

McGannon builds a backfire on network compensation
Back to the drawing board on family viewing

Broadcasting May 24

The newswEEKly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER

KPRC TV SHOTS MORE NEWS FILM THAN ANY OTHER HOUSTON STATION.

KPRC TV believes our viewers should see the news instead of seeing an announcer read the news.

That's why we have more reporters and cameramen, in more places, shooting more film and doing more in-depth stories than any other Houston TV station.

But being the biggest isn't enough. We also pry harder. And more often than not we uncover important news like our story on price comparisons of prescription drugs.

Our reporting doesn't stop there. KPRC TV's air personalities write their own stories, help edit film and put together the newscasts.

The result is a factual, objective, informative news presentation by reporters who are involved in the news of the day.

Maybe that's why KPRC TV has won more news awards than all the other Houston stations combined.

If you'd like to know more, contact our reps. They know our news.

KPRC TV HOUSTON 



Petry Television, Inc.,
National Representatives
NBC Affiliate

36112 LIBRARY 95184K RK DEC/78
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US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

**WHEN IT
HAPPENS
WE'RE
ON THE
SCENE**



THE SCENE MACHINE

ENG in Greenville-Spartanburg-Asheville means the Scene Machine - with live on the scene Sony and Ikegami Mini-Cam reports in Greater Greenville. Exclusive with ENG equipment in the nation's 36th market, our news staff is also the state's largest broadcast team - solid reasons we're first in news.

And now our Scene at Six is the only hour long news in South Carolina!



MULTIMEDIA

Represented by KATZ

WFBC-AM-FM-TV, Greenville, South Carolina
WBIR-AM-FM-TV, Knoxville, Tennessee
WMAZ-AM-FM-TV, Macon, Georgia
WXII-TV, Winston-Salem, North Carolina
WLWT-TV, Cincinnati, Ohio
WWNC-AM, Asheville, North Carolina
WAKY-AM, Louisville, Kentucky
KAAY-AM, Little Rock, Arkansas
KEZO-FM, Little Rock, Arkansas
KEEL-AM, Shreveport, Louisiana
KMBO-FM, Shreveport, Louisiana

WFGC-TV 4



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MULTI-AWARD WINNING SERIES

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WHIO Dayton • KOLO Reno • KVAL Eugene • WROC Rochester • KARK Wichita • KTMJ Joplin • KOB Albuquerque • KTUL Tulsa
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KTLN Los Angeles • WTTG Washington • WXIX Cincinnati • WTCN Minneapolis • KMBC Kansas City • KYW Philadelphia
WBBH Ft. Myers • WCVB Boston • WLKY Louisville • WRBL Columbus, Ga. • KDKA Pittsburgh • WYAT Youngstown
KHSD Chico-Redding • KMID Odessa-Midland • WTVQ Lexington • WGAN Portland, Me. • KULR Billings



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Look at the numbers!
Look at the demos!
Look at the competition!

See why the strongest
prime access strip
is still...

GOODSON-TODMAN'S

"To Tell The Truth"



Garry Moore stars with
Kitty Carlisle, Bill Cullen, Peggy Cass
and a top celebrity guest
panelist each week.

PHILADELPHIA 7:00 (M-F)

NO. 1 in rating, share, homes and young women.

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WPVI	TELL TRUTH	19	33	486	141	74
A	Various*	13	22	329	88	42
B	Ch. 10 News 6	9	16	216	69	31

*World at War, World of Animals, Wild Kingdom, T. Hunt, L. Welk

NASHVILLE 6:30 (M-F)

NO. 1 in rating, share, homes and young women.

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WTVF	TELL TRUTH	24	36	155	50	31
A	Scene at Six	22	33	133	47	24
B	Various*	13	19	79	43	29

*Hlywd. Sqs., T. Hunt, Vinton, Name Tune, Hlywd. Sqs.

BUFFALO 7:00 (M-F)

NO. 1 in rating, share, homes and young women.

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WKBW	TELL TRUTH	20	34	128	42	23
A	CBS Eve. News	14	24	92	26	10
B	Bowl for \$	13	22	80	34	18

ALBANY, N.Y. 7:00 (M-F)

NO. 1 in rating, share, homes and young women.

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WTEN	TELL TRUTH	26	42	133	31	19
A	NBC Night News	18	29	90	27	11
B	Truth-Conseq.	10	16	46	19	13

LOUISVILLE 7:00 (M-F)

NO. 1 in rating, share, homes and young women.

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WAVE	TELL TRUTH	24	38	116	42	22
A	Concentration	13	21	65	27	18
B	Various*	12	19	57	20	12

*Window World, S. Test, Denny Crum, W. of Animals, Movie

WICHITA 6:00 (M-F)**NO. 1 in rating, share, homes and young women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
KAKE	TELL TRUTH	21	38	84	29	18
A	6 Nws/We/Spts	16	29	61	20	10
B	6 Nws/We/Spts	13	24	50	10	5

BANGOR 7:00 (M-F)**NO. 1 in rating, share, homes and 18-49 women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WABI	TELL TRUTH	29	43	39	12	4
A	Ironside	19	28	22	8	6
B	Dream Jeannie	13	19	16	6	4

SAVANNAH 7:00 (M-F)**NO. 1 in rating, share, homes and young women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WTOG	TELL TRUTH	24	38	37	18	10
A	Various*	19	30	25	12	8
B	Hogan's Heroes	13	21	18	8	5

*Sanford Son, Wild Kingdom, S. Test, Dragnet, Hee Haw

BALTIMORE 7:30 (M-F)**NO. 1 in rating, share and homes.**

Station	Program	ADI		TSA (000) Homes
		Rating	Share	
WMAR	TO TELL THE TRUTH	17	28	156
A	Various*	14	23	125
B	Various**	10	17	89

*Vinton, Hlywd. Sqs., MSLG, Match Game, Wild Kingdom.

**T. Hunt, S. Test, Price Right, Name Tune, Pyramid.

TUCSON 6:30 (M-F)**NO. 1 in rating, share, homes and young women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
KOLD	TELL TRUTH	23	42	42	11	5
A	Various*	9	18	20	6	4
B	Love Am. Style	5	10	10	4	3

*Wild Kingdom, Hlywd. Sqs., Match Game, Price Right, Hlywd. Sqs.

SEATTLE 7:00 (M-F)**NO. 1 in rating, share and homes.**

Station	Program	ADI		TSA (000) Homes
		Rating	Share	
KOMO	TO TELL THE TRUTH	17	29	139
A	Mike Douglas	14	24	115
B	Truth or Consequences	13	22	108

CLEVELAND 7:00 (M-F)**NO. 1 in rating, share, homes and 18-49 women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
WEWS	TELL TRUTH	16	27	229	78	35
A	NBC Night News	13	22	182	48	27
B	Truth-Conseq.	13	22	181	75	40

PHOENIX 6:30 (M-F)**NO. 1 in rating, share, homes and 18-49 women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
KOOL	TELL TRUTH	21	36	104	24	9
A	Various*	10	17	46	23	11
B	Concentration	7	12	32	12	8

*Price Right, Hlywd. Sqs., Candid Camera, Hlywd. Sqs., Practice

PORTLAND, ORE. 7:00 (M-F)**NO. 1 in rating, share, homes and 18-49 women.**

Station	Program	ADI		TSA (000) Homes	Women 18-49	Women 18-34
		Rating	Share			
KATU	TELL TRUTH	17	28	112	44	20
A	Evening News	15	25	94	34	22
B	Various*	13	21	90	37	22

*Onedine Line, Hee Haw, Price Right, Funny People, T. Hunt

ORLANDO 7:00 (M-F)**NO. 1 in rating, share and homes.**

Station	Program	ADI		TSA (000) Homes
		Rating	Share	
WESH	TO TELL THE TRUTH	21	33	102
A	World of Animals	15	24	68
B	Concentration	14	22	63

Once again, "To Tell The Truth" tops other strips and practically every prime access show on the air...as well as news, off-network shows and movies.

Call today for another great year of first-run production. "Truth" just may be available in your market.



Firestone
Program Syndication Co.

540 Madison Avenue, New York, N.Y. 10022
(212) 593-3013

Source: ARB, Feb. 1976.

Data for the 3 network affiliates are shown in each market.

All audience estimates are subject to limitations of the rating service.

3 Emmys -A Clean Sweep!



**1. Outstanding Host
or Hostess in a Talk,
Service or Variety
Series.**

Daytime programming.

Dinah Shore.

**2. Outstanding Talk, Service or
Variety Series.**

Daytime programming.

**Henry Jaffe and Carolyn Raskin,
executive producers. Fred Tatashore,
producer.**

**3. Outstanding
Individual Director
for a Variety Program.**

Daytime programming, for a single
episode.

**Glen Swanson, "Dinah
Salutes Tony Orlando**

and Dawn on Their 5th Anniversary."

**What a woman!
What a show!**



Broadcasting May 24

McGANNON'S WAR □ Westinghouse's president undertakes to rally ABC-TV affiliates against network expansion of evening news and to bring about compensation changes. **PAGE 19.**

VAN DEERLIN'S CABLE INQUIRY □ Hearings open on Capitol Hill with initial sessions devoted to familiar testimony. **PAGE 23.**

NO DILUTION □ FCC rejects Justice Department's effort to break up vew stations; it could mean other such attempts will fail also. **PAGE 25.**

NO DEAL □ The family-viewing suit resumes in Los Angeles as an out-of-court settlement doesn't materialize. NAB code officials deny they were pressured into sanitizing the time period. **PAGE 26.**

FCC, FTC, OTC □ There's general agreement at sessions sponsored by two agencies on drug advertisements that there's no evidence of a causal link between TV spots and drug abuse. **PAGE 26.**

GATHERING OF THE CLAN □ This week it will be the ABC-TV affiliates' turn to convene in Los Angeles. There will be a happy glow over ratings, but maybe some grimness about expanded news. **PAGE 33.**

NOTIFYING CANDIDATES □ There's much opposition to the FCC's plan to require that all hopefuls be advised of campaign spots 72 hours before the voting is to begin. **PAGE 33.**

KING DISCARDED □ Dismissal of veteran NAB executive prompts talk of in-house discord, which is denied by association. **PAGE 35.**

REGULATORY AGENCY REFORM □ Capitol Hill heats up action on legislation to improve performance. **PAGE 36.**

MONEY FOR CB □ FCC goes to Senator Pastore to explain its problems and needs to handle citizens band workload. **PAGE 36.**

FAIRNESS LOSERS □ Eight stations in California are told by FCC that they did not comply with doctrine in case involving nuclear-power spots. **PAGE 40.**

TV'S BIG SPENDERS □ Total outlay in network and spot last year increased 8% over 1974. TVB figures spell out

who and what kind of sponsorship made it possible. **PAGE 42.**

NOD TO FRANK CHURCH □ FCC rules that KGW-TV had not met the reasonable access standard in limiting to five minutes the time it would sell to the presidential candidate. **PAGE 50.**

BRIGHT FUTURE □ Mail survey predicts substantial growth in broadcast cooperative advertising by 1980. **PAGE 50.**

TOPS 'EM ALL □ *Eleanor and Franklin* wins 11 Emmys, a record number for one show. A complete list of winners is included. **PAGE 50.**

PERMANENT EXTENSION □ House and Senate conferees agree on bill to continue antiblackout law. **PAGE 54.**

DIVVYING UP THE SPORTS PIE □ Pay-cable rule is blamed for cutoff of WKBW-TV Buffalo from hockey playoff. **PAGE 55.**

ALL TOGETHER NOW □ AP Broadcasters prepare for sixth annual convention in Minneapolis. **PAGE 57.**

WEIGHING THE OPTIONS □ Independent Television News Association faces decision whether to join network pool, do its own convention coverage, or both. **PAGE 57.**

NO COPYRIGHT LIABILITY □ Bill tentatively approved by House Judiciary subcommittee would allow cable systems free use of foreign TV signals. **PAGE 59.**

CABLE JURISDICTION □ FCC pre-empts New Jersey on 12 of 13 complaints, asserts state authority regarding construction. **PAGE 59.**

GOOD YEAR FOR NEWS AND BILLINGS □ That's how ABC Inc. Chairman Goldenson describes 1976 at annual stockholders meeting. **PAGE 61.**

SETTLEMENT □ NABET employees were expected to approve four-year contract and return to work at NBC today. **PAGE 62.**

CARRYING THE BALL □ Viewers will be watching Barbara Walters, but ABC's top echelon will be watching Bill Lord this fall. Here's a look at the vice president in charge of television news. **PAGE 83.**

Broadcast Advertising . . .	40	Closed Circuit	9	Finance	61	Playlist	63
Broadcast Journalism . . .	57	Datebook	15	For the Record	69	Profile	83
Business Briefly	10	Editorials	84	Media	33	Programing	50
Cablecasting	59	Equip. & Engineering . . .	62	Monday Memo	14	Stock Index	81
Changing Hands	34	Fates & Fortunes	64	Open Mike	17	Where Things Stand	67

WHEN WE FOUND THAT RHODE ISLAND RANKED FOURTH IN HEART DISEASE, WE DECIDED TO LOWER ITS PRESSURE.

The Mayor of Providence decided to hold a city Celebration. And, as with all celebrations, it brought hundreds of people into a small area. To eat hot dogs. Throw baseballs at bottles in hopes of winning stuffed pandas. To ride the ferris wheel. Be light-hearted. And live it up.

Which is why we thought it was the perfect opportunity to

get deadly serious. The celebration was a chance to reach the very people who contributed to Rhode Island's rating as the fourth highest state in deaths from heart disease. And since many of these deaths can be traced to heart attacks, and since many heart attacks are caused by undetected high blood pressure, WPRO decided to hold a High

Blood Pressure Clinic as our part of the City Celebration.

To reach the overworked. The overweight. The overimbibing. The elderly. The people who avoided regular checkups for fear of what they would find.

So from May 12th until May 16th we did live broadcasts from downtown Providence, inviting people to have their blood pressure taken. Free of charge.

Volunteers from the Rhode Island Heart Association helped us take 1,872 blood pressure readings.

And out of this number, we found 301 people with abnormally high blood pressure who were totally unaware of their condition. Our discovery forced these people to help themselves. To see their doctors. Change their diets. Lose weight. Meditate. Find immediate ways of reducing the stress and strain in their lives.

We feel that if our High Blood Pressure Clinic saved just one of these people's lives, it's something for WPRO, the Mayor, and the city of Providence to celebrate.

WPRO

Providence

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



Digging in

ABC-TV affiliates were shoring up defenses last week against anticipated proposal for lengthening of network's evening news. Westinghouse Broadcasting's Don McGannon was seeding fertile field when he sent long letter to all ABC-TV affiliates explaining his opposition to news expansion (see page 19). Network's affiliate board was to meet yesterday in Los Angeles before annual convention of affiliates that starts today (May 24). Number of affiliates also set meeting for 1 p.m. today before official events begin.

Examples of major-market opposition: Bob Bennett (WCVB-TV Boston) said loss of 15 minutes of evening station time would cost his station \$1 million a year in local and spot advertising. Mike Shapiro (WFAA-TV Dallas) said: "You don't expand your news unless you're already first in audience." Andrew Ockershausen (WMAL-TV Washington) said if longer news were needed it ought to be locally produced: "Who's to say the network can do better news for Washington than we can?"

Burying the dead

National Association of Broadcasters has had net loss of about 200 members in last six months after crackdown on loose bookkeeping practices that permitted stations long delinquent in dues to be continued as members. New secretary-treasurer for association, John Kinzer, applied clamps, forcing stations out if they are delinquent beyond six months. As result there's been net loss of 100 AM stations, 75 FM's, 10 TV's since January.

Losses are source of some embarrassment to association and figured in last week's firing of station relations director, Alvin King. NAB spokesman said Mr. King, as head association salesman, could have done better job getting delinquents to pay. Mr. King says he was made scapegoat (see page 35). NAB's latest membership figures show radio membership of 4,016, TV membership of 530.

Another fairness flap

Stations carrying institutional commercials may be laying themselves open to fairness-doctrine complaints from groups seeing in them one side of controversial issue of public importance. Energy Action Committee, which was set up as lobby opposing oil industry, is preparing complaints against Texaco commercials carried on ABC and NBC stations (owned and some affiliates) and WTOP-TV Washington and promoting benefits consumer was said to derive from fact

company is in "all phases" of oil business. Committee ties commercial in with harder-hitting print ad that says: "Some politicians want to take [oil companies] apart." Committee contends message constitutes argument against legislation pending in Congress to break up oil companies.

Stations have rejected that characterization. Network officials say that whether commercial was editorial or not, stations involved have carried information on other side. But committee was buoyed last week by FCC decision that eight California radio stations violated doctrine in connection with Pacific Gas & Electric commercials they carried (see page 40).

Multiplication

Home Box Office, pay cable network, now serves more than 400,000 subscribers, with 65 cable-TV affiliates added so far in 1976. HBO is projecting 50 more systems to come on line during June and July. More and more systems are sharing satellite service from nearby ground stations already in place. That phenomenon, for example, is opening way for six additional HBO affiliations within CARS-band reach of Teleprompter Corp.'s earth stations at Santa Cruz and Santa Maria, both California.

Bad news

Decision by CBS-owned KNXT (TV) Los Angeles to strip entire 90 minutes of *Dinah!* at 6:30-8 p.m. Monday-Friday (see page 56) is major blow—some say potentially mortal—to prime-time access. Network O&O deals are vital to production of all access series, and New York and Los Angeles are most critical of all, amounting to estimated \$6,000-\$7,000 per half hour to syndicators. Same decision in St. Louis, for example, would cost syndicators only \$500.

