" service is being offered to several American CATV systems and multipoint distribution services operations in Arizona. American Cable has also filed for earth station license at Tempe, Ariz. Spokesman explained stand-alone pay service may be complemented or supplanted by outside pay cable programer in future.

Loan closing. Becker Communications Associates has announced closing of $1.7 million senior secured loan, due 1986, to Classic Cablesystems Corp., which has completed its first CATV acquisition—Sullivan Cable of New York, serving several upstate communities. Jerry Greene, formerly finance vice president with Teleprompter (BROADCASTING, Oct. 20, 1975) is president of Classic.

Vikoa goes with HBO. Vikoa has joined Home Box Office pay cable network with planned startups in Rochester, Pa. (June 1), New Castle and Uniontown, both Pa., and Zanesville, Ohio (during subsequent months). Vikoa serves approximately 100,000 subscribers; HBO interconnects 143 affiliated cable systems.

Request repeated. FCC Cable Bureau Chief David Kinley has written second letter urging Department of Commerce's Economic Development Administration to review policy that would classify cable systems serving more than 3,500 subscribers as "broadcasting firms" and therefore ineligible for "business development assistance" (BROADCASTING, Feb. 2). Policy would provide "no firm guidance" for economic support of minority cable operators in nonrural areas, wrote Mr. Kinley, contrary to Cabinet Committee on Cable Communications' recommendations for minority participation.

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 for international theaters.

Ban fought. FCC ban on crossownership of cable systems and television stations is being challenged in two court suits. Kswo Televison Co., licensee of KSWO-TV Lawton, Okla., and Lawton Cablevision Inc., owner of system in that community, in one appeal, and North Platte Television Inc., licensee of KNOP-TV North Platte, Neb., and North Platte Multi-Vue-TV System, owner of cable television system there, in another, are appealing commission order requiring breakup by August 10, 1977, of situations in which cable system is co-owned with television station providing community with its only city-grade signal. Commission denied petitions for reconsideration of that rule last month (BROADCASTING March 8).

Operator, pay lessee in breach-of-contract fight

American Television and Communications and Optical Systems Corp. are battling in the Superior Court in California for San Diego county over leased channel arrangements the two companies have there. Optical's subsidiary Channel 100 provides pay cable service to approximately 2,000 ATC subscribers in the area.

In early March ATC filed a complaint alleging that Optical had breached its agreement by failing to install suitable equipment to provide satisfactory television service on two channels Optical leased from ATC's systems in San Diego. Optical has since made a counterclaim against ATC and two of its subsidiaries alleging various infractures including fraud, breach of contract, negligent misrepresentation and breach of covenant in fair dealing.

ATC is seeking compensatory damages of about $103,000 plus undefined punitive damages. Optical is seeking damages aggregating about $2.75 million.

No case against Shapp

The FBI has reportedly dropped its investigation into the 1971 sale of a Williamsport, Pa., cable system by Pennsylvania Governor and former presidential candidate Milton Shapp.

At issue were possible improprieties under the Hobbs Act, which concerns public officials and money received while in office (BROADCASTING, Feb. 9).

The *Philadelphia Bulletin*, which first broke the story, has reported that FBI agents claim they couldn't come up with necessary evidence to bring a court case against any of the principals involved.

Pleasant totals for NCTA

The National Cable Television Association's convention in Dallas April 4-7 attracted 4,308 attendees—nearly 1,000 more than last year. NCTA exceeded its $413,000 convention budget revenues by at least 10% and, for the first time in three years, the number of operators and related personnel exceeded the number of exhibitors.

Fates & Fortunes®

Media

Timothy

Straszewski

Raymond J. Timothy, VP-general, KNBC(TV) Los Angeles, named to same post with WNBC-TV New York, succeeding **Arthur A. Watson,** named executive VP of NBC Television Stations Division (see "In Brief"). **Thomas Straszewski,** station manager of KNBC, succeeds Mr. Timothy in West Coast position.

Ellsworth

Jack Ellsworth, station manager, WALK-AM-FM Patchogue, N.Y., elected president, Island Broadcasting System (WALK-AM-FM and WRIV[AM] Riverhead, N.Y.), succeeding **Edward W. Wood Jr.,** elected chairman. Island is subsidiary of Horizons Communications, station group. **George Drake,** former news director, WALK-AM-FM. named station manager, WRIV.

Kenneth P. Mosher, assistant treasurer, Storer Broadcasting, Miami Beach, named VP.

Edmund LoVerde, financial planning manager, CBS Radio, New York, appointed assistant controller, financial analysis.

Deane D. Osborne, executive VP/chief operating officer, Cummings Communications, Rockford, Ill., named radio group manager, Rust Craft Broadcasting, Pittsburgh.

Thomas J. Bringola, assistant business manager, WCVB-TV Boston, named controller of licensee, Boston Broadcasters. **Paul A. La Camera,** urban affairs director, WCVB-TV, named director of community services.

Dean Lindsay, station manager/general sales manager, KSL(AM) Salt Lake City, named VP/general manager.

Coy W. Baker, commercial manager, KUDY(AM) Spokane, Wash., named station and general sales manager, KSPO(AM) there.

Richard L. French, general sales manager, WHBQ(AM) Memphis, named general manager.

Michael Plumstead, general sales manager, WRCP-AM-FM Philadelphia, named general manager, co-owned WWOL-AM-FM Buffalo, N.Y.

Oby Lyles, general manager, WHSC(AM) Hartsville, S.C., and radio VP for South Carolina Broadcasters Association, Columbia, assumes office of SCBA president, succeeding **A.P. Skinner,** who is retiring for reasons of health.

Charles Gerber, general sales manager, WMAQ-TV Chicago, named station manager, WKYC-TV Cleveland. Both are NBC-owned stations.

Stan Barrett, station manager, WFMS(FM) Indianapolis, named general manager, WXLW(AM) there.

Phil Grouss, administrative assistant to director of corporate sales, Crawford Broadcasting, Dallas, named general manager of Crawford's WYCA(FM) Hammond, Ind.

Melinda Stanley, editorials director, KMOX-TV St. Louis, named press/information director, KNXT(TV) Los Angeles. Both are CBS-owned stations.

Patricia A. Lawrence, assistant creative services director, KDKA-TV Pittsburgh, named creative services director.

Gene Matalene, production associate, ABC News documentary unit, New York named ABC awards manager.

Broadcast Advertising

Patrick J. Bologna, financial planning/analysis director, and **Edward F. Flanagan,** creative director, Doyle Dane Bernbach, New York, named VP's. **Maija Velde,** art supervisor, **Justin M. Crasto** and **Jim de Barros,** TV production supervisors and **Dennis A. Schmidt,** copy supervisor, also named VP's.

Philip C. Seth, account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP.

Norman Herwood, copy director, and **Irwin Fischer,** account executive, Albert Frank-Guenther Law, New York, named VP's.

Andy Rogin, manager, Detroit office of CBS Television Stations National Sales, named Midwest sales director, Chicago, succeeded by **Edward Gargano,** TV stations national sales account executive, New York office.

George Feldman, VP, creative services, Television Advertising Representatives, New York, appointed VP, research planning, The Katz Agency there. **Jack Mulderrig,** VP, general manager, Avco Television Sales there, named sales manager, Gold sales team, Katz Television Continental there.

James M. Dehn Jr., broadcast media buyer, William Esty Co., New York, named national sales coordinator, Park Broadcasting there, succeeding **Bruce Cynar,** promoted to national sales manager, Park's WTVR-TV Richmond, Va. (BROADCASTING, April 12).

Alan A. Goldin, media research manager, Ogilvy & Mather, New York, named director of new media research department, BBDO there.

Mary Ann Doss, media/market research manager, and **Kathleen Ray,** broadcast production manager, Colle & McVoy advertising, Minneapolis, named VP's.

Ron Werth, director of TV services, Trendex Inc., New York, named director of research and marketing, Television Advertising Representatives there.

Marianne Caponnetto, media research analyst, McCann-Erickson, New York, named to same position, Foote, Cone & Belding there.

Loren E. Comitor, manager, Chicago office, Sussman, Stern & Robinson, named account supervisor, Nison Advertising there.

Lowell Thompson, art director, and **Steve Turner,** copywriter, J. Walter Thompson, Chicago, named creative group heads.

Marie L. Gutjahr, in various posts with N.W. Ayer advertising, New York, named senior copywriter, Doubleday Advertising there.

Raymond Cook, media research assistant, Ketchum, MacLeod & Grove, Pittsburgh, named media research analyst. **Lorraine Schorr,** assistant broadcast negotiator, named media broadcast negotiator.

Richard L. Sirvaitis, broadcast network supervisor, Campbell-Ewald, Detroit, named account executive, Blair Television there.

Jim Schoenberger, account executive, Byer & Bowman Advertising, Columbus, Ohio, named account executive/public relations manager, Trends & Associates there.

Carole Mailloux, advertising/promotion manager, WNAC-TV Boston, named advertising director, WPVI-TV Philadelphia.

David A. Donlin, sales director, WAZL(AM)-WVCD(FM) Hazelton, Pa., named general sales manager, WBAX(AM) Wilkes-Barre, Pa.

Mike Burns, station manager, WIFE-FM Indianapolis, named sales manager, WXLW(AM) there.

John Ademy, salesman, WQMG(FM) Greensboro, N.C., named sales manager.

Paul H. Quigg, advertising executive, *New Community Observer,* Brewer, Me., named sales manager, WPBC(FM) Bangor, Me., scheduled to go on air in June.

Programing

Herbert Jellinek, VP-production and financial administration, West Coast, ABC Entertainment, named VP-production operations and administration, ABC Television, Los Angeles.

Marty Katz, director of film production/administration/operations, West Coast, ABC Television, named to new post of director of film production operations/administration, Los Angeles.

Philip Mayer, program development director, NBC Television Stations Division, Burbank, Calif., named VP, station programing, Columbia Pictures Television there.

Carl Kugel, executive assistant, prime-time television, 20th Century-Fox, Beverly Hills, Calif., named development director, movies for TV.

Patricia Cardo, associate business manager, and **Lawrence Gottlieb,** treasurer, Worldvision Enterprises, New York, appointed assistant VP's. Mrs. Cardo becomes assistant VP, business affairs, responsible for management of New York office and direct supervision of accounting procedures, coordinating with VP, treasurer and controller. Mr. Gottlieb becomes assistant VP-treasurer.

David W. Tebet, senior VP, NBC-TV, signed to new three-year contract. On May 1, Mr. Tebet will have been with NBC 20 years.

Franklin Barton, program development VP, CBS-TV, Hollywood, named producer, Universal Television, Universal City, Calif.

Edward Dean McCarthy, consultant to ABC Owned Television Stations and previously VP for program development, Allied Artists Television Corp., New York, named VP of Telcom Associates Inc., program buying and consultancy firm there.

Jerry Liotta, independent director of commercial and industrial films, named director, Independent Artists, division of Columbia Pictures Industries, New York.

Dan Gingol, executive producer, special projects, KNXT(TV) Los Angeles, named to newly created position of executive producer of local programs.

Gary Rockey, program manager, noncommercial WTCI(TV) Chattanooga, named to same position, KSAT-TV San Antonio, Tex.

Tom Straw, air personality, KSD(AM) St. Louis, named program director.

Stuart Pollock, producer/director, noncommercial WVIZ-TV Cleveland, **Matthew Mixon,** production manager, KTVI(TV) St. Louis, and **George Christensen,** producer/director, WBAL-TV Baltimore, named producers/directors, KDKA-TV Pittsburgh.

Robert J. Ammon, senior producer, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named president, Jose Ferro Films, New York-based producer of graphic design and animation for TV commercials.

Mike James, sportscaster, WHAS-TV Louisville, Ky., named to same post, WKYC-TV Cleveland.

Rob Roblin, news reporter/weekend sportscaster, WBAL-TV Baltimore, and **Paul Cameron,** intern news reporter, WJXT(TV) Jacksonville, Fla., named WJXT sportscasters.

Ron Nicodemus, cultural affairs producer/director, Nebraska Educational Television Network, Lincoln, named to same position, Connecticut Public Television, Hartford.

Broadcast Journalism

Ken Keller, news director, WDAF-TV Kansas City, Mo., named executive news producer, KNXT(TV) Los Angeles.

Frank Brinka, air personality, WALK-AM-FM Patchogue, N.Y., named news director.

Dave Wahl, newsman, WDRQ(FM) Detroit, named news director, WIXY(AM) Cleveland.

Raymond L. Tannehill, anchorman, WIIC-TV Pittsburgh, named special projects news correspondent, KDKA-TV there.

Peter Maer, anchor, WSB-AM-FM Atlanta, named managing editor.

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

Bill Bayer, feature writer/political commentator, WPLG-TV Miami, named political correspondent, WINZ(AM) there.

Laurel A. Ornish, anchor, KCBS-FM San Francisco, named reporter, WLS(AM) Chicago.

Barry Shanley, news director/anchor, WDTB(TV) Panama City, Fla., named reporter, WZZM-TV Grand Rapids, Mich.

Carey Gardner, news department, WJER-AM-FM Dover-New Philadelphia, Ohio, named news director.

Cable


Rejniak

Stanley J. Rejniak, director of marketing, Warner Cable Corp., New York, elected VP of marketing. **David W. Hamilton,** district manager, Teleprompter Corp., San Bernardino, Calif., named general manager, Warner Cable of Akron (Ohio) Inc.

Management changes at Vikoa Inc., Acton Mass.: **Mark N. Goldenberg,** system coordinator, Video Link of Allegheny county, Dormont, Pa., named manager; **Wilbert Vaughn,** manager, Mountain City (Tenn.) system, named manager, Better TV of Zanesville (Ohio.); **Ernest Bliss,** manager, Plainfield (N.J.) TV Cable, named manager, Lawrence Cablevision, Newcastle, Pa., and **William Berman,** president, Telaction, telephone interconnect firm, Acton, assumes additional duties as president, Acton Entertainment Corp. there, Vikoa subsidiary formed to market Home Box Office pay cable package.

Stephen A. Merrill, general manager, American Cable Television's Casa Grande and Eloy, both Arizona, systems, named to newly created position of general manager, Tele-Features, supplier of "Superchannel" service to apartment complexes and cable television systems, Phoenix.

Equipment & Engineering

Daniel W. Blevins, video-tape editor, Trans American Video, Hollywood, named Western regional sales manager, CMX Systems, Santa Clara, Calif.

Thomas Creighton, marketing director of broadcast electronics, CSI Electronics, Silver Spring, Md., named marketing director, responsible for CSI sales.

Dorothy Green, broadcast engineer, WLCY-TV Tampa-St. Petersburg, Fla., named electronic technician, WCAU-TV Philadelphia.

Allied Fields

Marvin J. Strauzer, Arbitron Radio Eastern sales manager, New York, assumes responsibilities for entire East Coast. **Kathy Seipp,** station manager, WLYF(FM) Miami, named account executive, Southern Arbitron Radio Sales, Atlanta.

Lawrence W. Secrest, administrative assistant to FCC Chairman Richard E. Wiley named deputy general counsel. First reference to Mr. Secrets was dropped from story on major changes in FCC staff (BROADCASTING, April 19).

Joe Dine, public information director, Corporation for Public Broadcasting, Washington, named Washington group chairman of Overseas Press Club of New York.

Robert Pierpoint, CBS News White House correspondent, named recipient of honorary doctorate in journalism from his alma mater, University of Redlands (Calif.), to be conferred May 23 when he delivers commencement address there.

Deaths

F.C. Sowell, 71, retired executive VP/general manager, WLAC-AM-FM Nashville, died April 13 in St. Thomas hospital, Nashville, after suffering stroke. Mr. Sowell was one-time chairman of National Association of Broadcasters radio board. He is survived by wife, Kathryn; daughter, Mrs. David A. Steinbrink of Western Springs, Ill., and two granddaughters.

Dick Dunning, 70, retired president/general manager, KHQ-AM-TV Spokane, Wash., died after heart attack April 17 at his home there. He joined KHQ in 1946 as sales manager. Survivors include his wife, Lorraine, and two children.

Maudie Prickett (Cooper), 62, character actress, died April 14 in Pasadena, Calif., after extended illness. She portrayed secretary in Jack Benny's TV series and appeared in about 300 films and TV productions.

Douglas L. Craddock, 71, co-owner, WOBR(AM) Wanchese, N.C., died in Eden, N.C., April 8. He was former owner/operator of WLOE(AM) there. He is survived by his daughter, Jeannine Clark.

Jacques Liebenguth, 51, media/sales executive, William B. Tanner, Memphis, died there March 27 after brief illness. He is survived by his wife, one daughter and three sons.

Leonard (Bud) Widom, 58, former chief of radio production, Armed Forces Radio and TV Services, died April 18 in Whittier, Calif. He had been radio air personality and producer for both ABC and CBS and was one of original "Our Gang" members. He is survived by two daughters.

Dorothy Ferguson, 59, wife of Robert D. Ferguson, executive VP/general manager, WRTF-FM-TV Wheeling, W.Va., died of cancer April 20 at Ohio Valley Medical center.

William C. Mellenthin Jr., 55, FCC license instructor, Don Martin School of Communications, Hollywood, died there April 13 after brief illness.

The Broadcasting Playlist Apr 26

These are the top songs in air-play popularity in two categories on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations. Each song has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day in which it appears. A (▲) 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
1	1	**Disco Lady** (3:50) Johnny Taylor—Columbia	1	2	2	2
5	2	**Right Back Where We Started From** (3:16) Maxine Nightingale—United Artists	2	1	3	3
3	3	**Bohemian Rhapsody** (5:55) Queen—Elektra	5	4	1	1
6	4	**Boogie Fever** (3:25) Sylvers—Capitol	3	3	6	4
2	5	**Lonely Night (Angel Face)** (3:17) Captain & Tennille—A&M	4	5	5	6
4	6	**December 1963** (3:21) Four Seasons—Warner Bros.	6	6	4	5
8	7	**Let Your Love Flow** (3:16) Bellamy Bros.—Warner Bros.	7	8	7	8
10	8	**Show Me the Way** (3:25) Peter Frampton—A&M	8	9	9	9
13	9	**Welcome Back, Kotter** (2:48) John Sebastian—Reprise	9	10	8	7
9	10	**Only 16** (2:44) Dr. Hook—Capitol	10	7	10	10
7	11	**Dream Weaver** (3:15) Gary Wright—Warner Bros.	11	11	11	11
18	12	**Fooled Around and Fell in Love** (2:58) Elvin Bishop—Capricorn	12	12	12	12
17	13	**Silly Love Songs** (5:54) Paul McCartney—Capitol	13	13	15	15
12	14	**Sweet Thing** (3:18) Rufus Featuring Chaka Khan—ABC	14	14	14	16
20	15	**Trying to Get the Feeling Again** (3:45) Barry Manilow—Arista	15	18	13	14
11	16	**Dream On** (3:25) Aerosmith—Columbia	21	15	17	13
25	17	**Rhiannon** (3:45) Fleetwood Mac—Reprise	17	16	18	17
24	18	**Shannon** (3:50) Henry Gross—Lifesong	19	23	16	19
48	▲ 19	**Get Up and Boogie** (4:05) Silver Convention—Midland Int'l.	18	17	20	18
27	20	**Sara Smile** (3:07) Hall & Oates—RCA	16	19	19	22
26	21	**Theme from "Happy Days"** (2:40) Pratt & McLean—Reprise	20	22	21	24
19	22	**Theme from "S.W.A.T."** (4:07) Rhythm Heritage—ABC	22	20	23	23
23	23	**Deep Purple** (2:47) Donnie & Marie Osmond—MCA	24	21	24	20
15	24	**Sweet Love** (3:20) Commodores—Motown	33	35	22	21
34	25	**Love in the Shadows** (3:18) Neil Sedaka—MCA	23	29	26	31
30	26	**Strange Magic** (3:22) Electric Light Orchestra—United Artists	25	31	27	33
35	27	**Love Really Hurts Without You** (2:58) Billy Ocean—Ariola America	29	28	30	28
40	▲ 28	**Love Hangover** (3:40) Diana Ross—Motown	27	34	25	30
28	29	**I Do, I Do, I Do, I Do, I Do** (3:15) Abba—Atlantic	28	32	28	34
22	30	**Love Hurts** (3:03) Nazareth—A&M	31	25	33	29
14	31	**All by Myself** (4:22) Eric Carmen—Arista	26	26	29	36
36	32	**Shout It Out Loud** (2:38) Kiss—Casablanca	30	33	31	32
33	33	**50 Ways to Leave Your Lover** (3:29) Paul Simon—Columbia	35	24	36	27
32	34	**Slow Ride** (3:45) Foghat—Bearsville	60	27	32	25
31	35	**Lorelei** (3:21) Styx—A&M	58	26	34	26
16	36	**Money Honey** (3:17) Bay City Rollers—Arista	34	30	39	35
21	37	**There's a Kind of Hush (All over the World)** (2:53) Carpenters—A&M	32	38	35	38
29	38	**Take It to the Limit** (3:48) Eagles—Asylum	36	37	38	37
43	39	**Union Man** (3:20) Cate Brothers—Asylum	36	41	37	39
38	40	**Love Machine, Part 1** (2:55) Miracles—Tamla	38	42	42	42
39	41	**Happy Music** (3:04) Blackbirds—Fantasy	42	39	43	41
50	42	**Misty Blue** (3:38) Dorothy Moore—Malaco	39	46	40	46
44	43	**Hurt** (2:05) Elvis Presley—RCA	41	45	41	43
47	44	**Come on Over** (3:38) Olivia Newton-John—MCA	40	44	45	45
37	45	**Action** (3:29) Sweet—Capitol	48	*	44	44
—	46	**We Can't Hide It Anymore** (3:47) Larry Santos—Casablanca	43	47	46	50
—	47	**Anytime (I'll Be There)** (3:14) Paul Anka—United Artists	45	43	*	47
41	48	**Fanny (Be Tender with My Love)** (3:26) Bee Gees—RSO	*	39	*	40
45	49	**Looking for Space** (3:56) John Denver—RCA	44	50	49	*
—	50	**A Fool to Cry** (3:59) Rolling Stones—Rolling Stone	50	*	47	49

Country

Over-all-rank Last week	This week	Title (length) Artist—label	Rank by day parts 6-10a	10a-3p	3-7p	7-12p
1	1	**Come on Over** (3:38) Olivia Newton-John—MCA	1	1	1	2
2	2	**Together Again** (3:56) Emmylou Harris—Reprise	4	2	2	1
3	3	**My Eyes Can Only See as Far as You** (2:36) Charley Pride—RCA	3	3	3	3
7	4	**If I Had to Do It All Over Again** (2:33) Roy Clark—ABC/Dot	5	4	5	4
8	5	**Don't the Girls All Get Prettier at Closing Time** (2:56) Mickey Gilley—Playboy	2	9	4	8
4	6	**I Couldn't Be Me Without You** (2:40) Johnny Rodriguez—Mercury	7	5	6	5
—	▲ 7	**That's What Made Me Love You** (2:48) Bill Anderson & Mary Lou Turner—MCA	11	6	7	9
10	8	**What I've Got in Mind** (2:39) Billie Joe Spears—United Artists	8	7	12	7
14	9	**Till I Can Make It on My Own** (3:00) Tammy Wynette—Epic	6	8	13	10
9	10	**What Goes On When the Sun Goes Down** (2:51) Ronnie Milsap—RCA	9	10	9	6
5	11	**You'll Lose a Good Thing** (2:50) Freddy Fender—ABC/Dot	12	11	11	12
11	12	**Lone Star Beer & Bob Wills Music** (2:06) Rod Steagall—ABC/Dot	10	12	10	13
—	▲ 13	**Let Your Love Flow** (3:16) Bellamy Bros.—Warner Bros.	13	13	8	14
6	14	**Till the Rivers All Run Dry** (3:27) Don Williams—ABC/Dot	14	14	14	11
—	▲ 15	**Mental Revenge** (2:40) Mel Tillis & the Statesiders—MGM	15	15	15	16
—	16	**The Winner** (5:11) Bobby Bare—RCA	16	19	16	18
16	17	**Paloma Blanca** (3:27) George Baker Selection—Wanrer Bros.	22	18	17	17
—	18	**One Piece at a Time** (3:10) Johnny Cash & Tennessee 3—Columbia	23	17	18	20
13	19	**Broken Lady** (2:37) Larry Gatlin—Monument	18	21	22	15
12	20	**Without Your Love (Mr. Jordan)** (2:00) Charlie Ross—Big Tree	17	24	21	*
24	21	**After All the Good Is Gone** (2:56) Conway Twitty—MCA	*	16	19	21
18	22	**Faster Horses** (2:51) Tom T. Hall—Mercury	19	25	20	23
20	23	**Drinking My Baby Off My Mind** (2:23) Eddie Rabbitt—Elektra	20	22	23	22
15	24	**Sun Comin' Up** (3:01) Nat Stuckey—MCA	25	20	25	19
22	25	**Hey, Lucky Lady** (2:20) Dolly Parton—RCA	24	*	23	*

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 was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks have made new effort to have suits thrown out by filing motions for summary judgment and dismissal with prejudice (BROADCASTING, Dec. 1, 1975). 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 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 is expected to complete markup on its copyright bill, H.R. 2223, week of April 26 (BROADCASTING, April 19).

Crossownership (newspaper-broadcast). FCC order banning newspaper-broadcasting crossownerships prospectively and requiring breakup of 16 crossownerships has been appealed by various parties to three different circuit courts of appeals. Suits have been transferred from Fourth and Eighth Circuits to one in Washington, where they have been consolidated (Cases 75-1064 et al.). However, court has yet to designate circuit in which they will be argued. Number of parties had petitioned commission to reconsider its order, but commission denied them.

■ **Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 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 as are two of system owners involved (see story, this issue).

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. Trial has begun in Writers Guild case (BROADCASTING, April 19; 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 have been filed (see story, this issue).

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 cosponsored 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).

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 (32 weeks): CBS 19.5, ABC 18.9, NBC 17.7. Thirty-second week alone: CBS 19.3. NBC 16.0, ABC 15.9.

■ **Section 315.** U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law (BROADCASTING. April 19). 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) and is likely to stay that way for some time ("Closed Circuit," April 19). 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).

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.

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 12 through April 16 and based on filings, authorizations and other FCC actions.

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

New stations

AM starts

■ WPTB Statesboro, Ga.—Authorized program operation on 850 khz, 1 kw-U. Action April 1.

■ WZAM Norfolk, Va.—Authorized program operation on 1110 khz, 50 kw-D. Action April 1.

FM applications

■ *Zanesville, Ohio—Maumee Valley Broadcasting Assn. seeks 92.7 mhz, 1.5 kw, HAAT 402 ft. P.O. address: 7112 Angola Rd., Holland, Ohio 43528. Estimated construction cost $71,700; first-year operating cost $47,500. Format: Variety. Principal: Applicant is non-profit corporation formed for purpose of operating proposed station; also owns WPOS(FM) Holland, Ohio. Ann. April 12.

■ *Prairie View, Tex.—Prairie View A&M University seeks 88.3 mhz, 50 kw, HAAT 402 ft. P.O. address: c/o A.I. Thomas, office of the president, Prairie View 77445. Estimated construction cost $191,569; first-year operating cost $60,800. Format: Variety. Principal: Applicant is state-supported educational institution. Ann. April 12.

FM actions

■ *Batesville, Ark.—Arkansas College. Broadcast Bureau granted 88.1 mhz, 10 w. P.O. address: Batesville 72501. Estimated construction cost $3,500; first-year operating cost $1,500. Format: Variety. Applicant is private, non-profit educational institution run by synod of Red River Presbyterian Church (BMPED-1357, BPED-2187). Action March 20.

■ Port Sulphur, La.—River Bend Broadcasting Co. Broadcast Bureau dismissed application for 106.7 mhz, for failure to prosecute (BPH-9412). Action March 23.

■ *New Bern, N.C.—Broadcast Bureau granted joint request by New Bern Broadcasting Co. and Campbell Broadcasting Co., mutually exclusive applicants for new FM station, and dismissed application of New Bern; granted application of Campbell, subject to conditions to be specified in construction permit (BPH-9191, BPH-9323). Action April 8.

■ New Bern, N.C.—Campbell Broadcasting. Broadcast Bureau granted 101.9 mhz, 100 kw., HAAT 762 ft. P.O. address: Box 3837, Wilson, N.C. 27893. Estimated construction cost $133,410; first-year operating cost $67,240; revenue $100,000. Format: MOR. Principal: A. Hartwell Campbell (100%) owns WGTM(AM) Wilson and WGAI(AM) Elizabeth City, both North Carolina (BPH-9323). Action April 8.

■ Palestine, Tex.—Trinity Broadcasting Co. Broadcast Bureau granted 98.3 mhz, 3 kw., HAAT 300 ft. P.O. address: Southeast Loop No. 256, Palestine, Tex. 75801. Estimated construction cost $47,947; first-year operating cost $50,305; revenue $50,000. Format: contemporary, gospel. Principals: Benny Burlison, A.D. Evans and J.E. Dickey comprise non-profit corporation. Mr. Burlison is teacher and pastor, Mr. Evans is supervisor for oil company and Mr. Dickey is railroad employe (BPH-9442, BPH-9478). Action April 13.

■ Sonora, Tex.—Sonora Broadcasting Co. Broadcast Bureau granted 92.1 mhz, 3 kw., HAAT 28 ft. P.O. address: 16-A East Beauregard, 2nd Floor, San Angelo, Tex. 76901. Estimated construction cost $3,850; first-year operating cost $27,525; revenue $30,000. Format: C&W, Spanish, standard pop. Principals: Walton A. Foster (66.66%) has interest in KIXY-AM-FM San Angelo, Tex. Donald W. Griffis is attorney. Sonora Broadcasting has also applied for AM in Sonora (BPH-9649). Action April 9.

FM starts

■ WACM Freeland, Pa.—Authorized program operation on 103.1 mhz, ERP 410 w, HAAT 730 ft. Action April 2.

■ *WRLC Williamsport, Pa.—Authorized program operation on 91.7 mhz, TPO 10 w. Action April 5.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ WXLS Willimantic, Conn. (BLH-6722); WHOU-FM Houlton, Me. (BLH-6944); WRQN Westbrook, Me. (BLH-6975); KXGR Grand Rapids, Minn. (BLH-6970); KMIS-FM Portageville, Mo. (BLH-6961); KRGI-FM Grand Island, Neb. (BLH-6852); KDSE Alice, Tex. (BLH-6953); WFGM Fairmont, W. Va. (BLH-6444). Actions April 12.

Ownership changes

Applications

■ WKID(TV) Fort Lauderdale, Fla. (ch. 51)—Seeks assignment of license from Channel 51 Inc. to Johns-Koenig Associates for $1 million. Seller: Debtor-in-possession, with Herbert Freebling receiver. Buyer includes six owners; no other broadcast interests. Ann. April 14.

■ WIVY-AM-FM Jacksonville, Fla. (AM: 1280 khz, 5 kw-D; FM: 102.9 mhz, 29 kw)—Seeks transfer of control of Jacksonville Broadcasting Corp. from Y. Kirby, Robert Lieb and Edwin Laughlin (100% before; none after) to Torrid Broadcasting Corp. (none before; 100% after). Consideration: $1,250,000. In simultaneous transactions, Torrid will sell WIVY(AM) to Hayes Broadcasting Corp. for $250,000. Jacksonville's principals are Edwin B. Laughlin (50%), Y. Thomas Kirby (25%) and Robert E. Lieb (25%) who have no other broadcast interests. Torrid is owned by Allen Weiner who also owns KOME(FM) San Jose, Calif. Hayes is owned by Patrick F. Hayes, present WIVY-AM-FM general manager. Ann. April 13.

■ WVIX(AM) Pensacola, Fla. (AM: 610 khz, 500 w-D)—Seeks assignment of license from The Wonder Corp. to Jimmy Swaggart Evangelistic Assn. for $242,000. Sellers: Roy L. and Theresa J. Hess who have no other broadcast interests. Buyer has also purchased KAMC(FM) Arlington, Tex. Ann. April 13.

■ WABJ-AM-FM Adrian, Mich. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 3 kw)—Seeks assignment of license and CP from Gerity Broadcasting Co. to Metrocom for $530,000. Seller: Estate of James Gerity. Buyer, Robert G. Liggett and associates, owns WBCM(AM)-WHNN(FM) Bay City and WFMK(FM) East Lansing, all Michigan. Ann. April 13.