There's speculation KNXT made its move in anticipation that CBS-TV network news will be expanded to 45 minutes or hour at first of year. If that's coupled with appeal to FCC for waiver of current prime-time access limitations—plea that might find receptive audience in current FCC—syndicators fear entire access market could evaporate.

Appearance' sake

Former FCC Commissioner Thomas Houser, back from State Department-sponsored tour of Eastern Europe, where he lectured on American political system, and freshly resigned from his Chicago law firm, is growing impatient waiting for White House to send his nomination as director of Office of Telecommunications Policy to Senate. However, he expects it

this week or next. And word last week was that his nomination would not be in "package" with that of Joseph Fogarty, Senate Communications Subcommittee counsel, to succeed Glen O. Robinson as FCC member.

White House wants to avoid action that would tend to confirm reports "deal" has been made: White House nomination of Mr. Fogarty in return for assurance from Senator John O. Pastore (D-R.I.), Communications Subcommittee chairman, that Houser nomination would be confirmed.

Return of short form?

Should networks eventually opt for longer news, and for 45-minute version rather than hour, odd 15-minute hole may open up on number of stations' schedules. There hasn't been syndicated show of that length—other than *Gadabout Gaddis*—for almost 20 years. There's already talk of revival, however. "If I had to," said executive of major distributor, "we could whip up a 15-minute Perry Como-type supper club series in short order."

Appeasement

Some leading TV station reps have been conferring on what they might do to keep ABC-TV and NBC-TV in Television Bureau of Advertising and—if possible—get CBS-TV, only actual defector thus far, to return. Among possibilities reportedly under consideration is removal from TVB structure of rep-based government-relations operation—one that filed with Federal Trade Commission on regional-network issue, which particularly incensed CBS (BROADCASTING, May 10). Abatement of intense antinetwork selling by TVB itself is regarded as virtual certainty.

D.C. radio mart

Washington is among most active metro areas in multimillion-dollar radio-station transfers recently completed or in negotiation or discussion. Besides negotiations for top-rated WMAL (AM) and WMAL-FM ("Closed Circuit," April 26), which must be sold by Washington Star Communications in keeping with mandate of FCC, reports persist and are just as persistently denied that WTOP (AM), under appropriate circumstances, might be sold by Post-Newsweek Stations Inc.

WPGC, Morningside (Md.) daytime, and its stereo FM were sold in late 1974 for \$5.8 million to members of Marriott (fast-food, hotels) family. WWDG-AM-FM was sold last year by Avco Broadcasting to Blake Construction Co.'s Capitol Broadcasting Co. for \$3.6 million.



Allegheny Airlines □ For first time, Allegheny is placing major portion of advertising budget in spot TV, earmarking about \$2.5 million annually for medium. Airlines is blueprinting six-week spot TV campaign in fall in 20 major markets as follow-up to similar six-week effort launched last week in same areas. Allegheny makes point it is "big airline" and not small one generally regarded by public. One commercial with Bicentennial theme shows actors portraying Benjamin Franklin and George Washington flying over Valley Forge. Campaign is first for J. Walter Thompson Co., New York, since acquiring account earlier this year. JWT is targeting to men, 18-49, via spots on news and sports programs and in fringe periods.

General Motors □ Initially stressing spot TV in 50 markets, major campaign will start June 1 and present vignettes featuring GM employees. Effort will shift to network TV on Sept. 1. In 60-second commercials, individual workers describe their work and ideas and what GM is doing in that specific area. Theme: "People building transportation to serve people." Campaign is being created and placed by N W Ayer ABH International, New York, and is aimed at men and women, 25-49.

Stokely-Van Camp □ Company will launch one of its heaviest promotions, featuring pork and beans product, beginning in mid-June. Advertising will be on network and spot television and spot radio; coupons will be placed in newspapers. Agency is Clinton E. Frank, Chicago.

Fiat □ Spot TV push for Fiat imported autos involves three or four new commercials, 30's and 60's. First flight begins June 21 for eight weeks in 13 markets; second begins July 5 for five weeks, 16 markets; third begins Sept. 20, six weeks, 16 markets. Spots are spread in news, fringe, prime and sports time, targeted to men, 18-34 (secondarily to

men, 18-49). Carl Ally, New York, is agency.

Avon □ Company's line of cosmetics for blacks will be accentuated in 54 markets with large black populations via spot TV campaign from June 21 to July 18. TV will be reinforced by spot radio in 43 markets where black-oriented stations will be used. Max Media, New York, is concentrating on TV stations with programs popular with black women, 18-49.

Kimberly Clark □ Kotex Light Days feminine hygiene product highlights five-week flight beginning June 21 using network TV. Day, fringe and prime-time 30's, using same creative material as earlier February flight, are geared to women, 18-34. Kelly, Nason, New York, is agency.

Colgate □ Irish Spring soap will be advertised in continuing campaign in 23 markets, for nine-week flight beginning June 28. TV 30's in fringe time are geared to women, 18-49. William Esty, New York, is agency.

Warner-Lambert □ Pharmaceutical company has purchased weekly network minute on new contemporary-music series called *Supersonic*. Another 30-second TV spot on *Supersonic* has been bought by Lever Brothers (both companies J. Walter Thompson), with final 30-second spot still available. Stations get series free, and, with some exceptions, get four minutes for local



advertisers. Distributor of *Supersonic* is Fremantle Corp., New York. Twenty-six half-hours of *Supersonic* were taped this year in England by producer Mike Mansfield and telecast on London Weekend Television. Music acts include Bay City Rollers (above), Supremes, David Essex and Melanie. Fourteen stations have agreed to take series so far, among them WPIX(TV) New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, KYW-TV Philadelphia and WBZ-TV Boston. Series will start next month in some markets.

Rep appointments

- KIOE(AM) Honolulu; WJBO(AM) Westbrook-WJBO-FM Scarborough, Me.; WQZ(AM) Decatur, Ill.; Buckley Radio Sales, New York.
- WcFL(AM) Chicago: Katz Radio, New York.
- WIL-TV Terre Haute, Ind.: Meeker Co., New York.
- KHYT(AM) Tucson, Ariz.: Bill Dahlsten & Associates, Los Angeles.
- WNCI(FM) Columbus, Ohio: RKO Radio Representatives, New York.

Eastern Air Lines □ Spot TV flight promoting airline is scheduled to begin in early June for four weeks in 29 major markets. Young & Rubicam International, New York, is setting sights on men, 25-54.

Ship 'n Shore □ Women's blouses will be paraded on spot TV for four weeks in flight to start Sept. 13 in 28 markets. AC&R Advertising, New York, is seeking to reach women, 25-54, through commercials in daytime and fringe periods.

Consolidated Cigar □ Maker of Muriel cigars will announce winner of search for Miss Muriel on Thanksgiving Day. Three finalists, Margaret Davies, Susan Anton and Jan Daley, have been appearing on TV commercials on three networks, primarily on sports programming. Starting Aug. 2, they will be featured in 10-week spot TV campaign in about 20 major markets. Winner will be successor to Edie Adams, who relinquished her crown two years ago. DKG Inc., New York, is aiming to reach men, 21-54.

Scholl Inc. □ Dr. Scholl's foot care products will be showcased in spot TV drive to begin May 31 in approximately 30 markets and continue for four weeks. N W Ayer ABH International, Chicago, is aiming for total audience and is focusing on sports and fringe time programs.

General Foods □ Corporation, through various agencies with different food products, has signed on as national sponsor of syndicated series, *Hee Haw*, replacing drop-out from last year, Ex-Lax Inc. (Ogilvy & Mather). Returning national sponsors are Procter & Gamble (through Compton Advertising and Wells, Rich, Greene), J.B. Williams Co. (hygienic products, through Parkson Advertising), Block Drug Co. (BBDO), Warner-Lambert (J. Walter Thompson), Lewis-Howe Co. (Tums, through Leo Burnett) and Miles

Laboratories Inc. (Clifford Botway). These sponsors will pick up all four national minutes; stations get series free and are given four minutes to sell to local advertisers.

Helene Curtis Industries □ Top-ranked tennis pro Chris Evert has been signed by toiletries company for major advertising effort. Campaign marks first time Helene Curtis has built national flight around sports figure. Promotion will run in all mass media.

Block Drugs □ Hygienic products company, through Grey Advertising, is being joined by S.C. Johnson (garden products, through Foote, Cone & Belding) and Mr. Coffee (Ted Bates) as national sponsors of *Sports Challenge*, 30-minute syndicated barter television series. These sponsors take both network minutes; stations are given four minutes to sell to local advertisers. Gerry Gross Productions, Los Angeles, is taping this season's batch of 13 half-hours. Format, with Dick Enberg as host, "pits two well-known sports trios against each other on the who, what and where of sports history." Sixty stations are now taking *Sports Challenge*; among most recent are WNSN(TV) Chicago, KMSP-TV Minneapolis and WEWS(TV) Cleveland.

Nabisco □ Test flight for Escort Crackers begins May 31 for four weeks in limited number of markets. Daytime, fringe, news and some prime-time TV 30's will be used for new spot, geared to women, 18-49. Parkson Advertising, New York, is agency.

STP □ Oil treatment will be promoted in newly created network TV 30's in news, fringe and sports time targeted to men, 18-49. Robert Blake is spokesman in spots with theme, "Helps reduce oil consumption and engine wear." Next

flight begins June 14 for eight weeks. J. Walter Thompson, New York, is agency.

Standard Brands □ Distributor of that company's barter series, *Family Health News*, will be Ted Bates & Co., not JWT Syndication as reported last week (BROADCASTING, May 17).



Textron □ Two-minute commercial spotlighting Franklin S. Atwater, president of Homelite (chain saws), Textron subsidiary, is one of four spots stressing free enterprise to be carried on ABC-TV and NBC-TV this year (BROADCASTING, May 10). Other Textron commercials are one minute lengths, featuring Bell Helicopter, Talon (zippers) and Fafnir Bearing Co. (ball bearings).

Abbott Laboratories □ Abbott, Chicago, and subsidiary Ross Laboratories, Columbus, Ohio, (health products) will take full sponsorship of public affairs special airing on ABC-owned TV stations during second week in June. Titled *The Unfinished Child*, program describes poverty cycle in America; second half-hour is pre-taped discussion produced locally by each of five O&O's. Concept for program originated by Hal Pingree, Blair Television. Program will air without commercial interruption.

BAR reports television-network sales as of May 2

ABC \$301,448,900 (31.4%) □ CBS \$337,376,900 (35.1%) □ NBC \$322,145,100 (35.2%)

Day parts	Total minutes week ended May 2	Total dollars week ended May 2	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.	142	\$ 698,800	2,287	\$ 12,470,400	\$ 11,185,300	+11.5
Monday-Friday 10 a.m.-6 p.m.	1,010	12,274,900	17,533	211,305,300	183,046,400	+15.4
Saturday-Sunday Sign-on-6 p.m.	337	6,835,300	5,621	116,152,100	90,400,500	+28.5
Monday-Saturday 6 p.m.-7:30 p.m.	106	2,910,200	1,783	52,032,700	44,660,600	+16.5
Sunday 6 p.m.-7:30 p.m.	23	935,500	387	16,742,500	7,573,300	+121.1
Monday-Sunday 7:30 p.m.-11 p.m.	433	30,819,300	7,245	487,160,800	440,649,200	+10.5
Monday-Sunday 11 p.m.-Sign-off	213	4,080,900	3,484	65,107,100	53,441,700	+21.8
Total	2,264	\$58,554,900	38,340	\$960,970,900	\$830,957,000	+15.6

Source: Broadcast Advertisers Reports

BROADCASTING PUBLICATIONS INC.

Soi Talshoff, chairman.
Lawrence B. Talshoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
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Lee Talshoff, assistant treasurer.

Broadcasting[®] TELEVISION[®]

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Soi Talshoff, editor.
Lawrence B. Talshoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Joseph A. Easer, Randall Moskop.
Jonathan Tourtellot, assistant editors.
Barbara Chase, Mark Harrad, Mark Miller.
Jay Rubin, staff writers.
Ian C. Bowen, Linda Gimourginas (editor's office), Kira Greene, Rick Schwartz, editorial assistants.

BUSINESS

Maury Long, vice president.
David N. Whitcombe, director of marketing.
Doris Kelly, secretary.

ADVERTISING

Winfield R. Levi, general sales manager (New York).
John Andra, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Ruth Lindstrom, account supervisor (New York).
Bill Merritt, Western sales manager (Hollywood).
Lynda Dorman, classified advertising manager.

CIRCULATION

Bill Criger, circulation manager.
Kwentin Keenan, subscription manager.
Shella Chamberlain, Patricia Johnson.
Joanna Miesco, Lucille Paulus.

PRODUCTION

Harry Stevens, production manager.

ADMINISTRATION

Irving C. Miller, business manager.
Lynda Dorman, secretary to the publisher.
Philippe E. Boucher.

BUREAUS

New York: 75 Rockefeller Plaza, 10019
Phone: 212-757-3260.
Rufus Crater, chief correspondent.
Rocco Famighetti, senior editor.
John M. Dempsey, assistant editor.
Joanne Ostrow, staff writer.

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Ruth Lindstrom, account supervisor.
Harriette Weinberg, Lisa Flournoy, 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.
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Microfilms of Broadcasting are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103.



"The Mary Tyler Moore Show"
from Viacom

It would take a half hour just to roll the credits.

1975-76

Outstanding Comedy Series:
THE MARY TYLER MOORE SHOW

Outstanding Lead Actress in a
Comedy Series:
MARY TYLER MOORE

Outstanding Continued Performance
by a Supporting Actor in
a Comedy Series:
TED KNIGHT

Outstanding Continued Performance
by a Supporting Actress in a
Comedy Series:
BETTY WHITE

Outstanding Writing in a
Comedy Series (Single Episode):
DAVID LLOYD

1974-75

Outstanding Comedy Series:
THE MARY TYLER MOORE SHOW

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
BETTY WHITE

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

Outstanding Single Performance
by an Actress in a Comedy or
Drama Role:
CLORIS LEACHMAN

Outstanding Writing Achievement
in Comedy (Single Episode):
ED WEINBERGER, STAN DANIELS

Outstanding Achievement in
Film Editing for Entertainment
Programming (Single Episode):
DOUGLAS HINES

1973-74

Outstanding Actress of the Year:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Leading Role
in a Comedy Series:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
CLORIS LEACHMAN

Outstanding Writing Achievement
in Comedy (Single Episode):
TREVA SILVERMAN

1972-73

Outstanding Continued Performance
by an Actress in a Leading Role
in a Comedy Series:
MARY TYLER MOORE

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
TED KNIGHT

Outstanding Directorial Achievement
in Comedy (Single Episode):
JAY SANDRICH

1971-72

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

1970-71

Outstanding Continued Performance
by an Actress in a Supporting Role
in a Comedy Series:
VALERIE HARPER

Outstanding Continued Performance
by an Actor in a Supporting Role
in a Comedy Series:
EDWARD ASNER

Outstanding Directorial Achievement
in Comedy (Single Episode):
JAY SANDRICH

Outstanding Writing Achievement
in Comedy (Single Episode):
JAMES L. BROOKS, ALLAN BURNS

Monday Memo[®]

A broadcast advertising commentary from Kelly O'Neill, president, and Paul Schulman, senior vice president, Advanswers Media/Programming

Goodbye to glad hands, farewell to free lunches

For the buyers and sellers of broadcast time, productivity and prosperity in the 1980's will belong to those who can harness the technology of the computer.

Much has been written on how computers are changing the internal operations at stations, at reps and at the networks. But how will technological advances affect the time buyer and seller?

For one thing, they really will be able to get down to business. The precision and control afforded by computers will allow many sellers to increase their revenues. Buyers will be better able to assess the real value of time purchases and to zero in on audiences that are the most lucrative prospects for their products.

Many advertisers will realize to an unprecedented degree the potency of the broadcast media in moving foods and services. And some advertisers will all but eliminate overspending and underspending, two common obstacles to successful marketing.

In general, the advances of the last half of the 1970's will make for a more pleasant, more productive existence for buyers and sellers alike.

But there will also be casualties. Competition will intensify. Resourcefulness—in the form of flexibility, ingenuity and incisiveness—will be at a premium for both buyer and seller because the competition will become more substantive. Sellers who rely largely on a glad hand and a free lunch will see business dry up. Buyers will find the results of their decisions more carefully scrutinized.

In short, the 1980's will be no place for those who insist that the old way is good enough. Those who look to the past for comfort and familiarity will find it virtually impossible to compete.

The new way of the computer will mean that data exchange between buyer and seller will be more rapid and more accurate. And, the criteria on which buying decisions are made will become more definitive and easier to cope with.

That's not to say the criteria will be simpler. On the contrary, as they become more precise they will be more complex. But the technology available to the buyer will make his decision process more visible to the seller. As a result, it will be easier for the seller to understand exactly what will swing an order and why.

The moment of truth—the closing of a sale—and its human elements will remain virtually the same. But what goes on before and after will be a welcome change from the most widespread of current practices.



O'Neill



Schulman

Kelly O'Neill and Paul Schulman are president and senior vice president, respectively, of Advanswers Media/Programming Inc., New York, St. Louis and Los Angeles, which handles media and programming assignments for clients of its parent company, Gardner Advertising, and for outside clients. Mr. O'Neill, who is based in St. Louis, has been with Gardner and Advanswers since 1962 in a variety of executive assignments in New York and St. Louis. Schulman, based in New York, functions as director of TV programming. He joined the firm in 1971 after 10 years with William Esty Co. and Doyle-Dane-Bernbach, both New York, in media and TV account executive capacities.

Even the very start of a sale will be made easier for sales reps.

In spot, where the market lists can be long and reps are commonly involved with a number of stations in a given buy, the first relief will be computerized avail request systems that combine the speed of telephone transmission with the accuracy of written requests. So the twin banes of this step—late written requests and the burden of incoming telephone requests which must be transcribed—will be eliminated.

In both network and spot, avail requests will be much more specific. The network TV negotiator will often be requesting specific packages, naming specific programs. This may seem an anachronism,

but requests circa 1980 will be based on realistic assessments of network inventory and represent prototype schedules. Specific programs named will be those that best fit the target of the advertiser.

In spot TV, avail requests will also prototype desired scheduling to meet goals that focus on achieving specific patterns of exposure, not on GRP or audience tonnage. Specific programs and greater emphasis on scheduling tactics: These will become the rule and gross audience C-P-M's the exception.

And when the spot TV is being scheduled to augment network, the spot buyer will have much more detailed data on the estimated performance and scheduling of network in each specific spot market, so sellers will be asked to tailor their proposals to produce a combined network/spot effort that works best to meet the advertiser's communication goals.

Budgeting will be much more realistic. In network and spot, the commodity-market aspect of time sales will be fully recognized. The agency planner will have technological tools that will eliminate both the impossible budgets and the heavily padded ones. And the buyer will be totally attuned to the economic conditions currently prevailing in network TV and in every spot market.

Once the salesman has submitted a package and an asking price the buyer's evaluation will be much more rapid and succinct than at present. Salespeople, instead of waiting a day or two while parts of the proposal disappear, will get rapid turnaround from the negotiator. That's because rather than using a calculator or sending input to a batch-oriented computer, the broadcast negotiator will access a computer himself via a terminal and analyze a proposal in a matter of minutes.

If the seller needs to change the mix of the package to meet exposure goals, or revise the price to meet competition, the salesperson will know why—quickly and precisely—and be able to react accordingly.

When the sale is wrapped up, both seller and buyer will have rapid means of recording details, so that the two records can be compared before air date and discrepancies of understanding resolved before they result in billing discrepancies.

Spot buyers will be more receptive to switch pitches than they are today because handling them will be as easy and as clearly focused as the handling of the original buy.

The result of all this?

Sellers and buyers of broadcast time in the 1980's will devote a greatly increased portion of their time to selling and buying.

And that should be good news to everyone.

■ indicates new or revised listing

This week

■ **May 24-26**—*House Communications Subcommittee* resumes hearings on cable television regulation Washington.

May 24-26—*California Community Television Association* annual spring meeting. Senator hotel. Sacramento.

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

May 25—U.S. Court of Appeals in Washington hears arguments in cases brought by more than 70 broadcasters seeking refunds of fees paid under 1970 fee schedule that Supreme Court held unlawful.

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 28—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 June 28. FCC. Washington.

May 28-29—*Alaska Broadcasters Association* meeting. Anchorage Westward hotel. Anchorage.

May 28-29—Regional seminar of the *Radio-Television News Director Association*, sponsored by Texas A&M's *University News Service* and KTRK-TV Houston. Bob Heath. Texas attorney general's office. will be featured speaker. Discussion topics will include news operations, current issues and problems Rudder Tower. Texas A&M. College Station.

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 2-3—*The Washington Journalism Center's* conference on the First Amendment. Leaders from journalism, government and the private sector will be invited to attend. Speakers and discussion leaders will include Eric Sevareid. CBS News; Bill Monroe. NBC's *Meet the Press*; columnist-commentator James J. Kilpatrick; Thomas Winship, editor. *Boston Globe*; John Hughes, editor. *Christian Science Monitor*; Paul A. Freund. Harvard Law School. and Thomas I. Emerson. Yale Law School. Grand Ballroom. Mayflower hotel. Washington. Registration (no fees or charges): WJC. 2401 Virginia Avenue. N.W. Washington 20037. (202) 331-7977.

June 2-4—*Communications Division of the Electronic Industries Association* seminar. "Electronic Communications: Industry Trends and Economic Directions." Dunley'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 Publi-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**—*Northern California Broadcasters Association* luncheon with James W. Ingraham. vice president. Radio Advertising Bureau. to speak on "Radio—Three Billion Dollar Gold Rush." Holiday Inn. Powell at Sutter. San Francisco.

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

June 5-9—*American Advertising Federation*. 71st annual convention. Scheduled speakers and panelists include FCC Chairman Richard E. Wiley; Donald Kendall. PepsiCo Inc. chairman (keynote); Carl Nichols. Cunningham & Walsh chairman and AAF chairman; Herb Klein. Metromedia Inc. vice president; George Gerbner. dean of Annenberg School of Communications at University of Pennsylvania; Donald Johnston. J. Walter Thompson Co. president; Charles Moss. Wells, Rich & Greene president; Shirley Polykoff. Shirley Polykoff Advertising Inc. Statler Hilton. Washington.

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

June 6-10—*North Carolina Association of Broadcasters* spring meeting. Southampton Princess. Bermuda.

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*. Scheduled speakers include Vice President Nelson Rockefeller, Secretary of Defense Donald Rumsfeld, FCC Complaints and Compliance Division chief William Ray and members of Congress. Mayflower hotel. Washington.

June 9—*Corporation for Public Broadcasting*, regional meeting open to public participation. Drake hotel. Chicago.

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

June 9-10—*National Association of Broadcasters* second digital electronics seminar for broadcast engineers. Cleveland Engineering and Scientific Center. Cleveland.

June 10—Seminar on various management-oriented computerized information programs sponsored by *BIAS (Broadcast Industry Automated Systems) division of Data Communications Corp.* Airport Hilton. Memphis.

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. Speakers will include James H. Hulbert. National Association of Broadcasters. Washington; Michael Bader. Haley. Bader & Potts. Washington; and Ed Godfrey. KGW-AM-TV Portland. Ore., and Radio Television News Director Association committee member. 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—FCC's deadline for comments on its proposed rule amendment to permit the use of automatic transmission systems at AM, FM and TV stations (Docket 20403). Replies are due July 12. FCC. Washington.

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 11**—Twenty-eighth anniversary ball of *Bedside Network of the Veterans Hospital Radio and Television Guild*. Waldorf-Astoria hotel. New York. Further information: (212) PL7-8659.

June 12-15—*Television Programing Conference*

(TVPC), Marco Island, Fla. Contact: Tay Voyer, 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. Wienen, project officer, Office of International Marketing, Domestic and International Business Administration, Dept. of Commerce, Washington 20230.

June 14-18—Cable television seminar for students, sponsored by *Texscan Corp.* and with *Jerrold Electronics Corp.* as co-host. Sheraton Motor Inn, Indianapolis. Information: Raleigh Stelle, Texscan Corp., Indianapolis 46219, (312) 357-8781; or Toni Barnett, Jerrold Electronics Corp., Horsham, Pa. 19044, (215) 674-4800, ext. 335.

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 15—Deadline for entries *Women in Communications Inc.'s* 1976 Clarion Awards competition for outstanding communication in areas of human rights, resources and the community. Radio and television are two of the seven categories to be judged. Information and entry forms: Clarion Awards, WCI, 8305-A Shoal Creek Boulevard, Austin, Tex. 78758.

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* KSQZ(FM) 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 21**—*Southern California Broadcasters Association* annual golf and tennis Wingding and dinner for members and guests. Events will include a salute to Art Linkletter; tennis tourney at Sunset Hills Country Club in Thousand Oaks, Calif.; golf tourney and dinner at Los Robles Country Club, Thousand Oaks.

June 22—Idearama, sponsored by *Radio Advertising*

Major meetings

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

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

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.

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

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.

April 26-May 1, 1977—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

ing 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 23-25—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton-Fontainebleau hotel, Ocean City, Md.

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, Gallinburg.

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

June 28-30—*Ohio Association of Broadcasters'* "Salute to Congress" and annual congressional dinner. Washington.

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 9—FCC's new deadline for comments on commission's review of rules regulating network radio broadcasting (Docket 20721). Replies are now due Aug. 6, FCC, Washington.

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

July 11-13—*New England Cable Television Association* summer meeting. Wentworth by the Sea, Portsmouth, N.H. Contact: Bill Kenny, NECTA, Box 321, Tilton, N.H. 03276; (603) 286-4473.

July 11-13—*New York State Broadcasters Association* 15th executive conference. Lake Placid Club, Lake Placid.

July 12—Opening of *Democratic National Convention*. New York.

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. Douglas Edwards, CBS correspondent, will be keynote speaker. 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.

July 16-18—*Oklahoma Broadcasters Association* summer meeting. Lake Texoma Lodge, Kingston, Okla.

July 17—*Atlanta chapter of the National Academy of Television Arts and Sciences* second annual Emmy awards dinner. Omni International hotel, Atlanta.

July 17-23—*National Association of Farm Broadcasters* summer convention. Activities planned on three islands of Oahu, Maui and Hawaii with details to be announced later.

July 18-20—*California Broadcasters Association* summer convention. Del Monte Hyatt House, Monterey.

July 18-30—*National Association of Broadcasters* 10th management development seminar. Harvard University Graduate School of Business Administration, Boston.

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

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Expressway, Kalamazoo, Mich.

July 20—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Airport, Seattle.

July 20-22—Broadcast computer services users conference of *Kaman Sciences*. Antler's Plaza, Colorado Springs.

July 22—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Hyatt Regency O'Hare, Chicago.

July 23-24—Annual seminar of *Motion Pictures Laboratories, Society of Motion Picture-Television Engineers and Memphis State University*. Memphis State University, Memphis. Information: MPL seminar. Box 1758, Memphis 38101.

August

Aug. 1—Deadline for technical papers for fall convention of the *Society of Broadcast Engineers*. Contact: Mark Schubert, SBE, P.O. Box 607, Radio City Station, New York 10019; (212) 765-5100, ext. 317.

Aug. 10-12—*Canadian Broadcasting League* conference on "Crisis in Canadian Broadcasting." Twenty papers will be presented and discussed on broadcast TV, cable, economics, programming and pay TV. St. Mary's University, Halifax, Nova Scotia.

Aug. 12-13—*Arkansas Broadcasters Association* summer convention. Speaker: Saidie Adwon of KTUL-TV Tulsa, Okla., president of American Women in Radio and Television. Degray State Park lodge and convention center, Arkadelphia.

Aug. 15—Deadline for entries in CINE competition. *Council on International Nontheatrical Events* is non-profit organization to encourage international communications and to select U.S. nontheatrical and short subject films for entry in appropriate international festivals. Details: CINE, 1201 16th Street, N.W., Washington 20036; (202) 785-1136.

Aug. 16—Opening of *Republican National Convention*, Kansas City, Mo.

Aug. 17—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn Downtown, Anchorage.

September

Sept. 8-11—*International Musexpo '76*, market place for international record and music industry. Fairmont hotel, New Orleans. Information: 1350 Avenue of the Americas, New York 10019; (212) 489-9245.

Sept. 12-14—*Southern Cable Television Association* convention. Fairmont Colony Square hotel, Atlanta. Contact: Otto Miller, executive secretary, P.O. Box 465, Tuscaloosa, Ala. 35401; (205) 758-2157.

Sept. 12-14—Annual convention of Western chapter of *The National Religious Broadcaster*. Sheraton hotel, Los Angeles airport.

Sept. 15-17—*Tennessee Association of Broadcasters* annual convention. Glenstone Lodge, Gatlinburg.

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The funders

EDITOR: *The Adams Chronicles*, carried by the Public Broadcasting Service, represents a unique combination of federal, foundation and corporate funding by the National Endowment for the Humanities, the Andrew W. Mellon Foundation and the Atlantic Richfield Co. Federal dollars fund PBS and the National Endowment. The American taxpayer deserves to know that he is the source of the investment which funded the production and distribution of the popularly and critically acclaimed *Adams Chronicles*.—**Ronald S. Berman**, chairman, *National Endowment for the Humanities*, Washington.

Stamp act

EDITOR: Recent letters stirred memories of a fruitless attempt to have standard radio commemorated by issuance of a postage stamp several years ago. After a lengthy search through piles of files, I found correspondence between my congressman, Bob Price, written at my request, and the postmaster general. Especially interesting was the note in Con-

gressman Price's letter quoting a Post Office Department spokesman as saying "the department thinks it did enough back in 1964 when it issued a stamp commemorating amateur radio operations."

It has been with great constraint since that time that I have given on-the-air assistance to the Postal Service whenever it had a problem, such as Christmas rush. But then, we amateur operators need to stick together, before the pros like the United Parcel Service drive us out of business.—**Warren L. Hasse**, owner, KPON(AM) Pampa, Tex.

Disarmed

EDITOR: Two items in "Fates and Fortunes" May 10 and a listing in the 1976 BROADCASTING YEARBOOK refer to AFRTS as the Armed Forces Radio and Television Service. AFRTS has been known as the American Forces Radio and Television Service since the early 1970's in order to more clearly define its main audience and its mission throughout the world.—**Charles E. Everett**, Sag Harbor, N.Y.

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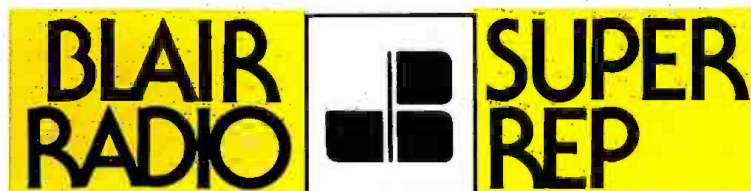
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Top of the Week

Mr. McGannon declares war on network compensation

Westinghouse Broadcasting chief seeks support for affiliate stand opposing longer news, dredges up facts and figures to show stations hold an increasingly shorter stick while network profits soar; he says 9 p.m. newscast, in network prime time, would be better choice

Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., undertook last week to rally ABC-TV affiliates—on the eve of their annual convention (see story page 33)—to resist any attempt by ABC-TV to expand its evening newscast.

He proposed instead that "all three networks" schedule newscasts at 9 p.m. NYT each weekday—the heart of network prime time. He said Westinghouse's five TV stations would clear network newscasts at that hour without network compensation.

His message, although addressed to ABC-TV affiliates, was clearly meant for affiliates of NBC-TV and CBS-TV as well. With it he sent analyses detailing network inroads on station time and showing the networks' income as soaring while their payments to stations are still below the 1969 level.

He said the analyses—portions of which were made public by other Westinghouse officials in a panel session at the National Association of Broadcasters convention (BROADCASTING, March 29)—had been undertaken to find out why the five Westinghouse stations' earnings remained flat during a four-year period when network income registered "an astonishing 225% increase," from \$53 million in 1971 to \$225 million in 1974.

"You will see [from these charts] that the relationship between network and stations has been substantively changed," Mr. McGannon told the affiliates. "This occurred as a result of all networks failing to adjust station compensation despite skyrocketing costs. The result has been a distortion in station affiliate relations, greater and greater dominance by network which forces the affiliates to become more

dependent upon the networks. The impact of these facts will be felt more intensely in smaller communities. Notwithstanding, all stations are forced to bear the increased cost of people and programs, conversion to [electronic news gathering], greater and greater community needs for programing and service.

"It is for all these reasons that the expansion of network early-evening news is unconscionable and a serious jeopardy to each station's service in its community. The network has 65% of all time including 100% of the highest-viewed time period, 8-11 p.m., and further intrusion is contrary to the public interest. A station's prime time is in the early-evening block

and any extension of network pre-emption carries a geometric impact."

Mr. McGannon, questioned later, said he had not contacted any ABC affiliates before sending his letter and that, though his analyses dealt in detail with economic and other "inequities" in affiliate/network relationships, his immediate objective is to block expansion of network newscasts into station time—if possible—rather than to redress inequities.

In the long run, he said, some thought should be given to achieving a better balance between network time and local time, perhaps on a day-part by day-part basis, but he said he had no particular approach to suggest now. In reply to a question, he

Network sales, expenses, station payments and income

Chart A. One of the charts that Westinghouse Broadcasting sent to ABC-TV affiliates is reproduced below. Westinghouse described it as indicating that "while network sales and expenses have doubled, station payments have increased only 16% and were less in 1974 than 1969 but network profit increased almost 300%."

	Network sales (\$ millions)	Network* expenses (\$ millions)	Station** payments (\$ millions)	Retained network income (\$ millions)
1964	1044.8	652.3	214.5	60.2
1965	1141.7	729.2	230.3	59.4
1966	1302.4	825.1	244.2	78.7
1967	1359.1	897.5	247.6	55.8
1968	1424.3	959.0	245.9	56.4
1969	1569.6	1051.4	254.1	92.7
1970	1551.1	1094.5	240.1	50.1
1971	1490.4	1040.4	229.9	53.7
1972	1687.5	1160.4	224.5	110.9
1973	1880.0	1220.1	233.0	184.8
1974	2007.7	1320.8	248.2	225.1
Percent increase				
1969 vs 1964	50.2%	62.2%	18.5%	54.0%
1974 vs 1969	27.9%	25.6%	(-2.3%)	142.8%

*Excludes station payments

**Including O&O

Network and 15 O&O income

Chart B. This takes Chart A a little further and shows, among other things, that "the three networks account for 45% of all profit on television and that the network no longer relies on O&O economic support to finance its program efforts," according to Westinghouse.