■ WBUK(AM) Portage, Mich. (1560 khz, 1 kw-D)—Seeks assignment of license from Robert B. Taylor to Radio Michigan for $200,000 and $20,000 covenant not to compete. Seller: Assignor wishes to devote more time to proposed FM station at Plainwell, Mich. Buyer: ten owners; those with broadcast interests include: Robert D. McVay, 23% of KLIK(AM)-KJFF(FM) Jefferson City, Mo.; Henry M. Jennings and Robert Brown, small interest in same; William McCarthy, same; Stanley G. Grieve, 19% and general manager of same. Ann. April 16.

■ KBET(AM) Reno (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from estate of Robert L. Stoddard to Sierra Broadcasting for $175,000. Seller: Mr. Stoddard is deceased; buyers are Royce P. Adams (50%) and Robert H. and Julie A. Day (50%). Days are employed at KBET; Mr. Adams is salesman for KJJJ(AM) Phoenix. Ann. April 13.

■ WMID(AM)-WGRF(FM) Atlantic City (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw)—Seeks transfer of control of WMID Inc. from Anthony Productions (100% before; none after) to Julann E. Griffin (48% before; 100% after). Sale reflects divorce agreement between Merv and Julann Griffin. Mr. Griffin will transfer his ownership of these stations as well as WENE(AM)-WMRV(FM) Endicott, N.Y. in exchange for Ms. Griffin's ownership in various other holdings. Ann. April 13.

■ WHLW(AM) Lakewood, N.J. (1170 khz, 5 kw-D, DA)—Seeks assignment of license from Norman Mesnikoff, receiver, to North Shore Broadcasting for $290,000. Buyers: Roy G. Simmons, Joseph Buckelew, Edward M. Levy, Stephen VanCleaf Lane and Jean A. Miller (each 20%). Company also owns WOBM(FM) Toms River, N.J., no other broadcast interests. Ann. April 9.

■ WENE(AM)-WMRV(FM) Endicott, N.Y. (AM: 1430 khz, 5 kw-U, DA-N; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of WENE Inc. from January Enterprises (100% before; none after) to Julann E. Griffin (48% before; 100% after). Sale reflects divorce settlement between Merv and Julann Griffin, which also includes sale by Mr. Griffin to Ms. Griffin of WMID(AM)-WGRI(FM) New Jersey (see above). Ann. April 13.

■ WADO(AM) New York (1280 khz, 5 kw-U)—Seeks transfer of control of Bartell Broadcasters of New York from Bartell Media Corp. (100% before; none after) to Wilson Communications (none before; 100% after). Consideration: $4.8 million. Principals: Seller retains WMXJ(FM) Miami, WOKY(AM) Milwaukee, WRRQ(FM) Detroit, KCBQ(AM) San Diego and KSLQ(FM) St. Louis. Buyers are George Wilson, Nelson Lavergne and Robert Smith, all Bartell executives. Sidney Sodos, 29%, is attorney. Ann. April 16.

■ WLW(AM) Cincinnati (700 khz, 50 kw-U)—Seeks assignment of license from Avco Broadcasting Corp. to WLW Radio for $8.5 million. Seller: Avco is in electronic and chemical research, owns insurance and financial firms as well as Carte Blanche, Embassy Pictures and Avco Film Productions, took a $20.6 million consolidated loss in 1974 and decided to sell off its broadcast properties. It has disposed of WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WLWC(TV) Columbus, Ohio; WLWI(TV) Indianapolis; WOIA-AM-TV San Antonio, Tex., and WWDC-AM-FM Washington. With sale of WLW(AM), it is left with WRTH(AM) Wood River, Ill. (St. Louis), and KYA-AM-FM San Francisco. Buyer: Queen City Communications is headed by Jay C. Thompson, chairman. Mr. Thompson is president and chief executive officer of Rapoca Energy Corp., Cincinnati-based coal mining company, though he sold control of company last year to Field Enterprises of Chicago. Ann. April 13.

■ WHLM-AM-FM Bloomsburg, Pa. (AM: 550 khz, 1 kw-U, DA-2; FM: 106.5 mhz, 8.8 kw)—Seeks transfer of control of Magee Industrial Enterprises from estate of Harry L. Magee (62.1% before; none after) to Alice and James Magee, Joanne Katerman (36.6 before; 98.7% after). Principals: Alice is mother of James and Joanne. Transfer reflects will of father, Harry. Ann. April 6.

■ WDOG(AM) Allendale, S.C. (AM: 1460 khz, 1 kw-D)—Seeks assignment of license from All Fair Broadcasting Co. to Good-Radio Broadcasting Corp. for $50,000. Seller: Charles E. Bell, licensee of WSIB(AM) Beaufort, S.C., desires to "reduce broadcast activity." Buyers are H. Carl and Marguerite B. Gooding (50% each). Goodings are presently employed by WDOG. Mr. Bell is father of Ms. Gooding. Ann. April 13.

■ WMBG(AM)-WBCI(FM) Williamsburg, Va. (AM: 740 khz, 500 w-D; FM: 96.5 mhz, 50 kw)—Seeks assignment of license from Williamsburg Broadcasting Co. to Colonial Broadcasters for $500,000. Seller: 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 between four local business and professional men. Ann. April 6.

Actions

■ KFIG(FM) Fresno, Calif. (101.1 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Universal Broadcasting Co. to Kadota Wireless Co. for $525,000. Buyer: James M. Bennan, Stephen G. Courtney and J. Patrick Lannan Jr. (each 23.8%), William M. Holmberg (14.4%), et al. Mr. Bennan is account executive at KIQQ-FM Los Angeles. Mr. Courtney is vice president and sales manager at Los Angeles radio representative firm. Mr. Lannan is shareholder in mineral development and investment companies. Mr. Holmberg is sales manager at KBAY-FM San Francisco (BALH-2226). Action April 9.

■ KSOM-AM-FM Ontario, Calif. (AM: 1510 khz, 10 kw-D, 1 kw-N; FM: 93.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from J. Gordon Campbell, receiver, to Media Management Co. for $595,263. Principals: Industrial Discounts Inc. and Walter D. Giertsen Co. are judgement creditors against former licensee of KSOM-AM-FM. Sale figure reflects credit-bid accepted for stations. Two companies then formed Media Management. No consideration will actually be transferred. Richard Giertsen is principal of Giertsen Co.; J. Gordon Campbell and Robert Maddox are principals of IDI. No other present broadcast interests (BAL-8600, BALH-2242). Action April 8.

■ WJWL(AM)-WSEA(FM) Georgetown, Del.; WTTM(AM)-WCHR(FM) Trenton, N.J.; WTRY(AM)-WHSH(FM) Troy, N.Y.; WFEC(AM)-WFEM(FM) Harrisburg and Ellwood City, Pa.; WKST(AM) New Castle, Pa.—Broadcast Bureau granted transfer of control of licensee corporations from Herbert Scott to Pottstown Broadcasting Co. Change takes separate companies, each owned by Mr. Scott, and puts them under existing corporation, also owned by Mr. Scott (BTC-7991-4). Action April 9.

■ WLAW(AM) Lawrenceville, Ga. (1360 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Radio Gwinnett from estate of S.B. McGarity to Robert J. McGarity and Jean M. Gradick. Consideration: none. Principals: Mr. McGarity is station manager of WLAW (BTC-7927). Action April 7.

■ KISA(AM) Honolulu—Broadcast Bureau granted transfer of control of Hagadone Capital Corp. from

Summary of broadcasting

FCC tabulations as of March 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,439	3	23	4,465	54	4,519
Commercial FM	2,735	0	58	2,793	130	2,923
Educational FM	788	0	35	823	67	890
Total Radio	7,962	3	116	8,081	251	8,332
Commercial TV	700	1	9	710	55	765
VHF	508	1	4	513	10	523
UHF	192	0	5	197	45	242
Educational TV	231	9	12	252	16	268
VHF	90	3	4	97	8	105
UHF	141	6	8	155	8	163
Total TV	931	10	21	962	71	1,033

*Special temporary authorization

**Includes off-air licenses

Roger L. Hagadone (approximately 60% before; 30.1% after) to Henry A. Manayan (approximately 40% before; 52.6% after). Transfer of control reflects gradual stock purchases by Dr. Manayan, who actually purchased control of station before FCC approval was given, due to oversight. Mr. Hagadone is giving up control for health reasons; Dr. Manayan is doctor, with interests in medical establishments and various media interests; no other broadcast properties (BTC-7319). Action April 8.

■ KLGA-AM-FM Algona, Iowa—Broadcast Bureau granted transfer of control corporation from George Allen to George Allen, trustee under declaration of trust dated Nov. 14, 1975 (BTC-7997). Action April 9.

■ WSTM(FM) St. Matthews, Ky. (103.1 mhz, 2.95 kw)—Broadcast Bureau granted assignment of license from Scott Broadcasting Co. to Summers Broadcasting for $300,000. Seller: T. Jefferson Wright and Edward Sheehan Schroering, partners. Buyer: Vincent A. Pepper and E. Stratford Smith (each 43.5%), and William E. Summers III (13%). Summers Broadcasting is licensee of WLOU(AM) Louisville, Ky. Mr. Summers is general manager of WLOU; Messrs. Pepper and Smith are attorneys (BALH-2228, BAPLRE-26, BALRE-2955). Action April 9.

■ KWKA(AM)-KTQM-FM Clovis, N.M. (AM: 680 khz, 500 w-D; FM: 99.9 mhz, 50 kw)—Broadcast Bureau granted assignment of license from Norman E. Petty to Creative Communications Corp. for approximately $220,000. Mr. Petty will be part owner, with Pauline J. Ridley, Tom Battin and Lyle Walker, of Creative Communications. Mr. Walker is attorney, Mr. Battin has banking and restaurant interests, Ms. Ridley owns minority interest in public corporation (BAL-8592, BALH-2233, BALRE-2965). Action April 7.

■ WDHK(FM) Wilmington, Ohio (102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Clinton County Broadcasting Corp. to Clinton County Radio for assumption of $80,000 in liabilities. Buyer: Richard Jones and William Jefferay own WCBT(AM) Roanoke Rapids, N.C. (BALH-2225, BASCA-723). Action April 9.

■ WKPA(AM)-WYDD(FM) New Kensington, Pa.—Broadcast Bureau granted transfer of negative control of Gateway Broadcasting Enterprises from Irving A. Wechsler, agent for the shareholders of W. Liquidating Co. (35% before; none after); Herbert M. Lurie (5% before; none after) and Irwin S. Terner (10% before; none after) to Irwin S. Terner, Irving A. Wechsler, and John M. Wolf, trustees (none before; 50% after) (BTC-7155). Action April 16.

■ KDFL(AM) Sumner, Wash. (1560 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Valley Communications Corp. to Puget Sound Corp. for $1,500. Seller: Waldo Conlson, treasurer. Buyers. Dr. William R. (51%) and Freda V. Crews (49%) also own WOGA(AM) Sylvester, Ga. (BAL-8405). Action April 7.

■ KUJ(AM) Walla Walla, Wash. (1420 khz, 5 kw-U, DA-N)—Broadcast Bureau granted transfer of control of VBR Broadcasters Inc. from LaVerne D. Russell (51% before, none after) to James Nelly (none before, 51% after). Consideration: $170,000. Buyer: Mc Nelly is general manager of KORL(AM) Honolulu (BTC-7919). Action April 7.

■ *WVWC(FM) Buckhannon, W.Va. (88.9 mhz, 14 kw)—Broadcast Bureau granted assignment of license from West Virginia Wesleyan College to W.Va. Educational Broadcasting Authority for $15,000. Principals: Both are non-profit institutions. College cannot afford upkeep of station. Buyer is state agency promoting educational TV in W.Va. and is licensee of *WMUL-TV Huntington, *WSWP-TV and *WVPB(FM) Beckley, all West Virginia (BALED-34). Action April 7.

Facilities changes

TV application

■ WTVY Dothan, Ala.—Seeks CP to change aural ERP to 18 kw; change trans. location; HAAT 1875 ft. Ann. April 14.

AM applications

■ KTYM Inglewood, Calif.—Seeks CP to add nighttime operation with 500 w, DA-N; change hours of operation to unlimited. Ann. April 15.

■ WICH Norwich, Conn.—Seeks CP to increase nighttime power to 5 kw. Ann. April 15.

■ WSAR Fall River, Mass.—Seeks CP to change to DA-1; change type trans. Ann. April 14.

■ WRBX Chapel Hill, N.C.—Seeks modification of CP to increase power to 10 kw. Ann. April 15.

■ KFNW Fargo, N.D.—Seeks CP to increase power to 10 kw; install DA; change type trans. Ann. April 15.

■ WTAW College Station, Tex.—Seeks CP to add nighttime power with 500 w, DA-N; change hours of operation to unlimited. Ann. April 15.

■ KALE Richland, Wash.—Seeks CP to increase daytime power to 5 kw. Ann. April 15.

AM actions

■ WHYT Noblesville, Ind.—Broadcast Bureau granted CP to increase daytime power to 500 w., directional antenna; make changes in ant. system (BP-20059). Action April 7.

■ KADO Texarkana, Tex.—Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans.; remote control permitted (BP-20063). Action April 7.

■ WTZE Tazewell, Va.—Broadcast Bureau granted CP to increase daytime power to 2.5 kw, change type trans. (BP-20049). Action April 7.

FM applications

■ KMOE Butler, Mo.—Seeks frequency change to 92.1 mhz. Ann. April 12.

■ WBYO Hendersonville, Tenn.—Seeks CP to change trans. location; install new ant. and trans.; decrease ant. height; change TPO; ERP 29.9 kw, HAAT 611 ft. Ann. April 12.

FM actions

■ KIKO-FM Globe, Ariz.—Broadcast Bureau granted modification of CP to change trans. location to atop Penal Peak, 8 miles south of Globe; change trans. and ant.; ERP 15 kw (H&V); ant. height 3340 ft. (BMPH-14771). Action April 9.

■ KROG Sonora, Calif.—Broadcast Bureau granted CP to install new ant.; ERP 710 w (H), 560 w (V); ant. height 560 ft. (BPH-9836). Action April 9.

■ *WCBU Peoria, Ill.—Broadcast Bureau granted modification of CP to install new ant.; ERP 11.5 kw (H&V) (BPED-2230). Action April 12.

■ Fort Wayne, Ind.—Broadcast Bureau granted modification of CP for FM station to change trans. location to Harris Road, Ft. Wayne; change studio location to 2100 Goshen Road, Suite 104, Ft. Wayne; operate by remote control from proposed studio site; change trans. and ant.; make changes in ant. system; ERP 3 kw (H&V); ant. height 250 ft. (H&V) (BMPH-14692). Action April 6.

■ KCHA-FM Charles City, Iowa—Broadcast Bureau granted frequency change to 95.5 mhz (Doc. 19401). Action April 9.

■ KFRA-FM Franklin, La.—Broadcast Bureau granted frequency change to 105.5 mhz; ant. changes (Doc. 20365). Action April 9.

■ KDBH Natchitoches, La.—Broadcast Bureau granted CP to change trans. location to St. Maurice Lane, Natchitoches; ant. height 140 ft.; remote control permitted (BPH-9853). Action April 9.

■ WPBC Bangor, Me.—Broadcast Bureau granted modification of CP to change trans. location to Blackcap Mountain, 2.5 miles southeast of East Eddington, Me.; change studio location to 27 State St., Bangor; change trans. and ant.; make changes in ant. system; ERP 15 kw (H&V); ant. height 7780 ft. (H&V); remote control permitted (BMPH-14768). Action April 8.

■ WCRB Waltham, Mass.—Broadcast Bureau granted CP to change ERP to 15 kw (H&V) (BPH-9855). Action April 9.

■ WLEN Adrian, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; change ERP 3 kw (H&V); ant. height 300 ft. (BPH-9789). Action April 9.

■ WQSM Fayetteville, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 99 kw (H&V); ant. height 480 ft. (BPH-9540). Action April 9.

■ KPLX Fort Worth—Broadcast Bureau granted modification of CP to change ant.; ERP 100 kw (H&V); ant. height 1680 ft. (H&V); remote control permitted (BMPH-14756). Action April 7.