	Network income		15 O&O		Network and O&O		Industry
	\$ millions	% share	\$ millions	% share	\$ millions	% share	Total
1964	60.2	14.5	96.3	23.2	156.5	37.7	415.6
1965	59.4	13.3	102.2	22.8	161.6	36.1	447.9
1966	78.7	16.0	108.1	21.9	186.8	37.9	492.9
1967	55.8	13.5	104.3	25.2	160.1	38.6	414.6
1968	56.4	11.4	122.4	24.7	178.8	36.1	494.8
1969	92.7	16.7	133.4	24.1	226.1	40.8	553.6
1970	50.1	11.0	117.3	25.8	170.1	36.9	453.8
1971	53.7	13.8	91.2	23.4	144.9	37.2	389.2
1972	110.9	20.1	102.5	18.6	213.4	38.6	552.2
1973	184.8	28.3	102.8	15.7	287.6	44.0	653.1
1974	225.1	30.5	105.7	14.3	330.8	44.9	737.1



Robert Redford as "The Great Waldo Pepper"

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The Eiger Sanction

Clint Eastwood, George Kennedy, Gregory Walcott,
Jack Cassidy, VONETTE McGEE

The Front Page

Jack Lemmon, Walter Matthau, Carol Burnett,
Susan Sarandon, Allen Garfield, Vincent Gardenia

The Great Waldo Pepper

Robert Redford, Margot Kidder, Bo Svenson,
Bo Brundin, Susan Sarandon, Geoffrey Lewis

Joe Kidd

Clint Eastwood, Robert Duvall, John Saxon, Don Stroud,
Stella Garcia, James Wainwright

Minnie and Moskowitz

Gena Rowlands, Seymour Cassel, Val Avery, Holly Near,
Tim Carey, Elsie Ames

Pete 'n' Tillie

Walter Matthau, Carol Burnett, Geraldine Page,
Barry Nelson, Rene Auberjonois, Henry Jones

Play Misty for Me

Clint Eastwood, Jessica Walter, Donna Mills,
James McEachin, John Larch

Rooster Cogburn

John Wayne, Katharine Hepburn, Richard Jordan,
Anthony Zerbe, John McIntire, Strother Martin

Shoot Out

Gregory Peck, Robert F. Lyons, Pat Quinn,
Susan Tyrrell, Rita Gam, Jeff Corey

Showdown

Dean Martin, Rock Hudson, Susan Clark,
Donald Moffat, Vic Mohica, Ed Begley, Jr.

Sometimes A Great Notion

Paul Newman, Henry Fonda, Lee Remick,
Michael Sarrazin, Richard Jaeckel, Cliff Potts

Thoroughly Modern Millie

Julie Andrews, Mary Tyler Moore, James Fox,
John Gavin, Carol Channing, Beatrice Lillie

Two Mules for Sister Sara

Clint Eastwood, Shirley MacLaine, Alberto Morin

Ulzana's Raid

Burt Lancaster, Bruce Davison, Jorge Luke,
Richard Jaeckel, Joaquin Martinez

Winning

Paul Newman, Joanne Woodward, Robert Wagner,
Richard Thomas, Clu Gulager

The Black Windmill

Michael Caine, Donald Pleasence, Delphine Seyrig,
Clive Revill, John Vernon, Janet Suzman

The Don is Dead

Anthony Quinn, Frederic Forrest, Robert Forster,
Al Lettieri, Angel Tompkins, Charles Cioffi

The Girl from Petrovka

Goldie Hawn, Hal Holbrook, Anthony Hopkins,
Gregoire Aslan

Limbo

Kate Jackson, Russell Wiggins, Hazel Medina,
Katherine Justice, Kathleen Nolan

My Name is Nobody

Henry Fonda, Terence Hill, Jean Martin, Piero Lulli

Newman's Law

George Peppard, Roger Robinson, Eugene Roche,
Mel Stewart, Gordon Pinsent, Michael Lerner

The Public Eye

Mia Farrow, Topol, Michael Jayston,
Margaret Rawlings, Annette Crosbie, Dudley Foster

Aloha Means Goodbye

Sally Struthers, James Franciscus, Joanna Miles,
Henry Darrow

Frankenstein: The True Story

James Mason, Michael Sarrazin, Leonard Whiting,
David McCallum, Jane Seymour, Nicola Pagett,
Agnes Moorehead, Ralph Richardson, John Gielgud

The Law

Judd Hirsch, Barbara Baxley, Sam Wanamaker,
John Beck, Gary Busey

The Log of the Black Pearl

Kiel Martin, Ralph Bellamy, Jack Kruschen,
Glenn Corbett, Henry Wilcoxon

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Louise Sorel, Strother Martin, Victor Campos

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Chart C: This chart, according to Westinghouse, "dramatizes the constant encroachment of network into station time with the result that in 1975 the networks have recaptured the time embraced in prime-time access."

	ABC	CBS	NBC	Total
1960	114.0	152.5	167.5	434.0
1965	142.5	159.5	169.5	471.5
1969	141.0	166.0	171.0	478.0
1972	144.0	178.5	161.0	483.5
1975	161.0	177.5	177.5	516.0

Source: NTI, March 1 each year.

said Westinghouse would be "the last" to seek FCC intervention on this issue. But at another point, emphasizing his contention that the networks have recaptured the equivalent of the hours taken away from them by FCC's prime-time access rule, he suggested that this could hardly escape FCC's notice.

He left no doubt that he is trying to get raises in network compensation for the Westinghouse stations, though that was not the objective of his message to ABC stations. He said he has shown the economic analyses in recent months in presentations to top officials of all three networks, including Frederick S. Pierce, president of ABC Television, and James E. Duffy, president of the ABC-TV Network; John A. Schneider, president of the CBS/Broadcast Group; Robert D. Wood, then president of CBS-TV; David C. Adams, vice chairman of NBC, and Robert T. Howard, president of NBC-TV.

Commenting on general network reluctance to increase station compensation, he said Westinghouse's KPIX(TV) San Francisco, operating in a market with four commercial VHF outlets, hasn't had a raise in the network compensation rate in 17 years. KPIX is a CBS affiliate.

As for his letter's mention that Westinghouse TV stations have had "flat earnings" in recent years, he said in response to another question that their profits in 1975 were better than in 1974, the last year covered in his analyses because it is the latest year for which FCC figures are available. But even in 1975, he said, profits were not resoundingly better

Station payments related to network and station revenues

Chart D. Because station payments "increased" only 16% in a period when inflation was 55%," Westinghouse said, those payments have been a diminishing drain on the networks and a diminishing part of station revenues. This chart tracks the changes for both.

	Station payments (\$ millions)	Station payments as a percent of network revenue	Station payments as a percent of station revenue
1964	214.5	23.1	19.8
1965	230.3	24.0	19.6
1966	244.2	21.2	18.8
1967	247.6	20.6	18.7
1968	245.9	19.5	16.3
1969	254.1	18.6	15.4
1970	240.1	17.3	14.4
1971	229.9	17.4	13.9
1972	224.5	15.0	12.0
1973	233.0	14.2	11.3
1974	248.2	13.8	11.1

than in 1974. For the 1969-74 period, total TV profits in the five Westinghouse markets declined from \$72.1 million a year to \$70.0 million, according to FCC figures.

Mr. McGannon said his proposal that all networks expand their news schedules by adding a broadcast at 9 p.m. reflected a vital public need and if adopted, he was sure, would enhance public opinion of the networks without hurting them financially. "I don't think they'd lose a dime," he said. He thought a newscast longer than a half hour at 9 p.m. NYT would, at least at the start, be "overly ambitious." And he added that he wasn't unwaveringly committed to the 9 p.m. starting time—8:30 would be all right, too.

What isn't all right to him is a network expansion early in the evening, and he says he'll be in Los Angeles for the ABC-TV affiliates convention this week and speak out against any such expansion whenever it's discussed. (Westinghouse's WJZ-TV Baltimore is an ABC-TV affiliate.) He or other Westinghouse officials will also be on hand at NBC's 50th anniversary convention next month—WBZ-TV Boston and KYW-TV Philadelphia are NBC-TV outlets—in case the subject comes up there.

Mr. McGannon's message to ABC affiliates expanded on a protest he lodged with ABC Inc. President Elton H. Rule when

speculation about ABC hopes for a longer newscast first developed (BROADCASTING, April 26). He told the stations that "Group W's established policy is not in any way opposed to more news or public affairs programming," but that the anticipated expansion, "whether it would be for an additional 15 or 30 minutes," is against the public interest. He offered these reasons:

"1. A reduction in local news will result in a preponderant number of stations reducing their local news service to the community and possibly the commitment in their license-renewal application.

"2. Another serious intrusion into scarce local time would ensue with loss of audience availabilities and program opportunities.

"3. Such a move would fly in the face of 'legislative' intent of the prime-time access rule and, hence, violative of the commission's intent of increasing possible program sources.

"4. The network would extend its dominance over additional time periods and revenue with increased dependence of local stations on the networks. ABC now programs 65% of every broadcast day, which is more than it did prior to the enactment of the prime-time access rule in 1971.

"5. Local and regional advertisers would be supplanted by network advertisers."

"Group W is in favor of an expansion of network news but not in a time period when there is substantial network and local news now being presented. The critical need is for in-depth news, analysis and commentary on the crucial values and issues of our times during viewing hours when the largest potential audience is available.

"We strongly recommend that all three networks present such a needed breakthrough in electronic journalism on each weekday evening at 9 p.m. (8 p.m. central time). Because of the public need for this, Group W is prepared to clear such programming on its five television stations without network compensation."

Hold that line. Westinghouse Broadcasting was not the only group broadcaster to speak out against the networks' inclination to go to longer evening news programs. Clifford M. Kirtland Jr., president of Cox Broadcasting, said last week that Cox would resist any encroachment on local news time by the networks. He offered an alternative, however: The networks could "better serve the public interest" by slotting a news program in a time period currently occupied by network entertainment programming—specifically "adjacent to" the local 11 p.m. news. Another possibility he suggested is that the networks schedule "more in-depth news documentaries and shows that are news-oriented, such as [CBS's] 60 Minutes."

His first idea, he said, "would accommodate the vast audience interest in expanded national news coverage, but not at the expense of the stations' local commitment." Mr. Kirtland said an expansion by the networks in early evening time might result in curtailment of local news reporting. He claimed that most network affiliates program locally only about five hours a day between 9 a.m. and midnight, Monday through Friday, and "a great many" of these stations devote about 45% of that time to news programs. He said that the networks, however, schedule approximately 10 hours of programing each weekday, but use less than 10% of that time for news.

Van Deerlin cable show opens on Hill

Hearings are under way on staff report on CATV; session with NAB, NCTA and CATA is relatively calm as they tread over well-known territory

Hearings began last week on the House Communications Subcommittee's staff report on cable television. The sessions occupied the subcommittee four straight mornings and were capped Thursday with testimony from the major trade associations.

The discussion on that day, however, was remarkably subdued—dull, many thought, considering the emotional exchanges of the past between cable operators and broadcasters over cable. National Association of Broadcasters President Vincent Wasilewski represented the broadcasters at the hearing. He told the subcommittee that cable television, without full liability for copyright and with no restrictions on distant signals, would threaten the ability of broadcast stations to continue local program services. Referring to the recommendation in the staff cable report that cable systems, once made liable for copyright, should be permitted to delete commercials from imported signals and substitute their own, he said, "I might at least understand how anyone could make this suggestion if we were talking about full, negotiated, marketplace copyright liability for all signals; but not when we speak about a compulsory license where a cable system may pay 1% to 2% of its revenues for all its signals and a broadcaster is paying 35% to 40% of his revenues for his product."

Mr. Wasilewski's statement did not depart from the hard line broadcasters have long held in opposition to cable. But another broadcast spokesman, CBS vice president and chief economist David Blank, did. Mr. Blank told the subcommittee during a session Tuesday that he would favor removing the FCC's exclusivity and distant signal restrictions from cable if cable were made fully liable for copyright. He noted, however, that Congress is not likely to vote full liability. Current cable copyright proposals would make cable pay "as little as one quarter or one fifth" of marketplace value, he said.

Mr. Wasilewski's opposite number at the National Cable Television Association, Robert Schmidt, rejected Mr. Wasilewski's insistence that cable should be treated as a service supplement to TV. He said cable is "a distinct and unique communications medium in its own right. He decried the FCC's piecemeal approach to cable regulation and called instead for legislation from Congress giving broad policy guidance to the FCC for regulating cable and other new broadband technologies.

A third viewpoint came from Kyle



For openers. This was the scene at the opening day of the House Communications Subcommittee's hearings on cable television regulation last Monday. At the witness table is former Office of Telecommunications Policy director Clay T. Whitehead, who argued for cable freedom. Over Mr. Whitehead's right shoulder is former FCC Chairman Dean Burch and behind Mr. Whitehead to his left is Don LeDuc (with beard), attorney and professor of communications at the University of Wisconsin, both of whom also testified. Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is at right. Later in the week, the presidents of three trade associations—Vincent Wasilewski of the NAB, Kyle Moore of CATA and Robert Schmidt of NCTA (below, l-r)—contributed to the dialogue.



Moore, president of the Community Antenna Television Association, who said the cable systems CATA represents, mostly small "traditional" ones, should be considered a third industry apart from cable and broadcasting. Mr. Moore opposes the copyright agreement NCTA signed with the Motion Picture Association of America because, he said, it would chisel in stone the FCC's "onerous" syndicated exclusivity rules. He added that cable has demonstrated no harm to broadcasters (whom "we love") and called for a relaxation of cable regulation. As a protective measure for broadcasters, CATA suggested something called a "failing station doctrine," that would permit broadcast stations to go to the FCC for relief if they can demonstrate they are being driven out of business. CATA's opinion, however, is that the FCC has no mandate to protect either broadcasters or cablecasters.

All three presidents insisted the public interest is on their side, which troubled Lou Frey (R-Fla.), ranking Republican on the subcommittee. He said that "from that point on it all falls apart."

Mr. Frey probed the cablecasters' commitment to public service programming and was told by Mr. Schmidt that cable operators, like broadcasters, should carry local public service programs. He modified that

slightly in agreeing with Mr. Moore that small cable systems might have to be excused because some lack the funds to carry an access channel, for example.

The question of data—hard facts to prove broadcaster claims of injury from cable—surfaced repeatedly at the hearings. Representative Timothy Wirth (D-Colo.) said he thinks the broadcasters should shoulder the burden of proof. Mr. Wasilewski, however, countered that cable should have to prove it does not harm broadcasting because it uses broadcast service as its economic base. On that point, the broadcasters had a friend in Representative W. Henson Moore (R-La.), who said he is concerned that there is no evidence to show that total de-regulation of cable would not hurt broadcasters, particularly the "little fellow that always gets squeezed."

On a question from Representative Frey, both Mr. Schmidt and Mr. Wasilewski said they favor crossownership of broadcast stations and cable systems in the same market.

Representative Van Deerlin set the tone for the hearings Monday, saying their purpose was to focus on cable TV as a "promising new technology which offers expanded viewing choices and new services ... I believe that we have already seen un-

fortunate examples of how new technologies have been needlessly held back." He said too, "We will also consider the potential for negative impact which cable may have on . . . conventional over-the-air broadcasting."

The hearings, like the staff report, are neatly compartmentalized, each day looking at a different facet of cable. They opened with a history and overview from such notables as former FCC Chairman Dean Burch and former Office of Telecommunications Policy Director Clay T. Whitehead. Mr. Whitehead delivered a strong indictment of cable regulation, saying "the future of telecommunications is being decided in court rooms, board rooms and back rooms." He said cable policy has been formulated by "short runs and niggardly political policy," and that "the FCC stretches credibility regulating cable TV under rules meant for radio . . . legislation ultimately will be required." Mr. Whitehead would like to see that legislation regulate cable as a common carrier with signal carriage separated from programming functions. Also, he favors removing all crossownership restrictions and permitting the networks to buy into cable.

Mr. Burch, chairman of the FCC when the 1972 cable rules were instituted, defended the commission's actions. Asked about the quality of information the FCC had before imposing restrictions on cable, he said the decisions were based on "reasonable prognostications." He said there should be a "change of attitude on the part of the commission and Congress . . . a laissez-faire attitude on cable growth." And there should be a "healthy cynicism" toward broadcaster and cablecaster claims of financial hardship: "There is a great deal of honest belief on both sides that the public interest is wedded to their side," he said.

Another economist, Leland Johnson of the Rand Corp., predicted that cable will have little adverse impact on broadcast growth, including UHF broadcasting, which he said will grow by 60% in the next 15 years if Congress will bring it to parity with VHF. Dr. Johnson said he would support liberalization of distant signal rules if current copyright proposals were adopted. He also said there is no evidence of cable harm to broadcasting, and for that matter, that existing financial data from broadcasters cannot be trusted for analytical purposes.

Broadcasters will be represented again tomorrow (May 25) by Arthur Taylor, CBS president, Everett Erlick, ABC senior vice president and general counsel, and Lester Lindow and Michael Horne of the Association of Maximum Service Telecasters. Herman Land, president of the Association of Independent Television Stations, will appear Wednesday on the same program with a representative of the National Association of Theater Owners. Monday's session is reserved for Representative John Murphy (D-N.Y.), who will show clips of *Midnight Blue*, the sexually explicit program recently dropped from Manhattan Cable's Channel J in New York.

In Brief

- House Judiciary subcommittee tentatively **completed markup of cable section (111) of copyright revision bill** last Friday (May 21), although vote on overall package must still be taken. Legislative draft adheres closely to proposal written by subcommittee staff and Register of Copyrights Barbara Ringer (BROADCASTING, May 17). **Key points include:** (1) rate formula based on number of distant signals carried, as proposed by National Cable Television Association and Motion Picture Association of America agreement, with initial rate increased from 0.6% to 0.675% of gross revenues; (2) so-called "CATA amendment" that would establish lower royalty scales on distant signals for CATV systems with annual revenues of less than \$320,000; (3) compulsory license to cover carriage of Canadian and Mexican signals by border area cable systems (see page 59); (4) formula to compensate owners of "cherry-picked" signals, primarily sports, on basis of how often they are carried. Question of commercial substitution and deletion was tabled for discussion later. Earlier amendment offered by Representative Edward Pattison (D-N.Y.) concerning CATA amendment (page 59) was withdrawn in exchange for increased initial rate in basic fee formula.
- Citing station's exemplary record in previous license periods, FCC Administrative Law Judge John H. Conlin has renewed **Belo Broadcasting's WFAA-TV Dallas** in initial decision denying WADECO Inc.'s competing application for channel 8. WADECO argument cited Belo's Texas media interests, in WFAA-AM-TV, KZEW(FM) Dallas, KFDM-TV Beaumont, *Dallas Morning News* and seven suburban papers, injecting multiple ownership considerations that invited parallels with WHDH-TV Boston case, which resulted in loss of license to competing applicant in 1969. Belo's track record outweighs benefits that would result from "new media voice," judge concluded. He agreed with Belo contention that WADECO violated rule requiring applicants to report major changes in application when it failed to tell FCC that two persons had been released from financial agreements, putting in doubt availability of \$2.5 million loan.
- CBS-TV Sports has signed three-year pact with North American **Soccer League** for two games this year, six in 1977 and nine in 1978.
- NBC Radio President Jack Thayer, approaching **first anniversary of News and Information Service** June 18, says "modifications" will go into effect following resolution of NBC-NABET strike. Stations want more flexible format, will get "windows" in second and fourth quarter-hours for local news, station ID's. Mr. Thayer is looking for 10 new stations before June Arbitron report, says he needs 99 of top 200 markets to be in black, has only 72 now.
- Television Bureau of Advertising has sent members wallet cards documenting 1970-1975 price increases and showing Consumer Price Index up 39%, newspapers cost-per-thousand up 41%, supplements up 35% and magazines up 8% while **spot television's CPM declined 7%**.
- **KOAA-TV** Pueblo-Colorado Springs, has been sold, subject to FCC approval, by Mahlon T. and Helen White and William Grant for \$3.7 million to Evening News Publishing Co., which owns *Charleston* (S.C.) *News & Courier* and *Post*, KDBC-TV El Paso, Tex., and papers in Maryland, Virginia and Buenos Aires. Station is NBC affiliate on channel 5. Broker: George Moore & Associates.
- CBS Inc. President **Arthur R. Taylor**, increasing tempo of his Washington visits, was to have appeared before Democratic platform committee last Wednesday, was called back to New York by death of father-in-law. He attended hot-ticket French embassy dinner Tuesday night during visit of President Valéry Giscard d'Estaing. Washington Vice President Bill Leonard made presentation to Democrats, urging: repeal of equal-time law and abolition of fairness doctrine, strong shield law, broadcast coverage of Congress and "pledge to the American people that the full spectrum of free television will be preserved" while developing national cable policy. In third public mention of longer network newscasts, Taylor text urged federal regulation **"not so constructed as to stand in the way of normal expansion of broadcast news service."**
- FCC has granted requests by newspapers, wire services and others to

postpone new AT&T private line charges (BROADCASTING, May 17) until Aug. 20 to allow filing of material supporting charges that new rates discriminate against users in remote areas.

- Representative Lou Frey (R-Fla.) told Iowa Broadcasters Association Friday he thinks there's still time for Congress to pass **license renewal legislation** this year, although that might mean changing bill he has introduced in order to permit longer license terms for radio than TV.
- FCC has decided against adopting rules banning **alien ownership of cable TV** systems, on ground there's not enough to warrant action. It indicates intention to keep eye on situation.
- **There was no improvement** last week in condition of Representative **Torbert Macdonald** (D-Mass.), still listed as "serious" at Bethesda Naval hospital (BROADCASTING, May 17). He was described as alert and resting comfortably.
- FCC has granted Capital Cities Communications Inc.'s application to **change directional antenna of WTNH-TV** (ch. 8) New Haven and to increase power. Commission rejected complaints of two Springfield UHF's, WWLP-TV and WHYN-TV, contending that although change would extend WTNH-TV's service area by 8%, New Haven station's increased coverage in Springfield would be minimal.
- **J. Walter Thompson Co.** has created one-hour presentation, "The Desensitization of America," that **hits hard at violence and sex in TV** and other media, including feature films, books, theatrical and night club performances. It's been shown to number of advertiser and campus groups, is on agenda for American Advertising Federation convention in Washington June 5-9.
- **FCC has rejected petition** of one of RKO General Inc.'s two competitors for license of channel 7 Boston to disqualify RKO's counsel, **Pierson, Ball & Dowd**. Community Broadcasting of Boston had requested disqualification on ground that former FCC Chairman Dean Burch, who had participated in channel 7 case while with commission, is now partner in firm. FCC also denied Community's motion for extension of date for oral argument, set for June 29.



Amlen



Fischer



Campbell



Wright

- **Late Fates.** *Seymour Amlen*, VP and assistant to president, ABC Entertainment, elected VP-program planning to work with President Fred Silverman on long-range planning and "day-to-day prime-time scheduling strategy for all weekly series, motion pictures and special programs." □ *Richard Fischer*, VP-news operations, NBC News, New York, named VP-television news, succeeding Lee Hanna, named VP-general manager of WMAQ-TV Chicago (BROADCASTING, May 17). □ *Donald Campbell*, VP-general manager of WMAR-TV Baltimore, will retire June 1, to be succeeded by *Dale Wright*, station's present program director. □ *Herb Lazarus*, VP-sales, Columbia Pictures Television, Los Angeles, elected VP and general manager. □ *Lee Currlin*, replaced as programs VP for CBS-TV, will stay on as VP in sales-planning department. Opposite number at NBC-TV, *Marvin Antonowsky*, also replaced, has "amicably settled" contract and will announce future plans shortly. □ *Tom Keller*, general counsel of Office of Telecommunications Policy, will join Verner, Lipfert, Bernhard, McPherson & Alexander as associate. He joins predecessor, Henry Goldberg, in Washington law firm. □ *Daniel Polsby*, legal assistant to FCC Commissioner Glen O. Robinson, to join law faculty of Northwestern University this fall as assistant professor. □ *Jeanne Renick*, administrative assistant, day-time programs, CBS-TV Hollywood, appointed day-time programs manager.

Crossownership in itself is not abuse, says FCC in renewing WIBW stations

Commission rejects Justice Dept. effort to block renewal on media-monopoly ground, reaffirms position on issue

Broadcasters who are on the Justice Department's concentration-of-control hit list are breathing a little easier. The FCC last week rejected a Justice Department objection to the renewal of WIBW-AM-FM-TV Topeka, Kan., and renewed the licenses, in a manner that indicates the seven other cases involving department petitions to deny will be disposed of in similar fashion.

The department, in an informal objection, contended that the station's licensee, Stauffer Publications Inc., possessed a monopoly of local advertising and news dissemination in its area that was "repugnant to antitrust principles" and "inimical to the public interest." Stauffer owns the only newspaper in the city, and its television station is said to have 75% of the TV circulation while its radio stations have 25% of the aural circulation.

But the commission, as expected (BROADCASTING, May 17), said the policy it laid down in January, in the report and order in which it adopted new media crossownership rules, governs the manner in which the concentration-of-control issue is considered. And on that basis, the commission said, there is no reason to set the WIBW renewal applications for hearing or to deny them.

The new rules bar the creation of new daily newspaper-broadcast crossownerships in the same community but require divestiture only in cases of what the commission considers "egregious" monopoly—where the only station and the only newspaper in a community are under common ownership.

As for renewal challenges, the commission had said it would not designate a renewal application for hearing on a concentration issue "absent a showing of economic monopolization that might warrant actions under the Sherman Act."

But it said its analysis of the Topeka market indicates Stauffer is not in violation of the Sherman Act. It said there is no evidence the company has met the act's test of acting "through 'acquisition or maintenance' of . . . alleged monopoly power" in a manner designed to preclude competition. In fact, the commission said, there has been an increase in the number of broadcast outlets in the city.

Crossownership in itself, the commission said, is not an abuse.

The commission vote to renew the licenses was 7 to 0.

No deal reached in family viewing; testimony ends

NAB code authorities wind up case with denial they were pressured into sanitizing 7-9 p.m. period

The family viewing suit went back to trial last week after the parties failed to reach a settlement that the judge had urged upon them (BROADCASTING, May 10, 17). Testimony ended with three witnesses who recounted how the National Association of Broadcasters inserted family-time restrictions in the television code. All denied that the action was taken in response to pressure from FCC Chairman Richard E. Wiley.

Briefs for the plaintiffs, a consortium of Hollywood writers, actors and producers, are to be filed with the court by June 14. Briefs from the defendants, the NAB, FCC and the three television networks, are due two weeks later. Oral argument is scheduled for July 15-16.

None of the principals would discuss the reasons for the failure of the settlement negotiations, but knowledgeable sources said one sticking point was CBS's refusal to move *All in the Family* back into family viewing time, as the judge had proposed. The program was moved from its original 8 p.m. Saturday position to 9 p.m. Monday after the family viewing restrictions were adopted.

Another point of disagreement, it was said, involved reimbursement of legal fees to the plaintiffs. Some estimated that they might go as high as \$600,000.

Last week's witnesses—Wayne Kearn of Harte-Hanks Broadcasting Group, who was chairman of the NAB television code review board at the time, Wallace J. Jorgenson of Jefferson-Pilot Broadcasting, then a code board member, and Wilson C. Wearn of Multimedia Inc., then chairman of the NAB television board and now chairman of its joint board, unanimously denied that they had been subjected to any pressure from the NAB, the FCC or their networks to gain their approval of the family viewing plan. Each testified that it was the number of protests received by mail and phone at their stations over the rising amount of sex and violence on television in the fall of 1974 that convinced them that something had to be done and that the amendment to the NAB television code adopted at the NAB's Las Vegas convention in April 1975 seemed a good way to do it.

Judge Warren J. Ferguson questioned Mr. Jorgenson's report that such violence dropped by 39% in family viewing time.

"The code says violence and that means all violence," the judge continued, "not just 39%. Are you telling me there's a cut-off point, that so much violence but no more is OK? What's your limit?"

And when Mr. Jorgenson expressed the belief that if the family viewing restriction

were to be taken away, the amount of violence would start to mount, due to competitive pressures, Judge Ferguson asked: "Would you go back? Doesn't your sense of decency have any part, or is it all just economics?"

"We're in the business of mass communications," Mr. Jorgenson explained. "We try to reach a maximum audience and that means giving the public what it wants to see." But he added that in his area the family viewing hour is seen as a reaction to public demand and people would feel betrayed if it were to be repealed.

Mr. Wearn echoed Mr. Jorgenson's views. Many people are involved in developing new programming and there is "tremendous competitive pressure" that could lead to violence "creeping back up," Mr. Wearn said. "Not immediately, but it would happen. The audience would be dismayed. They'd believe the industry had let them down. There would be an unfavorable reaction."

Judge Ferguson also asked about violence in the news and when informed that the family viewing plan applied only to entertainment, he said that children are watching at 7 p.m. (when network news is broadcast in Los Angeles) and asked if the violence they see on newscasts isn't just as harmful as that in entertainment programs. Mr. Jorgenson replied that the news directors, by judicious editing, consider the sensibilities of the audience and that, in any case, young children don't watch news the way they do entertainment.

Little support for Bellotti petition emerges at FTC-FCC panels

Only thing agreed on is that there is a lack of evidence to link TV advertising and drug abuse

Academics, government experts and those who feel less dispassionately about the subject spent a day and a half at the FCC last week debating the question of whether or not television advertising of over-the-counter drugs is harmful to children. Does it lead to misuse of those drugs and to abuse with illicit drugs?

If there was a consensus that emerged it was that there is not enough evidence to warrant removing OTC advertising from television; indeed, many of the research findings discussed supported the view that there was no causal connection between OTC television advertising and drug misuse and abuse.

However, Robert Choate, chairman of the Council on Children, Media and Advertising and a leading critic of OTC television advertising, was not impressed. He produced excerpts from comments of experts who contend that such advertising should not be directed at children.

The discussions, conducted in three

panels, were sponsored jointly by the FCC and the Federal Trade Commission in an effort to help them grapple with the issue raised in a petition Attorney General Francis X. Bellotti of Massachusetts filed with the FCC. The petition, which has been supported by the attorneys general of 17 other states and American Samoa, seeks a ban on television advertising of OTC drugs before 9 p.m.

Mr. Bellotti, who participated in one panel to plead his case himself, said there is no need for "a conclusive study" that would delay the rulemaking indefinitely. "As long as there is a substantial likelihood—and there is—that there is influence exerted by these commercials on the behavior of children, that is reason enough to regulate these advertisements."

However, the weight of the research discussed last week was against Mr. Bellotti. True, some of the research was produced by or for the affected industries. J. Ronald Milavsky, director of social research for NBC, for instance, said a recent study he had conducted concluded that "drug ads on TV do not lead teen-agers to use illicit drugs." And Donald E. Payne, director of research for Oxtoby-Smith Inc., said review of the literature in the field conducted for the Pharmaceutical Manufacturers Association showed that advertising has little or no, or maybe a negative relationship with illicit drug use.

But not all such comments were from affected industries. Gerhard J. Hanneman of the University of Southern California said he was standing by a statement he made four years ago: "Calling for a ban proscribing drug advertising seems premature, naive and a somewhat hysterical reaction to society's inability to contain drug abuse."

One piece of hard data that was discussed at the panels showed the deaths of small children from accidental ingestion of drugs and other products found in the home has been declining dramatically—from 450 in 1966 to 135 in 1974.

However, some witnesses said something less than an unequivocal answer to the question of OTC drug advertising would be satisfactory—that steps short of banning such advertising are feasible. Peter Rheinstein of the FDA said in fact that television might be used to provide information that would help the public in its purchase of drugs. He said commercials could provide "balanced messages," that would make clear what the product cannot do as well as what it can and which warn of side effects.

None of the panelists representing pharmaceutical or broadcasting industries endorsed the idea.

The panel discussions were only the first step in an information-gathering process the FCC and FTC have begun. Panelists as well as other experts from around the country will be asked to submit papers containing their views and requesting research suggestions. When the papers are digested, the commission staff will decide whether to recommend action on the Bellotti petition or the sponsorship of a research project.

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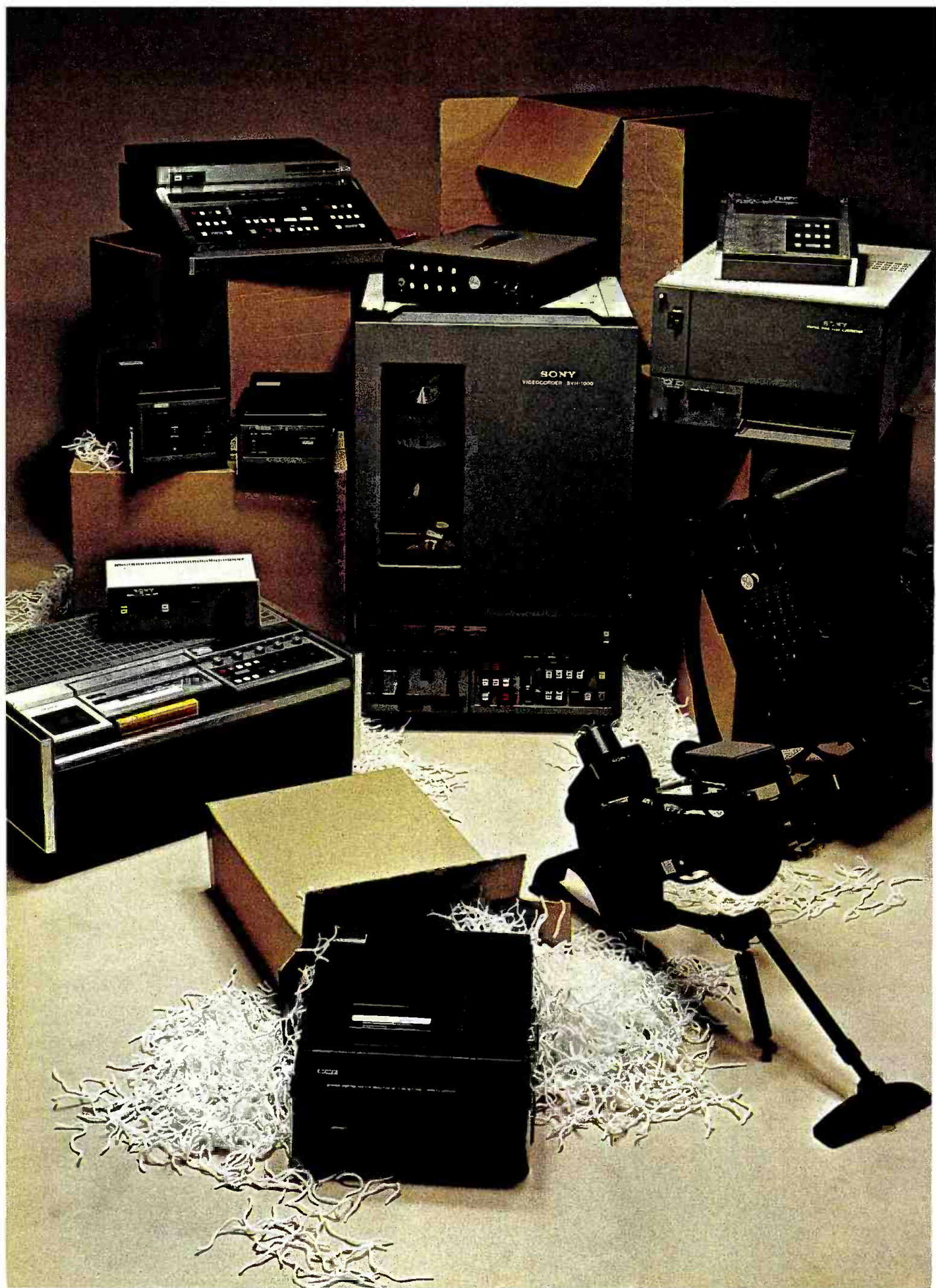
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Riding the crest into Los Angeles

It's happy hour for ABC affiliates, though wine could sour over news

ABC-TV affiliates meet in Los Angeles this week for their annual convention in an unaccustomed position: number one in the prime-time network ratings for the second season, a strong challenger to CBS for number one for the entire year and projected by many observers to be number one for 1976-77.