■ *KPFT Houston—Broadcast Bureau granted modification of CP to change trans.; make changes in transmitting equipment; ERP 94 kw (H&V); ant. height 440 ft. (H&V); remote control permitted (BMPED-1376). Action April 7.

■ WIFC Wausau, Wis.—Broadcast Bureau granted CP to change trans. and ant.; ERP 98 kw (H&V); ant. height 1080 ft. (H&V); remote control permitted (BMPH-14760). Action April 7.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KPLE Temple, Tex. (BPH-9545), April 1; WLAK Chicago (BPH-9826), April 1; WTGI Hammond, La. (BPH-8969), April 2; WWDB Philadelphia (BPH-9786), April 1; WWJY South Bend, (BPH-9718), March 31.

In contest

Procedural ruling

■ WHBB(AM) Selma, Ala., **renewal proceeding:** Talton Broadcasting Co. (Doc. 20723)—ALJ Joseph Stirmer set certain procedural dates and scheduled hearing for August 24 (in lieu of June 1) in Selma. Action April 14.

Initial decision

■ Soddy-Daisy, Tenn., **FM proceeding:** Ra-Ad of Soddy, C. Alfred Dick, Community North Broadcasters and Teeter-Taylor Enterprises, competing for 102.3 mhz (Docs. 20205-6)—ALJ Joseph Stirmer granted application of Community North Broadcasters. Judge Stirmer noted he had approved agreement submitted by Community and competing applicant Teeter-Taylor Enterprises, and dismissed Teeter-Taylor application. However, he added, question of Teeter-Taylor's reimbursement by Community of expenses incurred in prosecution of its application would be held in abeyance pending further proceedings. By orders issued September 3 and October 1, respectively, Judge Stirmer granted requests of Ra-Ad and Dick, and dismissed their applications. Ann. April 14.

Other actions

■ KMIO(FM) Sinton, Tex.—Broadcast Bureau granted request to identify as Sinton-Taft, Tex. Action April 7.

■ KDFL(AM) Sumner, Wash.—Broadcast Bureau granted renewal of license subject to condition that assignment be consummated within 60 days and commission be notified of such consummation within one day thereafter; granted assignment of license to Puget Sound Broadcasting Corporation (see ownership change actions) (BAL-8405). Action April 7.

■ Federal appellate court upheld 1975 ruling by FCC that exempted bona fide news conferences, including those of an incumbent President seeking re-election and debates between political candidates from equal time provisions of Section 315 of Communications Act. Ann. April 16.

Allocations

Petitions

■ Kitchen Productions, Ridgecrest, Calif.—Seeks assignment of FM ch. 285A or 244A to Ridgecrest or Inyokern, Calif. (RM-2677). Ann. April 12.

■ KNBA Inc., Vallejo, Calif.—Seeks assignment of FM ch. 241 to Vallejo; substitute ch. 229 for 241 at Vallejo; substitute ch. 280A for 228A at Roseville, Calif.; substitute ch. 256 for 229 at Chico, Calif.; substitute ch. 249A for 280A at Yuba City, Calif. and substitute ch. 269A for ch. 249A at Oroville, Calif. (RM-2678). Ann. April 12.

■ Iowa State Educational Radio and Television Facility Board, Des Moines, Iowa—Requests following TV assignments (all in Iowa): ch. *57 in lieu of present ch. *58 at Burlington; ch. *38 to Fort Madison; ch. *44 to Keokuk; ch. *54 to Keosauqua; ch. *25 to Rock Rapids and ch. *33 to Sibley (RM-2680). Ann. April 12.

■ KBMY Billings, Mont.—Seeks assignment of FM ch. 275 and ch. 223 to Billings (RM-2681). Ann. April 12.

Rulemaking

Petitions

■ Commission instituted rulemaking proceeding proposing amendment of definition of legally qualified candidate for public office with respect to broadcast of political announcements (Doc. 20779). Action April 14.

■ Norman E. Jorgensen, Washington—Requests amendment to increase time allowed for filing pleadings (RM-2679). Ann. April 12.

Translators

Applications

■ North Lake Translator Group, Trinity Center & Coffee Creek, Calif.—Seeks ch. 5, rebroadcasting KRCR-TV Redding, Calif., and ch. 4, rebroadcasting KHSL-TV Chico, Calif.

■ Colstrip TV Club, Colstrip, Mont.—Seeks ch. 10, rebroadcasting KYUS-TV Miles City, Mont.

■ Boyd A. Freeman, Del Rio, Tenn.—Seeks ch. 8, rebroadcasting WLOS-TV Asheville, N.C.

Action

■ Elko, Nev.—Commission granted request by Washoe Empire for emergency special temporary authority to commence immediate construction and operation of new 100-watt VHF television broadcast translator station on ch. 10. Washoe, licensee of television stations KTVN Reno and KEKO Elko, proposed to rebroadcast programs of KTVN on translator. Last December 23, Washoe informed commission that transmitter and associated equipment of KEKO had been destroyed by fire, leaving Elko totally without television service from its only local television station. Washoe said since it has made no final decision as to whether KEKO would be restored it believed proposed translator would be the most feasible proposal for early restoration of television service to Elko. Action April 14.

Cable

Applications

■ Continental Cablevision of Merrimack Valley, 466 Essex St., Lawrence, Mass. 01840 for (town of) Methuen, Mass. (CAC-06409): WGBH-TV, WBZ-TV, WCVB-TV, WNAC-TV, WXNE-TV, WSBK-TV, WGBX-TV, WQTV, Boston; WLVI-TV Cambridge, Mass.; WSMW-TV Worcester, Mass.; WMUR-TV Manchester, N.H.; WENH-TV Durham, N.H.; WOR-TV, WPIX, New York.

■ Hugo Cablevision, 128 E. Jackson St., Hugo, Okla. 74743 for Hugo, Okla. (CAC-06410): KXII Ardmore, Okla.; KTEN Ada, Okla.; KDFW-TV, WFAA-TV, Dallas; KXAS-TV, KTVT, Ft. Worth; KTEW, KOTV, KTUL-TV, Tulsa, Okla.; KFSM-TV Ft. Smith, Ark.; KWTV, KETA, Oklahoma City.

■ American Television and Communications Corp., for Island City, Ore. (CAC-06411): Requests certification of existing operations.

■ LK Investments, c/o Lester Kamin, 615 Central Nat'l. Bank Bldg., Houston 77002 for South Houston, Tex. (CAC-06429): KDOG, KHOU-TV, KHTV, KPRC-TV, KTRK-TV, KUHT, Houston; KXTX-TV Dallas; KTVT Ft. Worth; WTCG Atlanta.

■ Texas Lakes Cablevision,207 Whitham St., Irving, Tex. 75060 for Mabank, Tex. (CAC-06430): WFAA-TV, KDFW-TV, KERA-TV, KXTX-TV, Dallas; KXAS-TV, KTVT, Ft. Worth; KLTV Tyler, Tex.; KSLA-TV, KTBS-TV, Shreveport, La.; KTAL-TV Texarkana, Tex.

■ Cable TV Co., of Kalamazoo, 1031 W. Patterson St., Kalamazoo 49007 for Kalamazoo township, Mich. (CAC-06431): WZZM-TV, WOTV-TV, WGVC, Grand Rapids, Mich.; WKZO-TV Kalamazoo, Mich.; WUHQ-TV Battle Creek, Mich.; WILX-TV Onondaga, Mich.; WKAR-TV East Lansing, Mich.; WSBT-TV, WNIT-TV, South Bend, Ind.; WGN-TV, WSNS, WTTW, Chicago; WKBD-TV, WTVS, Detroit; WJIM-TV Lansing, Mich.

■ Rock Valley Cablevision, Box 397, Oregon, Ill. 61061 for Oregon, Mt. Morris, Byron, (village of) Stillman Valley, Polo, Forreston and surrounding areas of Ogle county, Ill. (CAC-06414-20): WGN-TV, WSNS, WTTW, Chicago; WHA-TV Madison, Wis.; WREX-TV, WTVO, Rockford, Ill.; WCEE-TV Freeport, Ill.

■ Colonial Cablevision, Box 762, Glens Falls, N.Y. 12801 for (town of) Moreau, N.Y. (CAC-06421): WSBK-TV Boston; WNEW-TV, WOR-TV, WPIX, New York; WAST, WTEN, Albany, N.Y.; WRGB, WMHT, Schenectady, N.Y.

■ Cablevision of Pennsylvania, 215 W. Main St., Norristown, Pa. 19401 for Conshohocken borough, and East Norriton township, Pa. (CAC-06412-3): KYW-TV, WCAU-TV, WPVI-TV, WPHL-TV, WTAF-TV, WUNY-TV, Philadelphia; WKBS-TV Burlington, N.J.; WLVT-TV Allentown, Pa.; WHYY-TV Wilmington, Del.; WOR-TV, WPIX, New York.

■ Hopkinsville Cable TV, for Hopkinsville, (unincorporated areas of) Christian county, Ky. (CAC-06432-3): WZTV Nashville.

■ Sentinel Communications of Muncie, Ind., 320 S. High St., Muncie 47305 for (unincorporated areas of) Delaware county, Ind. (CAC-06434): WTTV Bloomington, Ind.; WRTV, WISH-TV, WTHR, WHMB-TV, Indianapolis; WIPB-TV Muncie, Ind.; WGN-TV, WSNS, Chicago.

■ Satellite Systems Corp., for Shaw Air Force Base, S.C. (CAC-06435): WCBD-TV, WCIV, WCSC-TV, Charleston, S.C.

■ American Television and Communications Corp., for Beloit, (town of) Beloit, and South Beloit, Ill. (CAC-06422-4): Requests certification of existing operations.

■ Alert Cable TV of Wilson, for Wilson, N.C. (CAC-06425): WRET-TV Charlotte, N.C. and delete WDCA-TV Washington.

■ Central New York Cable TV, for (village of) Clinton, N.Y. (CAC-06426): Requests certification of existing operations.

■ Warner Cable of Roaring Spring, for Roaring Spring, Pa. (CAC-06427): Requests certification of existing operations.

■ Greater New England Cablevision Co., for Chicopee, Mass. (CAC-06428): WPIX New York.

Certification actions

■ Multivision Northeast, (unincorporated portions of Habersham county), Ga.—CATV Bureau granted Multivison's request for special relief to continue its present operations including carriage of WGGS-TV Greenville, S.C., without certificate of compliance until March 31, 1977 or until it receives franchise, whichever occurs first. Action April 14.

■ Brookhaven Cable TV, Bellport, N.Y.—CATV Bureau granted petition for partial reconsideration of grant of certificate of compliance to extent that it granted system unconditional carriage of WHNB-TV New Britain, Conn. (CAC-05012). Action April 9.

■ Ken-Ton Cablevision, Tonawanda and Kenmore, N.Y.—CATV Bureau dismissed applications for certificates of compliance without prejudice (CAC-05366-7). Action April 8.

■ Powhatan Point Cable Co., Colerain township, Ohio and Tele-Media Co. of Addil, Maynard, Ohio—CATV Bureau granted certificate of compliance to carry following stations: WTRF-TV Wheeling, W. Va.; WSTV-TV Steubenville, Ohio; KDKA-TV, WTAE-TV, *WQED, WPGH, all Pittsburgh; *WOUC-TV Cambridge, Ohio; in addition, Tele-Media will carry WJAN Canton, Ohio (CAC-05856, CAC-06019). Action April 9.

■ Multi-County Cablevision, Shreve, Ohio—CATV Bureau granted application for certification and petition for special relief by Multi-County to add to its existing system signals of WLWC, WTVN-TV, WBNS-TV, Columbus, Ohio; WTOL-TV Toledo, Ohio; WSTV-TV Steubenville, Ohio and WTRF-TV Wheeling, W.Va. (CAC-5958). Action April 9.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: American Cablevision Co., for Keene, N.H. (CAC-02788); Missouri Cable TV, for Hazelwood, Mo. (CAC-05173); Warner Cable of Atchison County, for Rock Port, Mo. (CAC-05387); Blue Ridge Cable of New York, for Narrowsburg, N.Y. (CAC-05655); Warner Cable of Olean, for Olean (city of), Olean, (town of), and Portville (village of), all N.Y. (CAC-05778-80); Warner Cable of Olean, for Allegany (village of), and Allegany (town of), both N.Y. (CAC-05781-2); Court Cable Co., for Washington Court House, Ohio (CAC-05924); Telaco, for Front Royal, Va. (CAC-05985); Tower Cable, for Newark, Ohio (CAC-05987); Berkshire Cable Television Co., for Lenox, Mass. (CAC-05988); Huntington CATV, for Huntington, Ind. (CAC-06009); H.C. Ostertag Cable Television Co., for West Hempfield township, (CAC-06034); Warner Cable of Roaring Springs, for Claysburg, Pa. (CAC-06046); Huntingdon TV Cable Co., for Huntingdon (borough of), Walker township, Oneida township, Porter township, Alexandria (borough of), and Smithfield township, all Pa. (CAC-06080-7); Warner Cable of Marietta, for Marietta (borough of), Pa. (CAC-06135); Highland Video, for Ligonier borough and Ligonier township, Pa. (CAC-06150-1); Mt. Oliver Cable TV Company, for Mt. Oliver borough, Pa. (CAC-06154); Buffalo Televents, for Buffalo, and unincorporated areas of Johnson county, Wyo. (CAC-06155).

Other actions

■ Watkins Glen Master Television Antenna Corp., Watkins Glen, N.Y. and Montour Falls TV Corp., Montour Falls, N.Y.-Commission ordered two systems to cease and desist from further violations of rules by not providing network program nonduplication protection to WENY-TV Elmira, N.Y. (Doc. 20587). Action April 14.

In contest

■ Coffey County Community TV Co., Gridley, Kan.—Review Board ordered Coffey County to cease operation of its cable television system effective at 12:01 A.M., May 26. In summary decision released December 12, 1975, FCC Administrative Law Judge Thomas B. Fitzpatrick concluded that Coffey County should be ordered to cease and desist from further violations of Section 76.11. He rejected Coffey County's contention that commission lacked authority to require certificate for system as small and isolated as Gridley system. Judge held he lacked authority to reconsider jurisdictional issue in view of commission's rejection of his contention in its order designating case for hearing. Review Board said it could not accept Coffey County's basic argument—that its cable television system was beyond commission's jurisdiction because it did not affect television broadcasting adversely (Doc. 20502). Action April 9.

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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.

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.

North Carolina's dominant stereo station needs sales manager capable of earning $30,000 plus. Detail experience and earnings confidentially in first letter. Equal Employment Opportunity Employer. Box R-204, BROADCASTING.

Sales Manager. Sell and motivate salespeople. Exclusive, small market, mid-America, midst of good trade territory. Good deal for you. Box R-220, BROADCASTING.

Station Manager. Responsible director business, personnel and operations, interested in sales success, knowledge FCC rules, compatible in midwest small market. Box R-221, BROADCASTING.

Business Manager: Aggressive, professional, hard-nosed individual needed for Top 10 market AM/FM located in major Northeast city. Exciting environment, growth. Salary open. Equal Oportunity Employer. Send resume with salary requirements to Box R-225, BROADCASTING.

Northern California established FM Stereo in single station market of 150,000. Immediate opening for qualified manager. Permanent. Group owned. 916-967-0606.

Station Manager needed immediately for new FM. Must be sales oriented. Here's your opportunity to move into management. Call Joe Stavas 402-564-2866.

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Excellent opportunity for experienced salesperson with a proven sales record for station located in suburban New York City area. Liberal salary and incentive. Reply Box R-207, BROADCASTING.

Aggressive, experienced, key salesperson for NY State AM. Good market. Excellent opportunity. Good draw. Reply Box R-212, BROADCASTING.

Wanted: Radio sales person to canvass greater South Jersey area. Aggressive self-starter with plenty of room for advancement. Send complete resume c/o Box R-216, BROADCASTING.

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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.

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.

Sell Beautiful Music in a beautiful resort area. New FM stereo station. Craig Baker, WLRB, Box 254, Rehoboth Beach, DE 19971.

Detroit bright and beautiful AM/FM station needs aggressive man or woman to add to its retail sales team. Being a self-starter and possessing a street fighter instinct are necessary. Send resume to Ed Christian, VP/Gen. Mgr., WNIC Radio, Box 1310, Dearborn, MI 48121. EOE.

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.