Their network's rise to eminence, if not pre-eminence, has carried many of the affiliates into contention, if not dominance, in their own markets. The only discord in prospect as they converge on the Century Plaza hotel convention site, is ABC-TV's desire to expand its evening newscasts.

That could prove to be a discordant indeed. Affiliate leaders say most stations do not want—and that many may refuse to clear—an expanded newscast that carries over into what is now station time. But network officials insist they're not going to turn the issue into a showdown.

They say they're going to "discuss the question," talk about desirability of a longer newscast and the advantages it would offer from the stations' standpoint, but will "stay away from hard-sell," as one official put it, and "not push them against their will."

It could become a stormy issue anyway—if Westinghouse Broadcasting pushes the brand of opposition it circulated to ABC-TV affiliates last week, taking aim not only at longer newscasts encroaching on station time but also at what it called "greater and greater dominance" of stations by networks (see story this issue).

Most of the speculation thus far has centered on the likelihood of ABC seeking to expand its 30-minute evening newscast to 45 minutes, although ABC sources say this is only one possibility. Whatever the plan is, the affiliates are due to hear about it early—ABC News officials say they expect to get into it at Tuesday morning's opening session.

They also expect that Barbara Walters, hired away from NBC at \$1 million a year for five years to join Harry Reasoner as co-anchor of *ABC Evening News* and to appear in documentaries (BROADCASTING, April 26), will be on hand for some of the convention proceedings.

More than 600 affiliate representatives are scheduled to attend the convention.

Elton H. Rule, president of ABC Inc., will address the Tuesday luncheon. Leonard H. Goldenson, chairman of ABC Inc., and Frederick S. Pierce, president of ABC Television, will address the Wednesday-morning session.

The opening session Tuesday morning will include a speech by James E. Duffy,

president of the ABC-TV network, and presentations by ABC News and ABC Sports, followed by pilot screenings.

ABC thinking last week was that "a discussion" of longer newscasts would probably come at this opening meeting.

William Sheehan, president of ABC News, will lead the news presentation, assisted by Walter J. Pfister Jr., vice president for special TV news programs; William E. Lord, vice president, TV news; Marlene Sanders, vice president and director of documentaries, ABC News Correspondent Harry Reasoner—and perhaps Mr. Reasoner's co-anchor-to-be, Miss Walters. Roone Arledge, president of ABC Sports, will present the sports coverage plans.

The Tuesday-afternoon agenda calls for nonprime-time programming presentations under the over-all direction of Fred Silverman, president of ABC Entertainment. Participants will include Marvin Mord, vice president, research services, ABC Television, and key executives of ABC Entertainment, including Edwin T. Vane, vice president and national program director; Bob Shanks, vice president, early-morning and late-night programs; Squire D. Rushnell, vice president, children's programs, and Michael Brockman, vice president, daytime programming.

Symon B. Cowles, ABC-TV network vice president, creative services, is also

scheduled to outline fall advertising plans at the Tuesday-afternoon session, which will also include a screening of pilots.

Mr. Pierce's address on Wednesday morning will be followed by a presentation of the 1976-77 prime-time schedule by Mr. Silverman and Michael D. Eisner, senior vice president, prime-time production and development, and of specials by Mr. Silverman and Mr. Vane. Mr. Goldenson's address will round out the morning.

Other executives expected to report to the affiliates include Everett H. Erlick, senior vice president and general counsel, ABC Inc.; Alfred R. Schneider, vice president, ABC Inc.; Richard Beesemyer, vice president, ABC-TV network; James T. Shaw, sales vice president, ABC-TV network, and Richard J. Connell, ABC vice president, public relations, broadcasting.

Closed meeting of affiliates and network officials are scheduled Wednesday afternoon and Thursday morning. ABC-TV President Duffy and leaders of the affiliates plan a news conference recapping developments about noon Thursday.

Mr. Duffy and Robert F. Fountain, vice president in charge of affiliate relations, will welcome the broadcasters at a reception Monday evening. The annual banquet will be held Wednesday evening, with entertainment by Bill Cosby, The Captain and Tennille and Gabe Kaplan with his supporting cast from *Welcome Back, Kotter*.

FCC plan for three-days notice draws opposition on all fronts

ABC, CBS, NBC, PBS and NAB unite against proposal to inform all candidates of campaign spots 72 hours before voting begins

Ambiguous, unnecessary, unworkable and an encroachment upon First Amendment rights. That was how the three commercial networks, the Public Broadcasting Service and the National Association of Broadcasters characterized an FCC proposal to require licensees to notify all legally qualified candidates of gifts of time to, or on behalf of, another candidate 72 hours prior to an election.

In its comments to the commission, CBS said, and the others agreed, that such a rule could "only have the most chilling effects on broadcast coverage of campaign issues during the three final days before an election." NBC said that "this attempt to foster equality of treatment of the candidates would actually discourage programs with and about the candidates during the 72 hours preceding elections." This is especially true, it went on, in presidential elections where there are a "multiplicity of minority party candidates" not all of whom are on the ballot in all states—"the problem of notification ... would be enormous." The self-censorship that would result, said CBS, "threatens to curtail the very kind of speech which the First Amendment was designed to protect."

PBS agreed and added that the wide

scope of the proposal would extend the required notification to write-in candidates and would force licensees "to determine the bona fides of a particular candidate's candidacy without the benefit of the candidate having to come forward and present facts."

"At the least," NBC recommended, "the required notice should be given only to those candidates whose names appear on the ballot ... whose addresses are on file" and that presidential elections be exempted.

Another problem cited was the lack of explanation by the FCC as to what type of notification can or must be given. NBC said that mail or telegrams could take too long. Telephone messages could be garbled and their delivery would be difficult to verify later, it added.

The need for such a rule also was questioned. ABC said it was not aware of any stations or candidates that had problems with the current rule. The new plan, it said, "will quite possibly invite new interpretative difficulties rather than lead to more certainty and orderly procedures."

CBS felt much the same: "The adoption of a rule so unclear and so burdensome cannot serve any legitimate regulatory goal; rather it would raise the most serious First Amendment questions" by "affecting the journalistic decisions of the broadcast media ... and create an administrative nightmare for the commission."

NAB offered a solution to the problem

of notifying all the candidates. It proposed that the FCC modify the proposal to require licensees to place in the station's public file "all pertinent information whenever a licensee, on its own initiative, proposes to offer free time to one candidate" in the 72 hour limit. This is the same procedure a station now must follow if it sells time. "Opponents," said NAB, "would thus be given the same opportunity to learn of and respond to free usage as is presently afforded them concerning political time purchases."

NAB also asked the commission to change the proposal to apply the situations where a station "on its own initiative" gives free time and not to cases where "a candidate could receive free time unintentionally."

Changing Hands

Announced

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

■ **KORJ(FM)** Garden Grove, Calif.: Sold by West Coast Media Inc. to K-Orange Broadcasting Corp. for \$312,000. Seller, owned by Dominic A. Visconti and Donald B. McCann, also owns **KDIG(FM)** San Diego. Buyer is owned by Jack W. Flammer, Victor K. Hardin, Ned Lewis

and Richard W. Gay. Mr. Flammer has interests in grain sales and golf club manufacturing firms in Anaheim, Calif. Mr. Hardin is Oldsmobile dealer there. Mr. Lewis has interests in Anaheim citrus company and Tempe, Ariz., meat packing firm. Mr. Gay is retired vice president of Bank of America in Anaheim. **KORJ** is on 94.3 mhz with 3 kw and antenna 245 feet above average terrain.

■ **WNPS(AM)** New Orleans: Sold by Greater New Orleans Educational Television Foundation to Lonnie Murray and Claude Anderson for \$280,000. Seller, nonprofit organization, is also licensee of **WYES-TV** there. Buyers have interest in **WOWD(FM)** Tallahassee, Fla. **WNPS** is on 1450 khz with 1 kw day, 250 w night. Broker: Blackburn & Co.

■ **WNNC(AM)** Newton, N.C.: Sold by Newton-Conover Broadcasting to Newton-Conover Communications Inc. for \$255,000 plus \$25,000 noncompetition covenant. Seller is owned by Earl Holder who has no other broadcast interests. Buyer principals are David B. and Charles R. Lingafelt and Edmond B. Fitzgerald. David Lingafelt is promotion manager at **WMNC-AM-FM** Morgantown, N.C. Mr. Fitzgerald has interest in Gretna, Va., telephone company, and Charles Lingafelt is employe there. **WNNC** is on 1230 khz with 1 kw day, 250 w night. Broker: Chapman Associates.

■ **KORC(AM)** Mineral Wells, Tex.: Sold by White Fuel Corp. to First IV Media Inc. for \$165,000 plus \$86,000 noncompetition covenant. W. Erle and Emma M. White are principals in seller which also owns 20% of **KAUZ-TV** Wichita Falls, Tex. Buyer principals are Richard Klement and Billy Ray Hill who also own **KMWT(FM)** Mineral Wells. **KORC** is 250 w daytimer on 1140 khz.

■ **KBLR(AM)-KLTB(FM)** Bolivar, Mo.: Sold by KBLR Inc. to NPN Corp. for \$190,000. Seller is owned by William J. Young who has no other broadcast interests. Principals in buyer are Charles Preston, Ray Neill and his son, Joe. Mr. Preston is engineer and announcer at **KLEX(AM)-KBEK(FM)** Lexington, Mo. Ray Neill is employe of West Central Rural Missouri Development Corp., Stockton, Mo., and his son works for radio parts wholesale firm in Springfield, Mo. **KBLR** is 250 w daytimer on 1130 khz. **KLTB** is on 106.3 mhz with 3 kw and antenna 200 feet above average terrain. Broker: Ralph E. Meador.

■ Other sales reported at the FCC last week include: **WIRV(AM)** Irvine, Ky.; **WKTP(AM)** South Paris, Me.; **WCRM-AM-FM** Clare, Mich.; **WKOT(AM)** Kingston, N.Y.; **WAWR-FM** Bowling Green, Ohio; **WCHI(AM)** Chillicothe, Ohio; **KWMC(AM)** Del Rio, Tex.; **WFSP(AM)** Kingwood, W.Va. (see page 69).

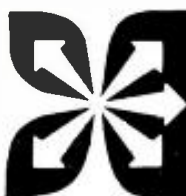
Approved

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

■ **KOST(FM)** Los Angeles: Sold by Coronado Communications to Cox Broadcasting for \$2.2 million. Seller, subsidiary of McLendon Pacific Corp., is owned by Barton R. McLendon and son, Gordon B. McLendon, who also own **KNUS(FM)** Dallas. Buyer, publicly traded on New York Stock Exchange, owns directly or through subsidiaries: **KFI(AM)** Los Angeles; **WSB-AM-FM-TV** Atlanta; **WSOC-AM-FM-TV** Charlotte, N.C.; **WHIO-AM-FM-TV** Dayton, Ohio; **WIOD(AM)-WAIA(FM)** Miami; **KTVU(TV)** Oakland, Calif., and **WHIC-TV** Pittsburgh. It also owns 56.2% of Cox Cable Communications, multiple system operator, and is engaged in radio and TV sales representation, business publishing, motion picture production, automobile auction services and data processing. **KOST** is on 103.5 mhz with 12.5 kw and antenna 3,100 feet above average terrain.

■ **WFWR(AM)-WCMX(FM)** Fort Wayne, Ind.: Sold by Fort Wayne Broadcasting to Guy L. Ewing for \$630,000. Principal in seller is Clarence C. Moore who, with his wife, Ruby, owns **WCMR(AM)-WXAX(FM)** Elkhart, Ind. Mr. Ewing is general manager of **WFWR(AM)-WCMX(FM)** and has no other broadcast interests. **WFWR** is 1 kw daytimer on 1090 khz. **WCMX** is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WKBX(AM)** Winston-Salem, N.C.: Sold by Stuart W. Epperson to Randolph Properties for \$535,000 plus \$30,000 noncompetition covenant. Mr. Epperson also owns **WKBA(AM)** Vinton, Va.; **WRBX(AM)** Chapel



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5-24

Hill, N.C., and 50% interest in KBIS(AM) Bakersfield, Calif. Principal in buyer is Whiteley Binion, Fort Worth businessman with no other broadcast interests. WKBX is daytimer on 1500 khz with 10 kw (1 kw during critical hours).

■ WFEA(AM) Manchester, N.H.: Sold by Century Broadcasting Group Inc. to Ocean Coast Properties for \$500,000. Seller is principally owned by R.D. Neuirth who has no other broadcast interests. Buyer, which also owns WPOR-AM-FM Portland and WRDO(AM) Augusta, both Maine, is owned by Phil Corper, Roy Edwards, Charles G. Smith, Robert O. Delaney and Robert J. Gold. WFEA is on 1370 khz with 5 kw full time.

■ Other sales approved by the FCC last week include: KALO(AM)-Little Rock, Ark.; KDTA(AM) Delta, Colo.; WQYK(AM) Tampa, Fla.; KEZM(AM)-KSNS(FM) Sulphur and Lake Charles, La.; WUPY(AM)-WMQT(FM) Ishpeming, Mich.; KLEX(AM) Lexington, Mo.; KIXX(AM) Provo, Utah; KPOR(AM) Quincy, Wash. (see page 70).

FCC says WNET violated personal attack rule

A program dealing with New York's elderly poor and the fate of a deteriorating neighborhood has won for noncommercial WNET(TV) New York a possible fine of \$1,000. The FCC last week told the station the apparent liability was for violating the commission's personal attack rule.

The notice resulted from a complaint filed by Seymour Durst, who said he was attacked in the program, an episode of the station's *The 51st State* news program. During the program, which was broadcast twice, several individuals said Mr. Durst, a hotel owner, was responsible for attempts to set fire to the building in order to drive out its elderly inhabitants and had threatened the life of a priest who lived in the building because of his intransigent attitude toward the management.

WNET contended that the personal attack rule was not involved since no controversial issue of public importance had been raised and that, in any event, *The 51st State* was exempt from the rule because it is a regularly scheduled news program.

The commission rejected those arguments. It said the problems of the elderly poor in the Times Square area of New York city was at the time of the broadcast a controversial issue of public importance. And it said that the program appeared to be a news documentary, and thus subject to the rule, not a regularly scheduled news program.

Accordingly, the station was obliged to notify Mr. Durst of the attacks or give him a summary or transcript of them. Mr. Durst appeared on the program, but his appearance was taped before the initial broadcast and, the commission said, there was no evidence he was informed of the attacks and offered an opportunity to respond.

Deeper troubles indicated at NAB by King ouster?

There's disagreement on reasons 21-year veteran is suddenly fired

Alvin M. King, director of station relations for the National Association of Broadcasters, was dismissed last Tuesday, a move some insiders said reflects a tension in the association's Washington office brought on by advocates of reform. Official spokesmen for NAB disagreed, however.

Mr. King had been with the association for 21 years, the last seven of them in his present post. He told BROADCASTING his termination was abrupt—that he was handed his last paycheck along with \$14,000 severance pay (for six months) and bid farewell.

He did not sound exactly like a man whose career had just been snuffed out. "It's kind of a relief to get out," he said. "The place is a funny-farm right now." He said there is a lot of tension inside NAB headquarters resulting from "radio-TV controversies. Concern about whether or not radio is properly represented at NAB makes it tough to work there."

Mr. King said no specific reasons were stated for his firing. It was suggested by other sources close to NAB that Mr.

King's dismissal stemmed at least partly from his association with the committee that a radio board director, George Brooks of KCUE-AM-FM Red Wing, Minn., started in January to study reform of the association.

One source said Mr. King is widely considered a "confidante" of the committee and was resented in the Washington office because he gave Mr.

Brooks inside information that the latter used to try to persuade board members that there should be some executive changes. Mr. King said last week it is well known within the association that he has talked with Mr. Brooks. He added that he is not the only staff member to do so.



King

Mr. Brooks is no longer head of the reform committee, now called the Fact-Finding Committee. The current chairman, Don Jones of KFIZ(AM) Fond du Lac, Wis., said he has no information about the King firing and that he has had no contact with Mr. King.

The official line from NAB was that Mr. King was fired because his performance had been slipping in recent years. A spokesman admitted, however, that the

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link with the reform committee might have played a small part.

Mr. King, 56, is undecided on his future. For the moment "I am retired," he said. But he plans to become a sales consultant eventually.

Hill heats up on regulatory agency reform

Numerous bills are at various points in legislative pipeline

Several bills designed to improve the performance of regulatory agencies are moving through Senate committees. One has passed the Commerce Committee, another has passed a subcommittee of the Government Operations Committee and others were the subject of hearings last week.

The bill that passed the Commerce Committee, the Interim Regulatory Reform Act of 1976 (S.3308), would require, among other things, that seven regulatory agencies including the FCC and the Federal Trade Commission recodify all their regulations and rules of procedure. This provision, said committee Chairman Warren Magnuson (D-Wash.) last week, is to compel agencies to clear away outmoded regulations. The bill would also require that the agencies draft revisions of all the laws they administer and submit them to Congress. And it would prohibit agency commissioners from participating in actions before their agencies for two years after they leave.

Other provisions of the bill: permitting the agencies to litigate civil matters on their own behalf rather than having to rely on the Justice Department; requiring them to respond to petitions for rulemaking within 120 days of receipt; requiring them to send their legislative proposals and budget recommendations to Congress without having to clear them first with the Office of Management and Budget and providing protection from physical assault to agency investigators.

The bill passed the Commerce Committee May 12 with an additional amendment from Senator James Buckley (C-R-N.Y.) designed to allow citizens to sue agencies such as the FCC for losses resulting from "gross negligence."

Another effort at regulatory reform is contained in the so-called "sunset" bill, which if passed would shut down virtually every government agency and program every five years unless specifically reauthorized by Congress. This is not intended to unsettle agencies so much as it is to make Congress and the President do a better job of overseeing their actions.

Senator Edmund Muskie (D-Me.), chairman of the subcommittee that passed the bill, the Intergovernmental Relations Subcommittee of the Government Operations Committee, called the bill "a

serious, responsible proposal for closing the gap between Congress and the programs it has created—and ultimately for improving the quality of services government provides to the American taxpayer."

The sunset bill attacks agency reform from a budgetary standpoint, requiring Congress and the President to determine every five years if the agencies are spending their money wisely and effectively. Congress would be required to study the economic impact of ending a program or agency, or of either raising or lowering its spending.

The full Government Operations Committee held hearings last week on seven other bills, all of which are designed to put tighter clamps on agencies. Four of them, for example, would require that all new agency rules be approved by Congress before being enacted. One would create a congressional office to oversee all the regulatory agencies. The office's function would be to analyze the rules and regulations at the agencies and monitor their anti-trust enforcement practices, their plans and policy recommendations. It would advise the congressional committees with legislative authority over the agencies. Its directors would include six senators and six congressmen.

Two other bills would put Congress and the President on an oversight timetable, requiring the President to formulate and the Congress to act on a plan for reforming each agency every five years. Failing action by both branches, the agency would lose most of its powers and any licenses it issued would be terminated.

At the same time all this legislation is being considered, the staffs of the Commerce and Government Operations Committees have undertaken extensive studies of regulation. One part of the Government Operations Committee's plans is to examine the FCC's regulation of cable television. The cable TV project is part of a larger economic study to be undertaken June 1 by one of seven regulatory reform task forces on the committee's payroll. The Senate earlier voted \$750,000 to be shared by the Government Operations and Commerce Committees for their regulatory reform activities.

Decision, please

Central Florida Enterprises, the competing applicant for the channel 2 frequency in Daytona Beach, Fla., now occupied by Cowles Florida Broadcasting's WESH-TV, has asked the FCC to make up its mind.

Central claimed Cowles operates the station out of Orlando rather than Daytona Beach as licensed. An initial decision was handed down in Cowles favor in December 1973; exceptions and replies were filed and an oral argument held.

A decision is needed now, argued Central, to prevent its rights from being "further eroded" by Cowles's planned corporate move from New York to Daytona Beach (BROADCASTING, April 5) which Central called a "desperation at-

tempt to undermine the basis for a commission decision in this case."

Central said Cowles is "belatedly perhaps, but unmistakably relocating its staff at or near its 'major profit center' to reinforce an identity with Daytona Beach in an unprecedented manner." It went on to call Cowles' planned move the latest in a series of efforts "to obtain credit for post-license period attempts to identify itself with Daytona Beach."

An immediate decision, Central said, would prevent Cowles from later using the move to argue that it should be granted a renewal because of the considerable effort and expense incurred in relocating.

CB-poor FCC pleads for more money from Pastore

And it will likely get it, as senator seems impressed with magnitude of problem

FCC Chairman Richard E. Wiley last week had only some 10 minutes before Senator John O. Pastore (D-R.I.) to discuss the commission's problem in regulating the burgeoning citizens band radio service. But that was long enough to sketch some of the dimensions of the problem—applications for CB radio licenses are being received at the rate of 4,800,000 per year (the rate will probably be 6,800,000 by fiscal 1977), and complaints about CB interference from owners of television sets and other electronic home entertainment equipment are literally beyond counting.

Mr. Wiley was testifying before Senator Pastore in his role as chairman of the Senate Appropriations Committee's subcommittee concerned with the commission's budget request. The commission is seeking to add \$3.8 million to the \$51.4 million the administration has asked for the agency for fiscal 1977. The additional funds would be used to strengthen the commission's CB staff and undertake research projects related to CB.

The commission's appearance was squeezed in among those of a number of departments and agencies on Tuesday. And Senator Pastore, in curtailing the hearing on the FCC, said he was aware of the problem it was facing in dealing with CB radio. And he indicated he would attempt to make sure the full Appropriations Committee approved the amendment being sought. (The House appears likely to approve the amendment too.)

Chairman Wiley noted that the commission's field offices once received only 30,000 to 40,000 CB-related complaints annually. "They are now coming at a rate of nearly 100,000 per year—and we are not receiving all of the complaints," the chairman said. He said that a telephone company survey involving the commission's

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Dallas office disclosed that "over 2,000 telephone calls, for one day, in that office, went unanswered because the caller received a busy signal."

The commission has taken several steps to reduce the problem. It has issued a notice of proposed rulemaking aimed at tightening technical specifications for CB radio and reducing CB's interference potential.

However, Chairman Wiley pointed out that emission of improper signals by CB equipment is only one cause of interference. Inadequate shielding in television sets and other electronic equipment is another. Legislation that would require improved shielding in that equipment is now pending in both houses of Congress.

The commission also makes available educational material detailing measures that could be taken to minimize if not eliminate CB interference, he said.

But "in spite of our best efforts," Chairman Wiley said in his prepared remarks, "we expect the interference problem to continue due to the growing number of citizens radio units in residential areas." As a result, he said, the commission would continue to have an important role in resolving interference complaints."

KDTX battle continues

McLendon rebuts charges that possible format change is its motive in wanting sale stopped

McLendon Corp., licensee of KNUS(FM) Dallas, has seized another opportunity to strike out against Fairchild Industries's attempt to buy KDTX(FM) there. And in the process it provides an answer to charges brought by Fairchild in its opposition to a petition to deny the sale (BROADCASTING, March 29, May 3).

McLendon denied any participation in format change matters. Fairchild has claimed that the main reason McLendon wanted the sale stopped was that a format change at KDTX would bring it into direct competition with KNUS. Fairchild has also claimed that newspaper coverage and a citizens campaign protesting the format change were instigated by McLendon.

Fairchild is accused by McLendon, of hypoing and falsifying ascertainment questionnaires at its station there, KLIF(AM). McLendon said, "87 community leader interviews relied upon in its application were . . . summaries of the on-the-air programs broadcast or to be broadcast by KLIF." It also characterized all the interviews as being conducted with "a reckless and irresponsible carelessness."

McLendon rebutted the charges and said that while the editor of a local paper, critical of the sale on format grounds, was a friend of Mr. McLendon's, the two parties "pursued in its own way and for its own reasons" investigations into KLIF. "Moreover," McLendon said, "its decision to protest the sale was arrived at independently and for totally different reasons."

because of errors it alleges were made in listing the names, titles, ages, races and jobs of the persons interviewed.

The hypoing allegations, McLendon said, are based on KLIF's promotion during 1974 and 1975 ARB ratings survey periods. Also cited are contest prizes which McLendon said were substantially larger than those given away in non-ARB periods.

Even more of a helping hand

Citizens groups take FCBA proposal a step further and ask FCC to reimburse indigent parties for 'all reasonable expenses'

Citizen groups and others with limited financial resources should be able to participate in FCC proceedings with the commission picking up the tab, according to a petition for rulemaking.

The request was made by the National Black Media Coalition, the National Citizens Committee for Broadcasting and the National Organization for Women and elaborated on a plan filed earlier by the Federal Communications Bar Association.

The FCBA plan asked the FCC to supply indigent parties with free transcripts and reimburse them for witness fees.

The new request is broader in scope and would extend reimbursement of "all reasonable expenses incurred" during FCC proceedings to any person or group who could "make a substantial contribution to the fair determination of a proceeding yet who lack sufficient resources." Search charges for Freedom of Information material would also be waived.

Geller loses on contests

Request for an FCC policy statement against broadcast station contests that award prizes just for listening was denied by the commission. It had been submitted by Henry Geller, former FCC general counsel, who said such contests, where no skill is needed to win, are really bribes to get listeners and not in the public interest. The commission turned him down, saying he had not shown that these contests were harmful or misleading, and that it could not censor them.

315 exemptions stand

The U.S. Court of Appeals in Washington has turned down requests for a rehearing in a case in which a three-judge panel, by 2-to-1 vote, affirmed an FCC holding that political debates and candidates' news conferences are exempt from the equal-time law (BROADCASTING, April 19). Requests for rehearing were filed by the Democratic National Committee and, in a separate pleading, by Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women.

Media Briefs

Which way to turn? That's question puzzling San Diego Broadcasters Association after receipt of letter from Federal Trade Commission's Los Angeles office, to which association had complained about alleged hypoing by KCBQ(AM) San Diego (BROADCASTING, April 19). Letter said complaint had been forwarded to FCC in Washington, which was said to have jurisdiction in such cases. But couple of weeks earlier FCC Chairman Richard E. Wiley had written Dan McKinnon, KSON-AM-FM San Diego, to acknowledge receipt of copies of FTC complaint and to say that trade commission was proper forum since hypoing falls under Federal Trade Commission Act.

Educated money. Senate has authorized \$37.5 million for educational broadcast facilities (\$30 million for 1977, \$7.5 million for transition to new fiscal period, September to September) and \$1.25 million for telecommunications technology demonstrations. Same as bill already passed by House (BROADCASTING, May 10), measure goes to President Ford for his signature.

Possible trouble. Four corporations with broadcast holdings are included in list of 95 companies filing reports with Securities and Exchange Commission on "possible questionable or illegal payments and related practices." Four are: Fairchild Industries, General Tire & Rubber (subject of SEC investigation on alleged bribes, [BROADCASTING, May 17]), Schering-Plough and Westinghouse.

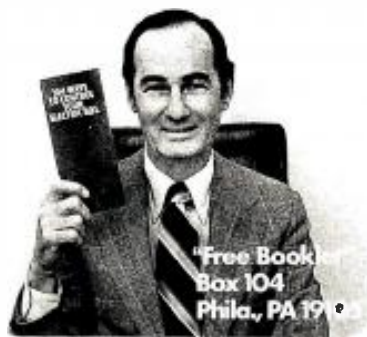
Take another look. Citizens Communications Center in Washington has asked Internal Revenue Service to petition FCC to reconsider dropping of "reasonable time" requirement for awarding tax certificates to licensees who sell broadcast properties to comply with FCC newspaper-broadcasting crossownership rules. (BROADCASTING, April 26). Citizens said tax policy has "grandfathered the nation's richest and most powerful media barons" and gives them tax benefits whenever "they do get around to selling."

One down. FCC granted renewal of KTLA(TV) Los Angeles subject to results of two racial discrimination cases involving station pending before California and U.S. EEO commissions. Renewal had been challenged by Los Angeles Women's Coalition for Better Broadcasting, which charged employment and programing discrimination against women.

On the lookout. National Association of Broadcasters' executive committee has appointed committee to recommend sites for 1981 and 1982 conventions. Co-chairmen are radio board chairman, Harold Krel-

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Hot issue? Selective burglary at BROADCASTING's New York bureau resulted in that office losing its total supply of its May 10 issue. The rippers-off took some 25 magazines, left behind one office copy.

stein of Plough Broadcasting, Memphis, and vice chairman, V. Kay Melia of KLOE(AM) Goodland, Kan. Sites through 1980: Washington in 1977, Las Vegas in 1978, Dallas in 1979 and New Orleans in 1980.

Moved. ERA broadcast consulting firm (Willis Duff, et al) has moved San Francisco offices to *680 Beach Street, Suite 373, San Francisco 94109; (415) 441-0550.*

Sports fan. Ken Flower Co. is being formed and will offer "special services" regarding sports communication. Ken Flower, former vice-president of sales of NFL Films Inc., New York, said he has already signed San Francisco Forty-Niners football team. Office will be located in San Francisco.

AFTRA, si. WFAN(FM) Washington has become what some believe to be first Spanish-language station to be organized by American Federation of Television and Radio Artists. Disk jockeys and announcers at United Broadcasting's station voted

8 to 4 in National Labor Relations Board election to name AFTRA their bargaining agent.

Vatican message. Pope Paul VI has asked mass media to "mobilize" for human rights, with fair reporting and refusal to "manipulate their audiences." Papal message was released in advance of 10th World Communications Day which Roman Catholic Church will celebrate May 30.

Almost finished. House Ethics Committee Chairman John Flynt (D-Ga.) said committee's investigation into who leaked secret Central Intelligence Agency report to suspended CBS reporter Daniel Schorr is within five weeks of being finished. He said investigators have interviewed more than 125 people including all 13 members of now-defunct Intelligence Committee. Mr. Flynt also said he expects to hold public hearings. He wouldn't say if investigators have found leak or if Mr. Schorr was among those interviewed. Mr. Schorr said last week he has not been contacted by anyone from government committees or agencies.

West Coast expansion. Media payment Corp., New York, has opened office on West Coast, naming Steve Ladley as West Coast credit manager. *210 North Pass Avenue, Toluca Lake, Burbank, Calif. 91505; (213) 849-4117 and 843-6692.*

Fairness case goes against eight California radio stations

PG&E nuclear-power spots raised controversial issue, says FCC; commission details its decision

The FCC last week issued what amounts to a 42-page primer on the fairness doctrine and its application to commercial announcements that allegedly editorialize on one side of controversial issues of public importance. It is complete with an analysis of complaints against 13 radio stations in California, a review of the manner in which the commission approaches such matters and the consideration it gives various factors, including the amount of time a station devotes to each side of the issue involved ("Closed Circuit," May 17).

For eight of those stations, however, the presentation is more than academic: They were found to be in violation of the fairness doctrine and directed to report in 10 days on how they intend to meet their fairness obligation. The eight stations are KFOG(FM) San Francisco, KFRE(AM) Fresno, KFYV(AM) Arroyo Grande, KMBY(AM) Monterey, KRED(AM) Eureka, KROY(AM) Sacramento, KSMA(AM) Santa Maria and KSRO(AM) Santa Rosa.

Four of the 13 stations were found to have satisfied the requirements of the fairness doctrine—KATY(AM) San Luis Obispo, KJOY(AM) Stockton, KPAY(AM) Chico and KVON(AM) Napa. The commission withheld judgment on the 13th station, KUZZ(AM) Bakersfield, pending receipt of additional information on the station's plans to present additional programming on the issues involved.

The basis of the commission's primer—actually, a memorandum opinion and order—was the complaint seven environmentalists and other citizen's groups filed in September 1974 against the 13 stations after they had run over the preceding three months six 60-second spots sponsored by the Pacific Gas and Electric Co. The spots promoted the construction of nuclear power plants and the use of nuclear power, and the complainants maintained they presented one side of a controversial issue of public importance.

The complainants noted that the spot campaign came at a time when voters in California were being asked to sign petitions for a referendum on the construction and use of nuclear power plants in the state and when Congress was concerned with the safety of nuclear power plants. They also pointed out that the referendum is to be held later this month. And they said the stations involved had not afforded a reasonable amount of time for presentation of conflicting views—that nuclear power plants pose dangers to the safety of

1926 KREX 1976

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the communities in which they are located and threaten the cleanliness of the environment.

The commission agreed that the spots raised a fairness doctrine issue; indeed, it said the controversy continues on both the state and national levels. The contention of some of the stations that the spots did not deal with a controversial issue of public importance was not reasonable, the commission said. And it described as "conclusory" the statements of some stations that the assertions in the announcements were simply "accurate and undebatable."

On the other hand, the commission rejected the complainants' argument that, because of the National Environmental Policy Act of 1969, "a stricter standard of reasonableness" should be applied in judging the licensees' conduct. It also rejected their contention that the only manner in which the stations could meet their fairness obligation under the circumstances was to broadcast the contrasting views in spot announcements.

The question of whether adequate time had been afforded the other side was examined in light of one court opinion holding that the standard to be applied in fairness cases was whether the public is left uninformed, as well as the warning in another that "no formula . . . will assure that the requirements of the doctrine have been met."

The commission noted that in its fairness report, it held that an imbalance in the presentation of contrasting views would be reflected in the total amount of time afforded each side, the frequency with which each side is presented, and the size of the listening audience, or a combination of those factors.

In the case of the California stations, the commission apparently looked first at the total amount of time devoted to each side—and some of the stations dealt with the issue in program time as well as the PG&E spots—and then to the frequency and audience size. However, the commission said it wants to avoid "detailed and specific" formulas "which can lead to excessive intrusion into licensee judgments."