Broadcast audio equipment marketing, and sales. Must have solid technical background. New manufacturing company. Salary competitive. Send resume to Eric Small, Suite 315, 680 Beach St., San Francisco, CA 94109.

HELP WANTED ANNOUNCERS

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.

Tired of the city? New England medium market needs PM drive MOR personality. Experience a must. Write Box R-210, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

KAAY, Little Rock, needs nightime 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.

Full-time opening for one qualified for combination news gathering/air personality position. 3rd ticket required. Send tape and resume to P.D., WALE, PO Box 208, Fall River, MA 02722. EOE.

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.

June graduates now that you have a degree and some noncommercial experience you need to break in with some credentials. That's where we come in. Give us one year of hard work on air/in sales and we'll help you move. Our record: Six placements in Top-50 markets in three years. If you think you're good enough call me. Mel Browning at WKCM, Tell City, IN/ Hawkesville, KY. 812-547-8121. EOE.

Florida suncoast, professional contemporary personality needed. Send aircheck, production samples, resume, salary requirements to WKXY, Box 2500, Sarasota 33578.

WLKW AM/FM in Providence, one of the nation's leading beautiful music stations seeks tapes and resumes from mature & experienced staff announcers. Must have a medium to heavy voice with a pleasant, relaxed, interested one-to-one communication ability. Send tape & resume to Tony Rizzini, PD, WLKW, 1185 No. Main St., Prov., RI 02904. No calls, an EOE.

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.

Expanding group needs contemporary jocks. Tight format experience a must. Air/sales combos possible. Send tape, resume, salary requirements and references to WMUS FM/AM, POB 5260, Muskegon, MI 49445. No calls!

Small market needs rock oriented jock, experience a must. Send tape and resume to WOTT Watertown.

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.

Mellow personality. male or female needed for major market opening. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

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.

HELP WANTED TECHNICAL CONTINUED

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. 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 at WARE.

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, repari 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 responsibilty. 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.

Broadcast engineer with first class license. Need experience in AM & FM transmitters and studio equipment. Good salary, benefits and career for someone with ability to take charge. Apply WBLG/WKQQ, PO Box 1300, Lexington, KY 40501. Phone: 606-233-1515.

Chief Engineer wanted for major market AM/FM. Must have automation experience. Send resumes to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED NEWS

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.

News Director/Anchor. Looking for creative air presentation and aggressive management of a small market news department. Equal Opportunity Employer. Give experience and personal requirements in first reply to Box R-219, 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. Highs 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.

1976 Headline Award winner needs experienced news professional who can maintain high journalistic standards, produce exclusive stories. June opening. Affirmative Action Employer. Tapes, resumes to Mark Fryburg, News Director, WROV, PO Box 4005, Roanoke, VA 24015.

HELP WANTED NEWS CONTINUED

Strong news personality wanted for major market station. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Sports Director needed at Medium Market station, Northern Illinois. Must be ready to settle down. 5 years play by play experience. Good pay, fringe benefits. Box R-203, BROADCASTING.

Program Director. WBHM. New noncommercial, FM public radio station being built on Southeastern, urban University campus. Programing emphasis: 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, continuties and announcements; conductin 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.

Experienced production pro needed. Some air work in top growth area of Mississippi. Good equipment, Top 40, daytimer. Resumes and tapes to: Glen James, PD, WKOR, 201 Lampkin, Starkville, MS 39759.

Creative production genius, needed for top 20 market, 50 kw AM. Good pipes. Pros only. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

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.

Sales oriented GM looking for medium, small market station management. Currently GM major group fulltime 5000 watt AM midwest top 75 market. Strong, documentable sales background. Programing, engineering expertise. RAB, CRMC. First ticket. University graduate. 33, married, family. Box R-222, 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

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.

Street salesman 25 years, 16 in radio & TV national, regional, local etc; radio administration, programing, engineering, TV, news, weather, sports reporter. No problems, no egotisms just an honest, hardworking family man. Knowledgeable, versatile, compatible. Write Box R-217, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

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

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.

Highly marketable with proven success, rock or progressive, endorsed third; fill in ok for immediate opening. Box R-191, BROADCASTING.

Guaranteed to brighten up every day with a friendly and personal touch. Experience, currently employed. Excellent references, know how to keep the juice of entertainment flowing! 201-325-1088 (daytime please). Box R-192, BROADCASTING.

Exceptional radio personality seeking security. 3 years experience. Extraordinary production. PBP. Presently employed. Box R-193, BROADCASTING.

Top 40 and rock personality with 1st phone, wishes to move up in the business. Have had some production and sports experience. Can do transmitter inspections. Not a clock watcher. Single man willing to relocate. Immediate reply please from station offering growth and opportunity. Box R-196, BROADCASTING.

Disc jockey-announcer. Family man stable wants full time position with small or medium market. Working now part time on a radio station in New Jersey. Run own board. Third class license, awards in copywriting. Will send tape & resume. Box R-200, BROADCASTING.

Dependable and creative D.J. Third endorsed, tight board, good commercials and news. Available now! Will relocate. Box R-202, BROADCASTING.

Ambitious pro looking for medium or major market where advancement is guaranteed. Married. Box R-205, BROADCASTING.

Broadcast school grad looking for first job. 3rd phone endorsed. Northeast preferred. Box R-218, BROADCASTING.

Two years experience, Music Director, production, news. Top 40 & MOR DJ. Responsible, married, 22. Highest station recommendations. Al Haber 517-793-9512, 517-673-2136. Box R-230, BROADCASTING.

1st phone announcer/engineer. 1 year experience with all air shifts. General maintenance, solid production. Responsible, non-floater. Tape available. Box R-231, BROADCASTING.

Two years experience, Music Director, production, news. Top 40 & MOR DJ. Responsible, married, 22. Highest station recommendations. Al Haber 517-793-9512, 517-673-2136. Box R-230, BROADCASTING.

1st phone announcer/engineer. 1 year experience with all air shifts. General maintenance, solid production. Responsible, non-floater. Tape available. Box R-231, BROADCASTING.

Dependable, top 40 rock nite man. Presently employed, 2 yrs experience. 3rd endorsed, Florida, Northeast preferred. Top 150 markets only. Box R-232, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Somewhere there has to be a station that is willing to program an exciting new dimensional sound! My series of programs would feature reviews of movies, plays and TV shows. The twice daily shows, which would be 3 to 5 minutes in length, would also spotlight in depth interviews with the biggest names in Hollywood. The shows would not deal in gossip. Box R-239, BROADCASTING.

Movin up, experienced in all aspects of radio broadcasting, news/production/announcing. Well rounded MOR jock. Looking for position in competitive market. Morning show personality/assistant operations director. 20 day notice required. Box R-241, BROADCASTING.

Female, 3rd phone with training. Network sound and reading ability. Announce and/or news position. 1-228-751-3642 Bemidji, MN.

Originality is better! Personality, 12 years, wit that doesn't come from a jokebook. Adult contemporary or non-yelling Top 40: Consider any area. Now located in Northwest. 907-344-1215.

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. 10 years experience, first phone, personality. Karl 1-505-334-6343.

Air talent for hire. Boardshift, production, non-screamer, with 3rd. Prefer NE or SE. Tape, resume and photo available. 215-256-6330.

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.

1st phone DJ 1 year experience. John Cook, phone 801-322-4095. 125 South 3rd East, Apt. 501, Salt Lake, UT 84111.

Music/talk show host. 2 years news, 2 years niteclub host, 2 years public relations. Married. 29. Jeff Pace, 513-274-1570.

Multi-talented sports director of 26,000 watt station, interviewer, talk show host, 10 seasons college-university basketball, football, baseball, soccer, pro volleyball PBP. Journalism major, 3rd endorsed, seeks step up. Match ability with anyone. Lou Riggs, 948 7th St., Santa Monica, CA 213-395-6978.

Salt Lake City area only, 1 yr. experience in automation, 3rd phone, female, 208-376-4268. 6728 Fairview, No. 7, Boise, ID 83704.

First phone, good voice. Sixteen years experience all formats. Available now, anywhere. 413-664-4671.

First phone, 25, single, BA Broadcasting. Four years small market experience. Good board, DJ/news, production, copywriting. Prefer progressive, rock or contemporary but considering all offering liveable salary. Call or write Anthony Mortimore, 805-746-4266, Box 733, Shafter, CA 93263.

Salt Lake City area only, 5 yrs. experience, 1st phone, Top 40, automation. 208-376-4268. 209-B E. 44th St., Boise, ID 83704.

SITUATIONS WANTED TECHNICAL

Broadcasting technician 1st phone (Black) veteran. Some radio and TV experience. Single will relocate. 703-370-9846 (PM).

Vacationing engineer, July, August. Proofs, maintenance, short-term relief board, copy, production. 20 years experience. POB 9, Wallace, CA 95254.

Superb Engineer Plus. Since 1942. Voice of America, consultant, administrator, sales. Seeking small market position, competent associates. 206-424-3637.

SITUATIONS WANTED NEWS

Hard working newscaster, M.A., seeks work. Will relocate. Currently doing news at metro noncommercial FM station. Box R-161, BROADCASTING.

PBP, pro, college, H.S. experience, all sports, radio & TV. Currently employed. Ready to relocate! Versatile! Box R-168, BROADCASTING.

Ten years radio. News degree, U. of Illinois. First phone, pro delivery. Literate. DC-Harrisburg area. Box R-172, BROADCASTING.

Professional, experienced newsman with excellent news judgement. Strong in writing, delivery, interpretation. Looking for larger market, good city for family. Box R-189, BROADCASTING.

Sports Director, news editor, Chicago area AM-FM. Five years experience. Outstanding play-by-play. Broadcast journalism degree, Big 10 school. Box R-195, BROADCASTING.

News Director, 6-man R-TV combination, seeks reporter/editor/producer/anchor in medium major market. 7 years experience, M.A., B.J., MBC intern. 27. Good airwork, writing, judgement. Box R-211, BROADCASTING.

News Director, extensive programing experience will trade hard work, ability, awards for permanence earned, and reasonable recompense News Director, major or medium. Program Director, medium or small. 1st ticket. Pilot. Family. No acid, please. Box R-213, BROADCASTING.

Sportscasting, PBP and news are my specialties. Can also hold board shift. Currently working outside of radio, but eager to return to my chose profession. One year experience. Dedicated individual with vast knowledge of sports who can be an asset to your station. Midwest preferred, but all offers considered. Box R-233, BROADCASTING.

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.

Newsman/editor. 4 years experience. Attention: NIS stations. No small markets. Doug Nagy, 313-534-0251.

Mature, well educated sports and news annóuncer over A years experience. Twleve years general sales. Seeking opportunity. Mel Schwab, 146 East 35th Street, NY 10016.

Sportscaster, College and high school play-by-play, production and music announcing experience. Will relocate. Bill Jacob, 6578 Fenton, Dearborn Hts., MI 48127. 313-561-5892.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

Audio producer seeking employment opportunity in Midwest. Accomplished writer/producer with seven years experience including Pepper Tanner, lots of agency work, twice Billboard competition winner, and current work is in third year of syndication. Looking for permanent radio production position. Write Box R-197, BROADCASTING.

Program Director, operations manager of successful adult contemporary seesk better market. Creative writer, MD exper; first phone; took present employer from third to first rated. If you reward hard work, creativity, and intiative, I'm yours! Box R-208, BROADCASTING.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Heavy programing and news background. Want Major-Medium market operations manager or news director challenge. 1st phone. 20 years experience. A real take charge professional. Box R-235, BROADCASTING.

Programing solver, not a problem maker! Experienced in all phases of the business and all fields of music. I may be young at 24, but I am energetic, creative and good. Will relocate. Box R-243, BROADCASTING.

Young communicator who knows good programing seeks slot as PD in medium market or production slot in major market. Creative, innovative programing that can build numbers, dynamite production, excellent with public affairs, and very capable as Chief Engineer. Prefer MOR/Top 40. Reply to: Bill Morley, 223 Spinks Canyon Road, Duarte, CA 91010. 213-469-8321.

Does your Top 40 small to medium market station have that run down sound? No matter what your program director says, Geritol won't help. Can I? Write me. Dean Mionske, 590 SW 27 Ave., No. 12, Ft. Lauderdale, FL 33312.

TELEVISION

HELP WANTED SALES

Sales Management-TV, Station in top 100 Southeastern market seeks sales manager who can motivate, sell and plan a solid course. Salary plus incentive for producing growth. Resume and financial requirements to Box R-228, BROADCASTING.

TV Sales A.E. The person we need may now be a broadcast A.E., agency buyer or national rep. who has the desire to sell for a top 100 market VHF affiliate in a sensational midwestern environment. The open list delivered $2200 last year and was underworked. Send resume to: Box R-249, BROADCASTING.

HELP WANTED TECHNICAL

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.

Chief Engineer. Small market. Top facilities. Box R-201, BROADCASTING.

Chief Engineer, independent station looking for aggressive chief, strong in planning, production, operations, and union labor relations. Opportunity to help build station into nationally prominent facility. Box R-247, BROADCASTING.

Chief Engineer wanted for KYUK-AM-TV in Bethel, Alaska. General maintenance and studio engineer for a 5 KW non-directional radio and 5 KW color TV Channel 4. Requires a person adaptable to harsh climate in remote bush village. Salary open. An EOE Employer. Send inquiries and salary requirement to James G. Croll, AEBC, 308 G Street, Anchorage, AK 99501.

Video tape technician mostly operational with minor routine maintenance, salary commensurate with experience. First class license required. An Equal OPportunity Employer. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914. Phone 401-438-7200.

Audio Mixer (Technician) For Staff position. Send resume to Don Faso, VP Engineering, Video City, 12100 N.E. 16th Avenue, North Miami, FL 33161.

Supertec. Heavy VTR maintenance background. Superstrong on theory/logic. Proven record of self motivation. Heftel Broadcasting, Box 581, Honolulu, HI 96809.

HELP WANTED NEWS

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.

HELP WANTED NEWS CONTINUED

Top Ten Market station looking for talented Talkshow host. On-air experienced required. An Equal Opportunity Employer. Send resume to Box R-158, BROADCASTING.

Anchor, experienced, communicator with credibility, for top 30 network affiliate in Northeast. Equal Opportunity Employer. Resume, pix, no tape, to Box R-237, BROADCASTING.

News anchor person, must be able to deliver, edit, and write news. Top Twenty Market. Your chance to move up. Box R-246, BROADCASTING.

News Director, Top Twenty Market. Your chance to move up. Must be able to write and produce. Some on the air necessary. Box R-245, BROADCASTING.

TV Talent/reporter for nightly community affairs program. Will co-anchor, develop and produce. College grad, 2 years as TV talent with substantial on-air, film and vtr experience. Excellent verbal and writing skills. Immediate opening. Send resume and tape to: Richard V. Brown, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportuniy/Affirmative Action Employer.

Executive Producer for community affairs programing. Total pro, leadership ability, extensive experience as TV producer, director and talent. College grad with working knowledge of film, tape and studio production. Strong verbal and writing skills. Send tape and resume to: Richard V. Brown, WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity/Affirmative Action Employer.

Weather person needed for expanding news operation. Must have background in weather and other facets of television news, demonstrated air ability a must. Application deadline May 13. Send complete resume, current videotape & salary requirements to: Kirk Winkler, News Manager, WOI AM FM TV, Ames, IA 50011. EOE.

Sportscaster, to handle weekends plus news reporting and producing. Experience with 16mm desirable. Contact Jim Morgan, News Director, WOWK-TV, 625 - 4th Avenue, Huntington, WV 25701.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion Director for medium market VHF network television station. Person hired will have solid background in advertising, television and research. Creative and organizational abilities a must for this highly successful group-owned midwestern station. Excellent starting salary and fringe benefits. An Equal Opportunity Employer. Send resume, salary requirements and samples of work (no tapes) to Box R-248, BROADCASTING.

Talent/Production Host/Associate Producer. Looking for co-host of 120 minute live Sunday morning show. Must be able to handle interviews and features on wide range of subjects, and demos. Will produce special issue segments on women's topics, community services, local cultural events, educational subjects, economy, and ethnic activities. Contact WCVB-TV, Personnel Dept., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

We are seeking a dynamic person with background in both program and promotion management. Individual should have understanding of program strategy, advertising principles and use of research for decision making. Outstanding opportunity in one of the fastest growing markets in the country. Send resume to: Mr. Gert Schmidt, WTLV, PO Box 1212, Jacksonville, FL 32201.

SITUATIONS WANTED MANAGEMENT

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.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager, Sales Manager, programing, etc. Thoroughly experienced and successful all phases, including station-ownership, group administration. Special expertise in: management, sales managements, 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, innovative, quality competitor. Accustomed to formidable challenges and much responsibility. Specialist in programing and sales! Can increase, substantially, your profits and prestige. Box R-188, BROADCASTING.

SITUATIONS WANTED SALES

Radio account rep looking for action in television sales. Over two years experience in radio and TV sales. B.S. Communications Management. Excellent salesman, management potential. Box R-240, BROADCASTING.

Competent, black telecommunications grad seeks position in TV sales. Hard worker with a professional attitude. Single, will relocate. For resume and information call Howard Roye 918-492-2141, Box 911 ORV, Tulsa, OK 74102. After May 2 205-887-5932, Box 2062, Auburn, AL 36830.

SITUATIONS WANTED TECHNICAL

Producer, Engineer. TV, Radio, Film. Extensive background, production and technical. 1st phone. Box R-242, 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.

Experienced FCC First, Spring MSEE, PE(EIT), veteran, 26, single. Desires fall position in consulting. TV, AM, DA, FM, stereo, STL, remote control, design, construction, operation, maintenance. Will consider teaching or engineering position. George Molnar, 306 Carroll, Notre Dame, IN 46556.

SITUATIONS WANTED NEWS

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.

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.

Latino female with ten years varied on camera television experience seeks entry level position as reporter/anchor. Contact Box R-190, BROADCASTING.

I'm a producer-director who wants to get out of the control room and into the news room. I have previous experience in radio news, so I'm no novice. Would prefer TV, but will consider radio. Box R-194, BROADCASTING.

Washington reporter, network exp. Challening political/investigative news position sought. Box R-198, BROADCASTING.

Hardworking SOF cameraman/editor, seeking career position, experienced in news film & commercials, BS degree. Will relocate, all offers considered. Films & resume. Box R-209, BROADCASTING.

News Director, 6-man R-TV combination, seeks reporter/editor/producer/anchor in medium, major market. 7 years experience, M.A., B.J. NBC intern. 27. Good airwork, writing, judgment. Box R-211, BROADCASTING.

Reporter with 2 yrs assignment, production & film experience. Excellent references. Seeks N.D. to learn and grow with. 24 hour man. Box R-214, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Experienced anchorwoman, reporter/photographer. My speciality: Coaxing information out of people. Heavy TV and radio reporting. Sincere delivery. Excellent references. Box R-234, BROADCASTING.

Experienced, intelligent, professional male/female couple desires reputable firm. No joke. Mature, both highly qualified reporting, anchoring, writing, film. BJ radio/television. Work hard for you. Excellent references. 314-442-7360 nights.

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 alos. Tape, resume available. Pete Weber, 316 North William street, South Bend, IN 46601.

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.

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

Presently employed five member money making production crew seeks free-lance or permanent employment. Studio or remote van. Fully versed in all phases of live or videotape production. 25 years cumulative experience. We can satisfy the most discriminating client or agency. Will relocate. Box R-206, BROADCASTING.

Now in TV news production job, I want to return to reporting. 3½ years major and medium market broadcast journalism experience. Box R-223, BROADCASTING.

Communications/PR Specialist: Strong media background. Experienced, VTR & film, production, writing, editing. Confirmed sports nut. M.S. degree in Broadcasting. Seeking major market placement. 215-284-7315.

Minority five years television production experience. From stage manager including producer-director. Willing to relocate. Reply to D.G., 61 Arnold St., Buffalo, NY 14213.

Accomplished F seeks relocation: TV radio prod/p. affairs, air potential, B.S. TV/Film, 2½ yrs. exp. Top 5 market: News, producing, flooring, announcing. 3rd endorsed. Info 215-326-2316.

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 TECHNICAL

Experienced Chief Technician. Looking for future with growing company? Must have 2 years trunk experience, 1 year VTR cassette and video experience including troubleshooting to component level. First class license preferred. Good benefits in rural area. Send resume and salary history to PO Box 2399, Napa, CA 94558.

BUY—SELL—TRADE

1970 International Diesel van. Model CO1750. 167: wheelbase 5 speed gearbox with 2 speed axel. 20'x8'x8' special foam insulated van. Full opening rear doors and side door. Storage bins and reinforced roof with railing. Call or write 702-565-9755 Jack Smith, KVVU/5, 1800 Boulder Highway, Henderson, NV 89015.

WANTED TO BUY EQUIPMENT

Want to buy Dropout Compensator Accessory for RCA TR 3/22/50 series VTR. Will also consider DOC other than RCA. Contact Charles Harper, WTVQ-TV, Box 5590, Lexington, KY 40505. 606-200-6262.

Shibaden FP-1200U or FP-1212, TTU-30 remote control, STL microwave, processing amp, chroma-key, UHF demod. 608-748-4400.

FOR SALE EQUIPMENT

One Telestrator Model 600 (including) symbal gen. & 4501 scan convertor, complete and operational. Best offer. Box R-118, BROADCASTING.

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.

FM Transmitters: RCA BTF-10D-10KW, Collins 830-F-1A-10 KW, Visual FM-10000-KA-10-KW, CCA FM-10,000DS-10KW, Collins 734-A-10KW, GEL FM-15-A-15 KW. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

RCA BTA-50F1 50 KW AM transmitter, 1060kHz, fully operational. Reasonable offers considered. 504-523-4753.

Plate transformer: Tubes, parts. Used 3 phase dry plate transformer 50/60 Hz, 230 V. Primary, Delta or Wye, to seconday of 6,000 V. Delta, 117 KVA. Other used parts for GE 20 KW TV xmtr, list on request. Coppertone Communications Inc., 602-384-4244, Box 1117, Willcox, AZ.

1 KW AM Transmitters: Gates BC-1G, RCA BTA-1-R2, Gates BC-1F, Collins 20-V3, Gates BC-1T, Collins 20-V, Collins 820-D2. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

10 KW FM Transmitter (REL) $2500, or 1 KW FM Transmitter $1250. RCA 8 Bay Antenna, $575. 185 ft. 1 5/8 in. Cable with end fittings, $450. Directional Coupler and station guardian, $100. All in good condition, in use now. Available June. Call Larry before noon. KVMV, 512-787-5947.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

365 days of laughs, page a day. $5 per month. Box 183, Prospect Heights, IL 60070.

Capitol Comedy zaps the politicos. Over 40 one-liners every 10 days. 3 months trial $15. Sample $2. Jack Posner, 220 Madison Ave., N.Y., NY 10016.

Stop! Don't buy those corny jokes. Try Foohey and Ferraro. All of our material is good. Each month you get 50 to 60 brand new jokes from our fertiel minds. Generous sample: $1. Jim Foohey, 710 Rhine Blvd., Raritan, NJ 08869.

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.

Chubby Casey, C.V. Strong formerly WLBE, needed immediately great opportunity. Anyone knowing whereabouts, write or call collect, Mike Wilde, 6014 N. Lois Avenue, Tampa, FL 33614. 813-366-3929.

TECHNICAL OPPORTUNITIES

MATV Installations your city; part time. $200.00 day possible. Resume, Melvin Cohen, PO Box 809, Boyton Beach, FL 33435.

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

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.

FCC License study guide, 377 pages. Covers third, second, first radiotelegraph examinations. $9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

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.

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.

RADIO

Help Wanted Programing, Production, Others

Growing AFTRA Local is expanding its administrative staff. Familiarity with AFTRA contracts required. Person will assume overview of internal office and Union procedures in membership, talent payments, etc. and will service grievances and assist in negotiating broadcast contracts. Legal background not essential. Box R-199, BROADCASTING.

BROADCASTING'S
CLASSIFIED . . .

If you need help, the right job . . . or for any needs related to Broadcasting:

Help Wanted Programing, Production, Others Continued

RADIO NEWS DIRECTOR
MOR PERSONALITY DEE-JAY

Both positions require two to three years experience. Resumes and air checks to Bob Holben, WTTS, 535 S. Walnut St., Bloomington, Indiana, 47401.

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.

Situations Wanted Announcers

33 Year old air personality available immediately has 14 years experience in all phases of radio work. Has rare quality to influence people to respond that most announcers lack. This person really doesn't realize just how effective he is. A rare gem for some station in the top 60 markets who needs an air salesman worth 20 to 25 thousand a year.
Box R-215, BROADCASTING.

CHALLENGE WANTED
TOP RATED MAJOR MARKET DRIVE TIME TALK SHOW HOST LOOKING FOR A NEW CHALLENGE.

I am a young, ambitious and aggressive radio personality. I have a winning and unique format. A talk show with the emphasis on entertainment, rather than controversy. The current ARB shows us No.1 in men, No.3 in women 24-49. My formula for success is a combination of community involvement and creativity along with research and a lot of hard work. I feel I'm ready for a move to the Top 10. Let's talk. For info and references write:

Box R-224, BROADCASTING.

DIFFERENT, CONTROVERSIAL

New York sports director who tells it like it is. I'll give you much more than scores. Telephone/talk, play-by-play, drive time sportscasts. Available now.

Box R-226, BROADCASTING.

AVAILABLE NOW

Number 1 p.m. drive in medium market. Interested in MOR or Country. Will consider programing Medium market MOR.

LETS TALK.
NOW.

Box R-227, BROADCASTING.

Situations Wanted News

Broadcast News Professional

Need a newsman who knows how to get a story and follow up? One with extensive administrative background to add depth to your organization? I'm equally comfortable on the street, in the newsroom and on the air. Now directing substantial, respected news department, looking to move to major market or group-owned station. Box R-236, BROADCASTING.

BROADCAST SALES SPECIALIST

Automated Programming Systems

Here's an excellent career opportunity with our leading broadcast equipment manufacturing company—a division of a major Fortune 500 Corporation. We need an individual with experience working in a radio station environment augmented be a working knowledge of automated programing systems for radio station applicaiton. An FCC First Class License would be highly desirable.

You should possess an aptitude for selling plus solid communications skills (both verbal and written) in order to effectively provide marketing support.

You'll also be responsible for customer correspondence; preparation of bids, quotations, and analyses of competitive automation systems and related products; and provision of on-site demonstrations. Based in our Quincy headquarters, you'll report to the Sales Manager of Radio Broadcast Equipment and have moderate travel requirements.

In addition to an excellent salary, you'll receive comprehensive benefits including profit sharing, hospitalization, and relocation expenses. Send resume 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 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

Help Wanted Programing, Production, Others

PROGRAM-PROMOTION MANAGER
WTLV
TELEVISION12
JACKSONVILLE, FLORIDA

is seeking a dynamic person with background in both Program and Promotion Management. Individual should have thorough understanding of program strategy and advertising principles, capable of using research for decision-making. Strong on-air promotion ability is essential.

Outstanding opportunity for an aggressive, up-and-coming broadcaster in an exciting, growing Florida market.

Send resume to:

Mr. Gert Schmidt, President
WTLV
PO Box 1212
Jacksonville, FL 32201

Tower Service

SWAGER TOWER CORPORATION
CABLES PRESTRESSED FOR TALL TOWERS SOCKETS ATTACHED

All work supervised by Certified Engineer
Box 656, Fremont, Indiana 46736
219-495-5165.

Placement Service

RADIO-TELEVISION-CATV
STATION OWNERS & MANAGERS
We will recruit your personnel at no charge to you. Call the
"PERSONNEL HOTLINE"
305-967-8838

Graduate students of a two year radio and tv announcing course seeking openings in radio, tv, production, news and sports. Experienced in non-commercial radio and tv production. Willing to relocate. For audio or vtr, resume and information, contact Kalamazoo Valley Community College, Media Production, Kalamazoo, Michigan 49009.

Miscellaneous

"MY DOCTOR SAYS?"
60 Radio Programs, 5 minutes each. all about Diet and Nutrition ... total costs $91.00 Demo tape free. P.O. Box 89 Palm Desert Ca. 92260.

Audience Research

INCREASE SALES
with a customized PRS audience survey ... from $329.00

Professional Research Services

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

Books for Broadcasters

403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11", illustrated. $12.95

404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 104 pages. $5.95

405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. $12.95

406. THE BUSINESS OF RADIO BROADCASTING by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages., illustrated. $12.95

411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any. subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $9.95

419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. $7.95

421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secert as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment", and how to convert a "No" to a "Yes". 320 pages. $12.95

BROADCASTING Book Division
1735 DeSales St., NW
Washington, D.C. 20036

T

Please send me book(s) numbered ______. Payment for the full amount is enclosed.

Name ______________________

Address ______________________

City ________ State ______ Zip ______

For Sales Stations

FOR SALE
5 KW with Small FM
Good Business and Location.
Box R-105, BROADCASTING.

FOR SALE
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.

UPPER MIDWEST

Attractive daytimer with 6 a.m. sign-on in medium sized two station market. Excellent frequency, potential for fulltime. Facilities recently remodeled and renovated.

Stock purchase permits assumption of long term, low interest mortgage and tax credits. Priced at $495,000, which is less than 7x operating income. A minimum of $200,000 cash is required.

Reply to Owner, including evidence of financial qualifications. Write Box R-229, BROADCASTING.

AM Mid west $185,000
AM California $550,000
Cable TV System California
1800 subscribers
John Grandy
Western Business Brokers
773 Foothill Boulevard
San Luis Obispo, California
805-541-1900

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
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M.W.	**Small**	**FM**	**165K**	**29%**
S.E.	**Metro**	**Daytime**	**500K**	**240K**
East	**Metro**	**AM/FM**	**500K**	**146K**
M.W.	**Small**	**FM**	**115K**	**33.3K**
West	**Small**	**Daytime**	**77K**	**35K**

Atlanta—Boston—Chicago—Dallas
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nationwide service

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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.
BUSINESS BROKER ASSOCIATES
615-894-7511

For Sale Stations Continued

BROADCASTING'S CLASSIFIED . . .

offers an extensive variety of opportunities and services.

"I've found your classified ads section quite effective in rounding up new announcer possibilities. As program consultant for a group operation, I've decided to use advertising in BROADCASTING fairly regularly to keep our active files current. Keep up the good work."

If you need help, the right job . . . or for any needs related to Broadcasting:

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

For Sale Stations Continued

LARSON/WALKER & COMPANY
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

appraisals
PAUL KAGAN
ASSOCIATES, INC.
100 MERRICK ROAD ROCKVILLE CENTRE, N.Y. 11570 (516) 764-5516

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: ______________________________________

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Stock Index

	Stock symbol	Exch.	Closing Wed. April 21	Closing Wed. April 14	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N	27 7/8	26 3/4	+ 1 1/8	+ 4.20	27 7/8	19 7/8	28	17,289	481,930
CAPITAL CITIES	CCB	N	48 3/4	47 1/2	+ 1 1/4	+ 2.63	52 5/8	42 1/4	15	7,208	351,390
CBS	CBS	N	54 3/4	52 3/4	+ 2	+ 3.79	58	46 3/4	13	28,313	1,550,136
COX	COX	N	34	35 1/2	- 1 1/2	- 4.22	35 1/2	28 3/4	14	5,852	198,968
GROSS TELECASTING	GGG	A	10 7/8	11 1/2	- 5/8	- 5.43	12 3/8	10	8	800	8,700
LIN	LINB	O	16 3/8	15 3/8	+ 1	+ 6.50	17 1/4	9 5/8	10	2,382	39,005
MOONEY	MOON	O	3	3 1/8	- 1/8	- 4.00	3 7/8	2 3/8	6	425	1,275
RAHALL	RAHL	O	4 5/8	4 1/2	+ 1/8	+ 2.77	5 1/4	4 1/2	13	1,297	5,998
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 1/2		.00	5	3 3/8		1,091	3,818
STORER	SBK	N	24 3/4	22 1/2	+ 2 1/4	+ 10.00	24 3/4	15 7/8	9	4,548	112,563
TAFT	TFB	N	29 3/8	26 5/8	+ 2 3/4	+ 10.32	29 3/8	23 1/4	11	4,042	118,733
									TOTAL	75,836	2,943,713
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	4 3/8	4 5/8	- 1/4	- 5.40	4 3/4	2	12	1,250	5,468
AVCO	AV	N	11 3/8	10 3/4	+ 5/8	+ 5.81	11 5/8	4 1/2	4	11,481	130,596
BARTELL MEDIA**	BMC	A	1	1		.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	10 5/8	9 7/8	+ 3/4	+ 7.59	10 5/8	5	10	2,403	25,531
CHRIS-CRAFT**	CCN	N	6 3/8	5 1/2	+ 7/8	+ 15.90	6 3/8	5		4,162	26,532
COMBINED COMM.	CCA	N	17	16 1/8	+ 7/8	+ 5.42	17	12 5/8	11	4,899	83,283
COWLES	CWL	N	8 3/8	8 3/8		.00	10	6 1/8	12	3,969	33,240
DUN & BRADSTREET	DNB	N	27 1/4	28	- 3/4	- 2.67	33 3/4	27 1/4	17	26,527	722,860
FAIRCHILD IND.	FEN	N	9 3/8	8 5/8	+ 3/4	+ 8.69	9 3/8	6 1/8	13	5,708	53,512
FUQUA **	FQA	N	8 3/8	7 5/8	+ 3/4	+ 9.83	8 7/8	4 1/2		8,551	71,614
GANNETT CO.	GCI	N	38	37 1/4	+ 3/4	+ 2.01	40	32 7/8	21	21,108	802,104
GENERAL TIRE	GY	N	20 7/8	19 7/8	+ 1	+ 5.03	23	17 5/8	6	21,914	457,454
GLOBETROTTER**	GLBTA	O	2 3/4	2 5/8	+ 1/8	+ 4.76	2 7/8	1 1/2		2,783	7,653
GRAY COMMUN.		O	6	6		.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N	24 3/8	24 1/4	+ 1/8	+ .51	25	17 1/8	13	4,369	106,494
JEFFERSON-PILOT	JP	N	27 7/8	28 1/8	- 1/4	- .88	31 1/4	26 7/8	11	24,068	670,895
KAISER INDUSTRIES	KI	A	11 3/8	11 1/4	+ 1/8	+ 1.11	12 1/4	8	4	27,598	313,927
KANSAS STATE NET.	KSN	O	3 3/4	3 3/4		.00	4 7/8	3	5	1,815	6,806
KINGSTIP	KTP	A	7	7 1/4	- 1/4	- 3.44	8 5/8	4 7/8	5	1,154	8,078
KNIGHT-RIDDER	KRN	N	35 3/4	35	+ 3/4	+ 2.14	36 5/8	28 7/8	18	8,305	296,903
LEE ENTERPRISES	LNT	A	15 3/8	15 1/2	- 1/8	- .80	25 1/2	15 3/8	10	3,352	51,537
LIBERTY	LC	N	15 3/4	16 1/8	- 3/8	- 2.32	17	9 1/2	7	6,762	106,501
MCGRAW-HILL	MHP	N	14	13 5/8	+ 3/8	+ 2.75	17	12 3/4	10	24,601	344,414
MEDIA GENERAL	MEG	A	17 1/4	17 1/8	+ 1/8	+ .72	19 1/2	14 1/4	9	7,221	124,562
MEREDITH	MDP	N	17 5/8	16 3/8	+ 1 1/4	+ 7.63	17 5/8	10 1/4	8	3,041	53,597
METROMEDIA	MET	N	23 3/8	21 3/4	+ 1 5/8	+ 7.47	23 3/8	15	11	6,553	153,176
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 5/8	13 1/4	+ 3/8	+ 2.83	17 3/8	11 1/2	12	10,931	148,934
OUTLET CO.	OTU	N	17 3/4	16 3/4	+ 1	+ 5.97	19	12 7/8	6	1,391	24,690
POST CORP.**	POST	O	10	10		.00	10	8		871	8,710
PSA**	PSA	N	7 1/4	6 1/8	+ 1 1/8	+ 18.36	9 1/4	5 1/2		3,181	23,062
REEVES TELECOM**	RBT	A	1 7/8	1 7/8		.00	2 1/4	1 1/8		2,376	4,455
ROLLINS	ROL	N	25	23 1/2	+ 1 1/2	+ 6.38	27 3/8	20 3/4	17	13,404	335,100
RUST CRAFT	RUS	A	8 3/4	9 3/8	- 5/8	- 6.66	9 7/8	5 5/8	7	2,328	20,370
SAN JUAN RACING	SJR	N	8	7 7/8	+ 1/8	+ 1.58	9 1/4	7 1/4	6	2,509	20,072
SCHERING-PLOUGH	SGP	N	59 3/4	57 1/4	+ 2 1/2	+ 4.36	59 3/4	47 1/2	23	53,956	3,223,871
SONDERLING	SDB	A	11 3/8	10 5/8	+ 3/4	+ 7.05	13	6 3/4	5	727	8,269
TECH OPERATIONS**	TO	A	3 5/8	3 3/4	- 1/8	- 3.33	4 3/4	2 7/8		1,344	4,872
TIMES MIRROR CO.	TMC	N	20 1/8	20	+ 1/8	+ .62	23	18 1/4	14	33,823	680,687
WASHINGTON POST CO.	WPO	A	31 1/2	31 1/4	+ 1/4	+ .80	31 7/8	21 3/4	12	4,725	148,837
WOMETCO	WOM	N	18 1/8	16 5/8	+ 1 1/2	+ 9.02	19 1/2	13	9	6,332	114,767
									TOTAL	378,614	9,514,145
Cablecasting											
AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 1/2	1 5/8	- 1/8	- 7.69	2 1/8	3/4		1,672	2,508
AMERICAN TV & COMM.	AMTV	O	19	17 1/2	+ 1 1/2	+ 8.57	21 3/4	13 1/2	24	3,322	63,118
ATHENA COMM.** *		O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 5/8	4 5/8		.00	6 1/2	4 5/8		8,351	38,623
CABLECOM-GENERAL	CCG	A	7 3/8	6 3/4	+ 5/8	+ 9.25	8 1/8	5 1/2	6	2,560	18,880
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 3/4	3 1/2	+ 1/4	+ 7.14	3 3/4	1 7/8		4,761	17,853
COX CABLE	CXC	A	16 7/8	16	+ 7/8	+ 5.46	17 3/4	13	21	3,560	60,075
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	12	11 1/2	+ 1/2	+ 4.34	13 5/8	8 1/4	30	7,201	86,412
GENEVE CORP.	CFUN	O	7 1/2	7 1/4	+ 1/4	+ 3.44	7 3/4	6 1/2	50	1,121	8,407
SCIENTIFIC-ATLANTA	SFA	A	16 1/4	14 1/2	+ 1 3/4	+ 12.06	18 5/8	10 1/4	14	1,387	22,538
TELE-COMMUNICATION**	TCOM	O	3 7/8	4	- 1/8	- 3.12	5 1/4	3 1/2		5,181	20,076
TELEPROMPTER**	TP	N	8 3/4	7 3/4	+ 1	+ 12.90	9 3/8	5 3/4		16,604	145,285
TIME INC.	TL	N	63 3/4	59 3/4	+ 4	+ 6.69	69 1/2	59 3/4	14	10,036	639,795
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773

	Stock symbol	Exch.	Closing Wed. April 21	Closing Wed. April 14	Net change in week	% change in week	1976 High	1976 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
UA-COLUMBIA CABLE	UACC	O	12 1/2	12	+ 1/2	+ 4.16	13	9	13	1,714	21,425
UNITED CABLE TV**	UCTV	O	2 1/4	2	+ 1/4	+ 12.50	3	1 5/8		1,879	4,227
VIACOM	VIA	N	9	8 3/8	+ 5/8	+ 7.46	11 3/4	7 7/8	11	3,654	32,886
VIKOA	VIK	A	2 1/4	2 1/2	- 1/4	- 10.00	2 1/2	1 1/8	113	2,529	5,690
									TOTAL	83,203	1,199,011
Programing											
COLUMBIA PICTURES	CPS	N	6 1/4	6	+ 1/4	+ 4.16	7 7/8	5 1/4	6	6,748	42,175
DISNEY	DIS	N	58 3/8	55 1/2	+ 2 7/8	+ 5.18	63	50 1/8	27	31,005	1,809,916
FILMWAYS	FWY	A	8 1/4	8 1/4		.00	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	24 1/4	22 7/8	+ 1 3/8	+ 6.01	26 7/8	19 5/8	5	30,058	728,906
MCA	MCA	N	68 1/2	68 3/4	- 1/4	- .36	79 1/8	65	6	8,672	594,032
MGM	MGM	N	13 1/8	13	+ 1/8	+ .96	15 3/4	12 7/8	7	13,118	172,173
TELETRONICS INTL.		O	6 1/4	6 1/4		.00	9 5/8	3 3/4	10	887	5,543
TRANSAMERICA	TA	N	11 1/2	10 3/4	+ 3/4	+ 6.97	11 5/8	8 1/4	10	64,947	746,890
20TH CENTURY-FOX	TF	N	10 7/8	10 3/8	+ 1/2	+ 4.81	15	10 3/8	5	7,562	82,236
WALTER READE	WALT	O	3/8	3/8		.00	3/8	3/8	19	4,296	1,611
WARNER	WCI	N	24	22	+ 2	+ 9.09	24	17 1/2	45	17,728	425,472
WRATHER	WCO	A	4 3/4	4 3/4		.00	5 1/8	3 1/8	15	2,229	10,587
									TOTAL	189,708	4,634,741
Service											
BBDO INC.	BBDO	O	19 1/2	19	+ 1/2	+ 2.63	21	16 3/4	8	2,513	49,003
COMSAT	CO	N	27 1/2	27	+ 1/2	+ 1.85	31 3/4	23 7/8	6	10,000	275,000
DOYLE DANE BERNBACH	DOYL	O	12	12		.00	13	8 7/8	8	1,816	21,792
FOOTE CONE & BELDING	FCB	N	12 3/4	12 1/2	+ 1/4	+ 2.00	14	10 1/4	8	2,130	27,157
GREY ADVERTISING	GREY	O	8 3/8	8 3/8		.00	9 3/4	6 7/8	7	1,213	10,158
INTERPUBLIC GROUP	IPG	N	24 3/4	24 1/2	+ 1/4	+ 1.02	26 5/8	16 3/8	7	2,290	56,677
MARVIN JOSEPHSON	MRVN	O	8 3/4	9 1/4	- 1/2	- 5.40	10 3/8	7	15	1,962	17,167
MCI COMMUNICATIONS**	MCIC	O	2 3/8	2 3/8		.00	3 3/8	1 3/8		15,826	37,586
MOVIELAB	MOV	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 5/8	1	8	1,407	2,638
MPO VIDEOTRONICS**	MPO	A	3 1/8	3	+ 1/8	+ 4.16	3 3/8	2 3/8		537	1,678
NEEDHAM, HARPER	NDHMA	O	5 5/8	5 5/8		.00	6 7/8	5 5/8	7	836	4,702
A. C. NIELSEN	NIELB	O	21 3/4	21 7/8	- 1/8	- .57	24 5/8	21 3/8	15	10,598	230,506
OGILVY & MATHER	OGIL	O	25 3/4	25 3/4		.00	25 3/4	17	9	1,805	46,478
J. WALTER THOMPSON	JWT	N	11 3/8	10 1/2	+ 7/8	+ 8.33	13 7/8	7 7/8	10	2,649	30,132
									TOTAL	55,582	810,674
Electronics/Manufacturing											
AMPEX	APX	N	7 1/2	6 7/8	+ 5/8	+ 9.09	8 1/8	4 3/4	75	10,885	81,637
CETEC	CEC	A	2	2		.00	2 3/4	1 1/4	13	2,319	4,638
COHU, INC.	COH	A	2	2 3/4	- 3/4	- 27.27	3 5/8	2	10	1,617	3,234
CONRAC	CAX	N	24	22	+ 2	+ 9.09	24	20	9	1,282	30,768
EASTMAN KODAK	EASKD	N	114 1/4	113 7/8	+ 3/8	+ .32	116 3/4	104 3/4	30	161,347	18,433,894
FARINON ELECTRIC	FARN	O	10 3/4	10 1/2	+ 1/4	+ 2.38	11 1/2	7	20	3,937	42,322
GENERAL ELECTRIC	GE	N	54 5/8	52	+ 2 5/8	+ 5.04	56 3/4	46	17	184,427	10,074,324
HARRIS CORP.	HRS	N	45 1/4	42 3/8	+ 2 7/8	+ 6.78	46 3/8	33 3/4	13	6,066	274,486
HARVEL INDUSTRIES *	HARV	O	6	6		.00	6	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	2 1/4	2 1/2	- 1/4	- 10.00	3 1/8	1 1/8		2,711	6,099
MICROWAVE ASSOC. INC	MAI	N	16 1/2	16	+ 1/2	+ 3.12	20	13 3/4	11	1,320	21,780
3M	MMM	N	63 1/2	62 1/4	+ 1 1/4	+ 2.00	63 1/2	54 1/2	28	114,240	7,254,240
MOTOROLA	MOT	N	54	48	+ 6	+ 12.50	54	41 1/4	37	28,198	1,522,692
N. AMERICAN PHILIPS	NPH	N	28 7/8	27 5/8	+ 1 1/4	+ 4.52	33	19 7/8	10	12,033	347,452
OAK INDUSTRIES	OEN	N	10 1/4	9 5/8	+ 5/8	+ 6.49	11	7 1/4	25	1,639	16,799
RCA	RCA	N	26 3/4	25 1/4	+ 1 1/2	+ 5.94	27 3/4	18 7/8	19	74,547	1,994,132
ROCKWELL INTL.	ROK	N	32 1/2	30 1/4	+ 2 1/4	+ 7.43	32 1/2	23 3/8	11	31,200	1,014,000
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8		.00	2 1/2	1 3/8	9	3,440	6,450
SONY CORP.	SNE	N	8 3/4	8 1/2	+ 1/4	+ 2.94	9 3/8	7 1/4	32	172,500	1,509,375
TEKTRONIX	TEK	N	59	58 7/8	+ 1/8	+ .21	60 1/2	44 1/4	18	8,671	511,589
TELEMATION	TIMT	O	1/2	1/2		.00	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	15 5/8	14 5/8	+ 1	+ 6.83	17 1/4	12	14	6,838	106,843
WESTINGHOUSE	WX	N	15 3/4	15 1/4	+ 1/2	+ 3.27	17 3/4	13	8	87,091	1,371,683
ZENITH	ZE	N	37	35 1/8	+ 1 7/8	+ 5.33	38 1/4	23 5/8	27	18,797	695,489
									TOTAL	936,635	45,327,331
									GRAND TOTAL	1,719,578	64,429,615

Standard & Poor's Industrial Average	116.3	114.9	+1.4

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

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

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

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

Arthur Hausman: the man at the controls in the Ampex resurgence

In 1936 when Arthur Hausman was growing up in El Paso, Tex., he became a licensed amateur radio operator at just 13 years of age. A newspaper reporter interviewed him at the time and wrote that young Arthur Hausman said he was "interested in television." Today, 39 years older and the president of Ampex Corp., a major developer and manufacturer of television and magnetic products (Ampex invented the first VTR in 1956), Mr. Hausman cannot recall having made such a prophetic quote.

First and foremost, Mr. Hausman sees himself as the engineer. From his early teen-age interest in ham radio, Mr. Hausman was to go on to add an impressive list of degrees in engineering. He received a bachelor of science in electrical engineering at the University of Texas in Austin. At that time, during World War II, he taught at the university while taking courses as an undergraduate. And later, after serving as an officer in the Naval Reserve, he received a masters degree in engineering in science and applied physics from Harvard University. After becoming established in business, Mr. Hausman returned to study at the University of Maryland for post graduate work in electrical engineering.

After helping found Engineering Research Associates in St. Paul (which later became the Univac division of the Sperry Rand Corp.), Mr. Hausman was an electronic scientist for the Department of Defense.

When Mr. Hausman joined Ampex in 1960, he served in an engineering capacity as vice president and director of research and advanced technology. "What did I want with business?" is the rhetorical question he asks as he looks back. Today, of course, it is business that consumes Mr. Hausman's time.

As president and chief executive officer of Ampex, a company with worldwide business concerns and reported 1975 fiscal year revenues of $244.9 million, Mr. Hausman has little chance to sit down and "design things" which he enjoys so much. He does fulfill that need somewhat, however, by actively reviewing projects with researchers. (Ampex spends approximately $20 million a year on research and development.)

Mr. Hausman is philosophical about his change from engineer to business executive. "Technology usually has a major turn-over every 10 years," he explains, and the "bulk of us (engineers) tends to become obsolete after a decade or two."

Arthur Herbert Hausman, president and chief executive officer, Ampex Corp., Redwood City, Calif.; b. Nov. 24, 1923, Chicago; BS electrical engineering, University of Texas (Austin), 1944; lieutenant, U.S. Naval Reserve, 1944-46; helped found Engineering Research Associates, St. Paul, 1946 (later became Univac division of Sperry Rand Corp.); MS engineering license and applied physics, Harvard University, 1948; electronic scientist for Department of Defense, 1948-60; post graduate work in electrical engineering, University of Maryland, 1953; joined Ampex as VP-general manager for research and advanced technology and senior technical officer, 1960; became VP operations, 1963; group VP, 1965; executive VP, 1967; president 1971. m. Helen Mandelowitz of New York, May 19, 1946; children—Susan, 24, Kenneth, 20, and Cathy, 16.

After that time, Mr. Hausman says, engineers either drift into management in a technical capacity or into full business management. "I was fortunate," he says.

Ampex is not a one-man show, according to Mr. Hausman, who believes his most valuable contribution to Ampex is his ability to locate and analyze problems—an activity that takes a lot of his time. When Mr. Hausman took over as Ampex president in 1971, the company was reporting a $13 million net loss. At the end of fiscal year 1975, Ampex reported $10.3 million net earnings. What the annual reports call a "healing process" was in a good part due to Mr. Hausman's ability to examine each area of business and determine where and how each could make the best contribution to the company. That analysis led him to reorganize Ampex beginning in 1971.

Mr. Hausman began to phase out or scale down areas that were not financially productive, such as the consumer audio tape transport business and geophysical exploration activity. Operations of Ampex Record Co. were discontinued. Computer peripheral business, such as the production of parts for computer manufacturers, was scaled down. Altogether, Mr. Hausman was instrumental in reducing the number of Ampex operating divisions from 12 to seven by the end of the 1972 fiscal year. The company's three basic product categories emerged: the video and audio products line; data and memory products and magnetic products.

The impact of that reorganization and Mr. Hausman's efforts as president were to lead the company from what the 1972 annual report described as a "crisis year" to three years of growth in earnings and a reduction in debt. Consolidated corporate debt was $253 million when Mr. Hausman took over. By the end of 1975 that debt had been reduced to $143 million. Net sales and operating revenues, $179 million in 1971, increased to $244.9 million in 1975. Sales in each area that was retained have shown increases. By the end of 1975, Ampex products were marketed in more than 110 foreign countries and accounted for 45% of the company's volume.

Mr. Hausman sees the gradual movement of digital technology, particularly computers, into the broadcast equipment field. Evidence of that development is already apparent in the broadcast production and control areas and the move towards automation. Mr. Hausman singles out Ampex's ESS-1, electronic still store unit (not yet introduced in the market) as a "marriage" of the two technologies.

Mr. Hausman's time is not entirely devoted to Ampex, however. Since 1960 he has served as a consultant to the Department of Defense and was chairman of the Technical Advisory Committee on Computer Peripherals, Components and Related Test Equipment for the Department of Commerce. Mr. Hausman was in Brussels last month for a National Atlantic Treaty Organization (NATO) conference on the exchange of levels of technology to be exported to Communist countries. He is working with Scotland Yard on systems to organize its fingerprint files, a task already completed for the Canadian Royal Mounted Police. Mr. Hausman averages one or two days in Washington a month for meetings related to his work with the government.

What does Mr. Hausman do for relaxation? According to him, his business concerns are his relaxation. When he is in a meeting concerning NATO, Mr. Hausman says, the Ampex switch is turned off and that is as relaxing to him as golf is to others. By the way, Mr. Hausman does play golf, but he says his "language" during the game is better than his handicap.

Editorials

Square one

The House subcommittee that is in final stages of drafting an omnibus copyright bill has suddenly been presented with novel and conflicting proposals on how to incorporate cable television into the legislation. The latest comes in a compromise reached by the National Cable Television Association and the Motion Picture Association of America (BROADCASTING, April 19).

If the subcommittee were to give these new proposals the study they deserve, it would have to start over again on the whole concept of cable liability. That would just about queer all chances for adoption at this session of the other copyright revisions that have been in the works for years and years.

Yet the implications to cable, to broadcasting and, of largest consequence, to the public are significant enough to justify a whole new set of hearings on the cable copyright proposals that have now materialized. Indeed, as these proposals are submitted to review both for what they offer and for where they originate, they emerge as devices for cable regulation—or deregulation—and not as substantive elements of an over-all modernization of the copyright law.

There is, it seems to us, sound reason for the House Judiciary subcommittee that is at work on copyright to eliminate all cable-television references from its bill and get on with the larger mission. Without cable, there may be time for the House to pass copyright legislation and for accommodation to be reached between it and the bill that has already emerged from the Senate.

As for cable copyright, it ought to be considered along with the whole package of regulatory reform that the House Communications Subcommittee has marked for high priority in this session. That way copyright would be considered in its appropriate context.

All in the family

Whatever else may be said of him, FCC Chairman Richard E. Wiley must be recognized as the strongest administrator who ever headed the agency. He has the special gifts that are needed to get a civil-service bureaucracy up to speed: a mania for work and the constitution to indulge it, a flair for decisive action, a natural politician's ability to manipulate his colleagues while presenting an aw-shucks image to them and to the outside world.

The latest manifestation of Mr. Wiley's peculiar talents came in the sudden shuffle of senior staffers. As reported (BROADCASTING, April 19), the new faces in strategic places belong to Wiley proteges. Never has a chairman had a more congenial staff in key assignments.

Mr. Wiley now is in a better-than-ever position to get things done at an agency that had already been functioning at high velocity, as measured by Washington standards. In the year remaining in his term of office he will no doubt make a record for cleaning up backlogs and generally breathing life into the FCC. There is, however, even more that he could leave as a legacy of lasting value to the tax-paying public at no loss at all to public services.

Like most governmental agencies, the FCC harbors unnecessary people and functions. As a gung-ho chairman who admires productivity and efficiency, Mr. Wiley is especially well suited to perform the surgery the FCC needs.

For starters, Mr. Wiley might look at the five-member review board which was originally created in the belief it would relieve the commissioners of decisions unworthy of their time but which in practice has become only a way station for litigants en route to the commission. Eliminating the board would not only reduce the FCC's budget but also cut legal expense for those whom the FCC regulates.

That's just for starters.

Political gamesmanship

Broadcasters must at times yearn to go away every four years during elections.

When a presidential campaign heats up, the complaints from candidates about equity, fairness and balance proliferate. And, whether legally applicable or not, Section 315 and the fairness doctrine are hauled out as weapons aimed directly at licensees.

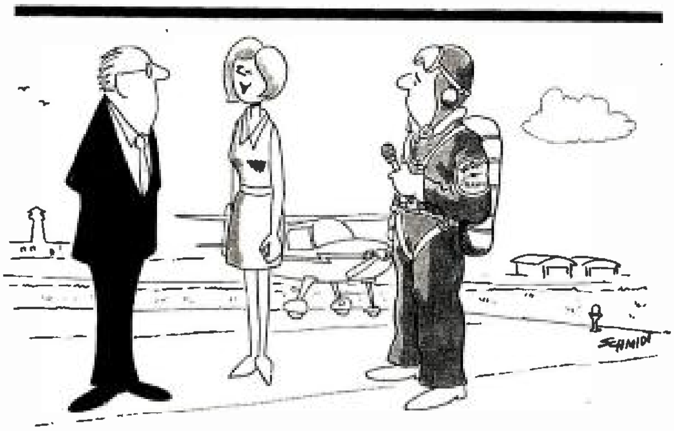
Candidates have had abundant exposure over all radio and television networks in the past few months—in Sunday interview programs as well as in spot news coverage. That's not the complaint.

What they're looking for is prime time in which to solicit contributions. Ronald Reagan was able to buy a half hour on NBC-TV a few weeks ago without causing a rumpus. His only opponent is Gerald Ford, who is entitled to purchase equal time at the same rates, but doesn't need it.

The rub is with the Democratic candidates—and the woods are full of them. Last week the latest entrant, Senator Frank Church of Idaho, was sold a five-minute slot on CBS-TV at 10:55 p.m. for about $20,000. All other Democratic candidates can legally apply for equal exposure. If the half hour sought had been cleared for Mr. Church, CBS-TV would have been exposed to several hours to be cleared by it and its affiliates to accommodate those other candidates. Would that serve the public's interest?

Those politicians who anguish about buying prime time should think ahead. In their heart they must know the broadcasters are right. They should resolve now to fight to repeal Section 315 and its concomitant fairness doctrine before the 1980 elections.

We venture an impartial poll will show that the public would trust broadcasters to be fair over and above newspapers and certainly above politicians, as a group. The people have already labeled broadcasting "most believable" among media.



Drawn for BROADCASTING by Jack Schmidt

"We can't afford the plane for a whole hour, so Bert is going to bail out and give the traffic report on the way down."

WSPA-TV Celebrates Twenty Years of Service to

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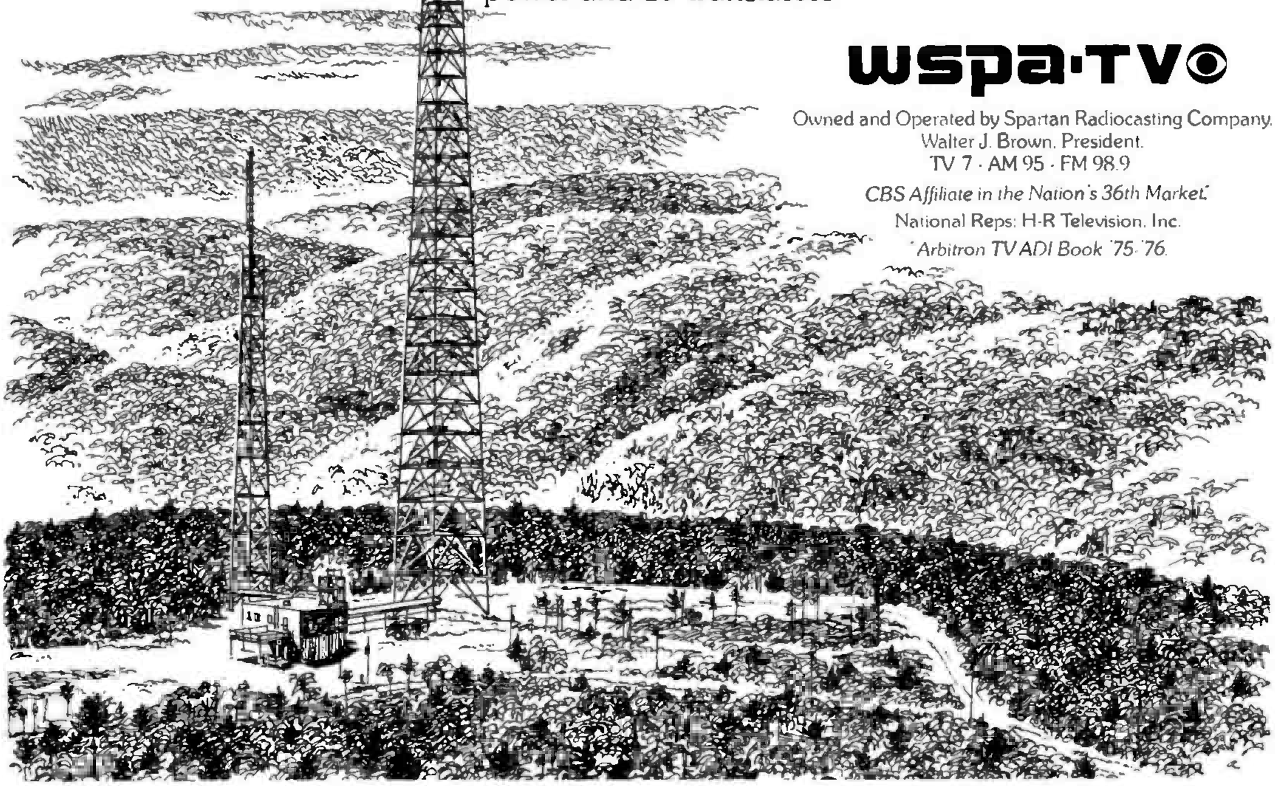
On this, our twentieth anniversary, it's appropriate to reaffirm our commitment to excel in service to our area and the 481,800 TV homes we are privileged to serve — and to the advertisers who use WSPA-TV to reach this rapidly growing southeastern market.



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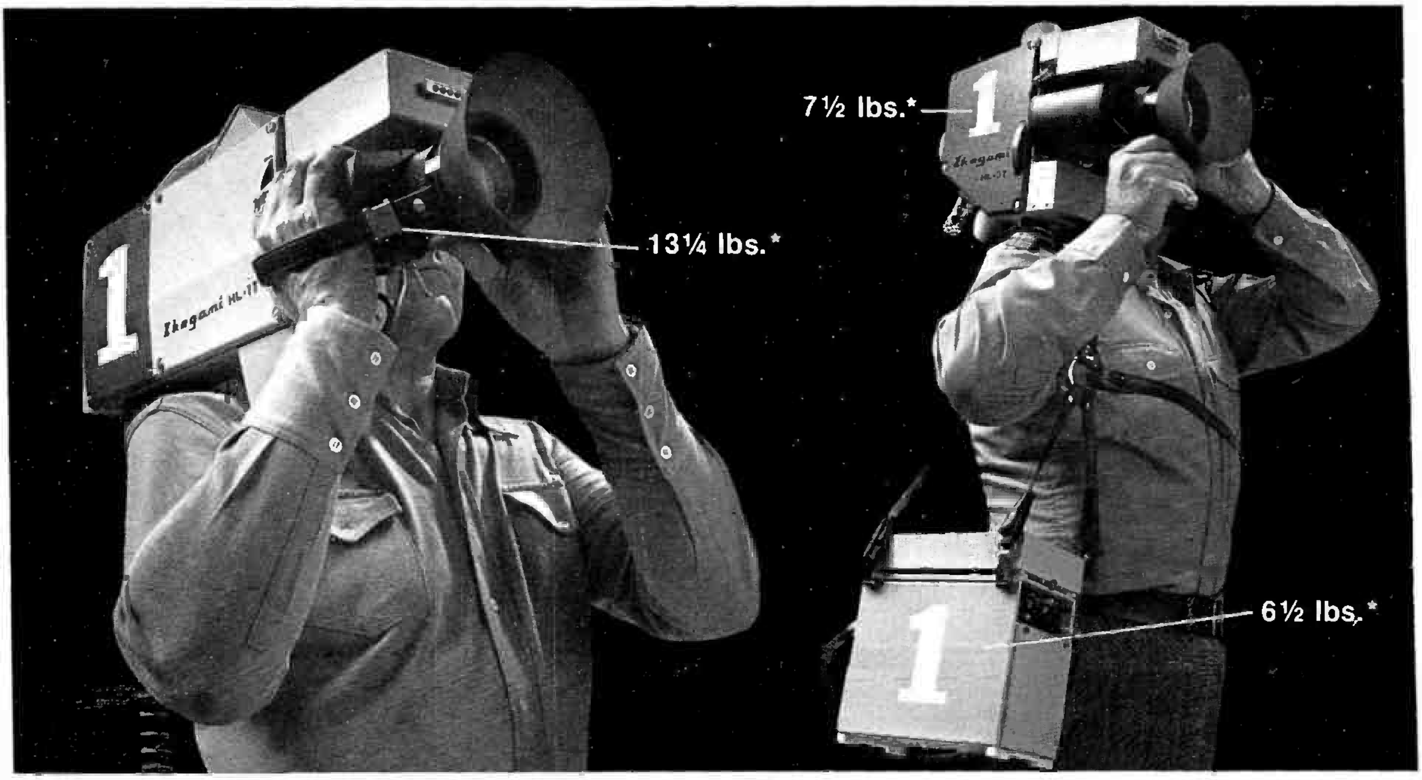

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*Weights do not include lens or 3 lb. battery pack.

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