The stations found to have complied with the doctrine provided substantially equal amounts of time on both sides of the issue. Actually three of them—KATY, KJOY and KPAY—devoted more time to the anti than to the pro side of the nuclear-power controversy. KVOI devoted one and a half hours of programing to the proponents' argument and 66 minutes to the opponents'. But the station also broadcast 29 spots promoting a program featuring opponents of nuclear power.

The stations that have been directed to report what they have done to discharge their fairness doctrine obligations were generally found to have devoted far more programing time to the side of the argument favoring nuclear power. There was in some cases an imbalance in their record in terms of frequency and audience size as well, according to the commission.

KFOG, for instance, was found to have

avored the proponents' side of the argument both in terms of frequency of programing and total hours. The station ran 192 PG&E spots over a three-month period, 83 of them during periods of "maximum audience potential." That, coupled with the more than three hours of pronuclear-power programing as opposed to one hour of antinuclear-power programing persuaded the FCC that the station had not met its fairness obligation.

The commission's findings as to the other stations follow:

KFRE—166 minutes of programing favorable to nuclear power, 50 minutes of programing opposing it. There was also an imbalance in the frequency of presentation of those competing views, and an "almost total omission" of antiviews during periods of maximum audience potential.

KFYV—64½ minutes of pronuclear-power programing and one and a half minutes of programing on the other side.

KMBY—104 minutes on the proponents' side, none on the opponents'.

KRED—96 minutes of pronuclear-power programing, no programing opposing nuclear power. KRED said it had offered one of the complainants time for reply, but

the commission said that effort was not enough to meet its obligation to present a contrary view.

KROY—one hour of programing on the pro side, none on the anti. KROY's effort to find a spokesman opposed to nuclear power for a telephone call-in program did not constitute the kind of "diligent, good faith effort" the commission said it expects stations to make.

KSMA—160 minutes of pronuclear-power programing, none on the other side. The station's claim that news reports on "electrical power" presented both sides of the issue could not be accepted since the station did not document the news stories.

KSRO—three hours of programing on the pro side, 46 minutes on the anti. That imbalance, the commission said, was coupled with gross disparities in frequency and audience which also favored the pronuclear-power side.

The complainants in the case are Public Media Center, Friends of the Earth, California for Safe Nuclear Energy, California Citizen Action Group, San Francisco Ecology Center, San Francisco Consumer Action and Zero Population Growth.

Big spenders in 1975 national TV

Total outlays rise 8% over 1974; TVB releases expenditures by top-100 advertisers, among which are three retailer newcomers

Advertisers invested \$4,136,482,100 in national television advertising in 1975, a gain of 8.05% from their 1974 outlays, according to estimates being released today (May 24) by the Television Bureau of Advertising.

The estimates, by Broadcast Advertisers Reports, put the spending in network TV at \$2,430,845,600, up 7.73% from a year ago (BROADCASTING, May 17) and expenditures in spot TV at \$1,705,636,500, up 8.52%.

The estimates accompanied TVB's annual listing of TV's top-100 spenders, network and spot combined, and its annual compilation of expenditures by product classifications (list and tables follow).

TVB said there were seven newcomers to 1975's top-100 list and three of these were retail companies, the category that has become one of TVB's prime targets because of retailers' traditionally heavy reliance on newspaper advertising.

The three retailers were Federated Department Stores, whose \$10.3 million in TV ranked it 90th on the top-100 list; May Department Stores, whose \$10 million put it 91st, and Kresge Co., whose \$9.1 million came in 99th. Retailers already among the top 100 include Sears, Roebuck, which in 1975 ranked sixth with \$73.8 million; Wards and Jefferson stores, whose \$18.4 million contributed to parent Mobil Oil's 38th-place total of \$24.8 million; J.C. Penney Co., which ranked 61st with \$15.5 million.

Newcomers to the top 100, other than

retailers were North American Systems Inc. (Mr. Coffee), 84th at \$11.5 million; CBS Inc. (records and tapes), 86th at \$10.7 million; K-Tel International (records and tapes), 88th at \$10.5 million, and A.H. Robins Co. (Chap Stick), Lip Quencher and Sergents Sentry Pet Collars), 97th at \$9.1 million.

Seven of the 1975 top-10 TV advertisers spent more than in 1974: Procter & Gamble was up 11%; General Foods 9%; American Home Products 3%; Bristol-Myers 12%; Sears 11%, Ford Motor 9% and Warner-Lambert 2%. Three of the top 10 spent less than in the preceding year: Lever Brothers was off 1%, General Motors 12% and Colgate-Palmolive 11%.

TVB said two of the top-100 advertisers more than doubled their TV budgets in 1975; CPC International and Royal Crown Cola, each with outlays 109% above its 1974 level, and 11 others increased their TV spending by more than 40%: Borden Co., up 74%; Standard Brands, 68%; Philip Morris and William Wrigley Jr. Co., both up 62%; Avon Products, 56%; American Motors and Gulf & Western, both up 46%; Anheuser-Busch and Campbell Soup, both up 45%, and Nabisco and Revlon, both up 42%.

Five of the top six product categories also recorded gains, according to TVB. Confectionery and soft drinks was the fastest growing TV user with a gain of 33%, followed by food and food products, 13%; toiletries and toilet goods 10%; automotive, 4%, and proprietary medicines, also 4%. The fifth-ranked soaps, cleansers and polishes category was down 3%.

The TVB/BAR listings and tables begin on the facing page.

The top 100

	Total TV	Spot TV	Network TV		Total TV	Spot TV	Network TV
1. Procter & Gamble	\$261,198,500	\$99,969,100	\$161,329,400	54 H J Heinz	16,753,800	7,657,400	9,096,400
2. General Foods	136,568,100	52,127,600	84,440,500	55 Anheuser-Busch	16,222,700	6,619,300	9,603,400
3. American Home Products	115,239,000	33,585,000	81,654,000	56 Toyota Motor Distributors	16,175,600	7,192,600	8,983,000
4. Bristol-Myers	110,090,300	20,377,900	89,712,400	57 RCA Corp	16,102,500	4,951,200	11,151,300
5. Lever Brothers	80,439,800	32,791,400	47,648,400	58 Revlon	15,975,400	5,946,200	10,029,200
6. Sears, Roebuck & Co. ¹	73,761,500	22,302,400	51,459,100	59 Carter-Wallace	15,939,700	843,000	15,096,700
7. General Motors	68,959,300	14,169,700	54,789,600	60 Volkswagenwerk A G	15,776,100	7,929,000	7,847,100
8. Colgate-Palmolive	67,667,700	21,574,300	46,093,400				
9. Ford Motor	65,994,800	20,371,600	45,623,200	61 J C Penney	15,519,900	8,282,500	7,237,400
10. Warner-Lambert	62,309,500	15,032,000	47,277,500	62 Noxell	15,502,400	7,356,900	8,145,500
				63 Hanes	15,434,000	3,233,700	12,200,300
11. Nabisco	61,533,300	12,572,300	48,961,000	64 Polaroid	15,045,700	2,747,000	12,298,700
12. Gillette	61,253,500	14,582,200	46,671,300	65 Eastman Kodak	14,929,300	1,534,500	13,394,800
13. Sterling Drug	57,586,400	10,713,000	46,873,400	66 Smithkline Corp	14,451,000	2,332,900	12,118,100
14. McDonalds	57,544,000	34,498,600	23,045,400	67 North American Philips	14,400,800	5,412,600	8,988,200
15. General Mills	56,948,100	26,755,500	30,192,600	68 Royal Crown Cola	14,293,000	10,486,200	3,806,800
16. Ralston Purina	47,844,000	11,649,800	36,194,200	69 Gulf & Western Industries	14,262,800	4,512,100	9,750,700
17. Heublein	45,880,600	23,545,800	22,334,800	70 Exxon	14,186,700	1,879,000	12,307,700
18. Chrysler	45,469,300	10,537,400	34,931,900				
19. American Tel & Tel	43,365,000	21,334,000	22,031,000	71 Goodyear Tire & Rubber	14,138,000	4,467,300	9,670,700
20. Kellogg	43,032,200	12,920,200	30,112,000	72 Liggett & Meyers Tobacco	14,004,300	6,394,600	7,609,700
				73 Nissan Motor Corp U S A	13,829,800	5,249,700	8,580,100
21. PepsiCo	41,008,500	21,438,100	19,570,400	74. Alberio-Culver	13,583,000	5,939,100	7,643,900
22. Coca-Cola	40,138,400	24,824,400	15,314,000	75 Squibb	13,318,300	4,015,000	9,303,300
23. Kraftco	38,234,700	17,568,300	20,666,400	76 Scott Paper	13,246,100	7,744,100	5,502,000
24. Nestle Co.	35,807,700	13,674,400	22,133,300	77. Kimberly Clark	12,878,100	3,067,300	9,810,800
25. Miles Laboratories	35,074,100	10,802,700	24,271,400	78 Pfizer	12,425,900	1,463,200	10,962,700
26. Schering-Plough	33,991,300	9,212,800	24,778,500	79 Union Carbide	12,405,500	1,575,400	10,830,100
27. Pillsbury	31,918,700	9,861,100	22,057,600	80 FW Woolworth	12,288,900	11,718,400	570,500
28. Johnson & Johnson	31,180,800	6,383,100	24,797,700				
29. S.C. Johnson & Son	30,925,100	4,636,700	26,288,400	81. Bealrice Foods	12,169,600	10,363,200	1,806,400
30. Norlon Simon	29,435,900	11,929,600	17,506,300	82 Seven-Up	11,978,700	9,835,000	2,143,700
				83 American Express	11,862,100	5,228,800	6,633,300
31. Morton-Norwich Products	29,243,900	7,142,300	22,101,600	*84 North American Systems	11,459,800	2,122,700	9,337,100
32. Internat'l Tel & Tel	26,614,000	19,349,500	7,264,500	85 Triangle Publications	11,344,100	11,344,100	—
33. Carnation Co	25,975,700	7,677,100	18,298,600	*86 CBS Inc	10,721,000	10,694,000	27,000
34. William Wrigley Jr	25,204,300	23,240,300	1,964,000	87 Merck & Co	10,545,300	1,325,900	9,219,400
35. Borden	25,029,900	12,579,300	12,450,600	*88. K-Tel International	10,534,300	10,534,300	—
36. Campbell Soup	24,918,700	10,417,200	14,501,500	89 Ideal Toy	10,447,800	7,794,900	2,652,700
37. Esmark ²	24,848,100	4,860,000	19,988,100	*90. Federated Dept Stores	10,253,300	10,253,300	—
38. Mobil Oil	24,804,500	19,730,000	5,074,500				
39. Clorox	23,473,800	3,367,200	20,106,600	*91 May Dept Stores	10,031,200	10,031,200	—
40. CPC International	23,047,900	14,626,600	8,421,300	92 Firestone Tire & Rubber	9,730,700	17,169,900	8,013,800
				93 Consolidated Foods	9,645,900	6,063,400	3,582,500
41. Jos Schlitz Brewing	22,974,900	5,284,800	17,690,100	94 E & J Gallo Winery	9,386,900	3,256,400	6,130,500
42. Philip Morris	22,811,700	4,577,000	18,234,700	95 Dow Chemical	9,238,600	2,805,900	6,432,700
43. American Motors	22,711,000	9,437,900	13,273,100	96 American Brands	9,190,200	3,631,900	5,558,300
44. Greyhound	22,367,300	2,497,800	19,869,500	*97. A H Robbins	9,118,900	9,118,900	—
45. Quaker Oats	21,781,700	8,667,500	13,114,200	98 Kresge	9,060,400	7,682,600	1,377,800
46. Chesebrough Ponds	20,857,900	3,561,100	17,296,800	99 Avon Products	9,046,600	2,417,500	6,629,100
47. Richardson Merrell	20,684,800	4,459,300	16,225,500	100 Pabst Brewing	8,881,700	3,495,000	5,386,700
48. Block Drug	20,658,800	4,525,700	16,133,100				
49. Standard Brands	19,721,100	13,345,200	6,375,900	1 Of which \$5,146,300 is Allstate			
50. Mars	18,136,600	11,204,200	6,932,400	2 Of which \$18,386,700 is Wards and Jefferson's Stores			
				* New to the top 100 in 1975			
51. General Electric	17,939,700	7,466,400	10,473,300	NOTE: Investments classified as "retail local" by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears, Roebuck & Co., McDonalds Corp., etc.) are included in the above tabulation			
52. Mattel	16,924,100	10,957,400	5,966,700				
53. American Cyanamid	16,890,200	4,429,500	12,460,700				

Spending by product

	Spot TV	Network TV	Total National		Spot TV	Network TV	Total National
Agriculture & Farming	\$ 7,738,500	\$ 81,300	\$ 7,819,800	Consumer Services	50,015,200	50,726,100	100,741,300
Apparel Footwear and Accessories	46,072,100	70,760,500	116,832,600	Communications and public utilities	17,486,600	23,084,400	40,571,000
Apparel fabrics and finishes	2,171,400	2,179,900	4,351,300	Engineering and professional services	13,445,300	10,301,900	23,747,200
Footwear	11,363,000	6,617,800	17,980,800	Financial	3,501,700	14,753,000	18,254,700
Hosiery	8,238,100	17,471,400	25,709,500	Schools and colleges	12,039,700	—	12,039,700
Ready-to-wear	7,709,400	17,106,300	24,815,700	U S government	3,541,900	2,586,800	6,128,700
Underwear, foundations and bras	10,728,600	25,895,000	36,623,600				
Misc. apparel, accessories & notions	5,861,500	1,490,100	7,351,700	Entertainment and Amusement	238,075,700*	65,918,600	65,918,600
				Amusements and events	27,779,400*	135,000	135,000
Automotive	135,903,200	251,568,400	387,471,600	Motion pictures	71,407,500*	13,367,900	13,367,900
Passenger cars	100,865,600	161,603,900	262,469,500	Restaurants and drive-ins	138,888,800*	52,415,700	52,415,700
Tires and lubes	12,216,800	33,170,300	45,387,100				
Trucks and mobile homes	10,044,500	20,182,700	30,227,200	Food and Food Products	388,327,600	402,665,100	790,992,700
Misc. auto accessories & equipment	12,776,300	36,611,500	49,387,800	Appelizers, snacks and nuts	19,200,100	16,809,200	36,009,300
				Bakery goods	49,998,900	35,569,100	85,568,000
Beer and Wine	68,770,700	70,256,200	139,026,900	Cereals	39,863,200	76,379,800	116,243,000
Beer & Ale	46,132,100	54,871,300	101,003,400	Coltee, tea and cocoa	46,803,100	36,324,000	83,127,100
Wine	22,638,600	15,384,900	38,023,500	Condiments	16,422,800	22,488,300	38,911,100
				Dairy products	36,185,400	9,208,700	45,394,100
Building Materials, Equipment and Fixtures	22,506,000	27,919,700	50,425,700	Desserts and dessert ingredients	5,103,300	21,074,700	27,178,000
Building materials	2,687,900	4,149,400	6,837,300	Flour and baking mixes	5,500,700	14,652,800	20,153,500
Equipment fixtures and systems	12,636,400	14,362,700	26,999,100	Fruit and vegetable juices	8,163,000	12,903,500	21,066,500
Protective coating and finishes	7,181,700	9,407,600	16,589,300	Fruit and vegetable	23,695,200	13,973,600	37,668,800
				Health, dietary and infants' foods	5,171,200	5,887,500	11,058,700
Confectionery and Soft Drinks	135,389,500	84,848,600	220,238,100	Meat, poultry and fish	28,857,400	20,806,200	49,663,600
Confectionery	46,636,700	40,862,000	87,498,700	Pasta products and dinners	10,517,300	8,121,900	18,639,200
Soft drinks	88,752,800	43,986,600	132,739,400				

(continued on page 46)



Harris' superb new TC-80 features full automatics, and add-on Triax.

The deluxe TC-80 live color camera redefines "top-of-the-line", with unmatched picture quality, real operating convenience, super-stable mechanics, easiest setup... and add-on Triax.

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A full complement of auto-matics is standard in the TC-80,

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Use either standard or anti-comet tail Plumbicon* camera tubes... without modifications. And a wide variety of lenses may

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*Reg. T.M. of N.V. Philips of the Netherlands



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

	Spot TV	Network TV	Total National		Spot TV	Network TV	Total National
Prepared dinners and dishes	13,653.000	9,565.400	23,218.400	Skin products and liniments	11,778.800	27,952.000	39,730.800
Salad dressing and mayonnaise	15,055.700	9,460.600	24,516.300	Vitamins	3,333.400	23,786.700	27,120.100
Shortening and oil	25,458.900	32,883.200	58,342.100	Misc. proprietary medicines	19,235.000	26,476.000	45,711.000
Soups	7,020.700	13,123.800	20,144.500				
Sugars, syrups and jellies	5,290.400	6,560.300	11,850.700	Publishing and Media	33,312.700	7,732.200	41,044.900
Misc. foods and food products	25,362.300	36,872.500	62,234.800				
Gasoline, Lubricant and Other Fuels	26,702.000	43,664.500	70,366.500	Records and Tapes.			
Horticulture	10,823.700	6,531.700	17,355.400	Radio and TV Sets	81,455.700	16,739.200	98,194.900
Household Equipment and Supplies	95,220.500	116,686.400	211,906.900	Musical instruments	1,255.100	452.000	1,707.100
Deodorizers and air fresheners	4,630.300	5,362.500	9,992.800	Records and tape recordings	60,232.600	949.500	61,182.100
Disinfectants	1,132.800	7,540.300	8,673.100	Radios, TV sets, phonographs and recorders	17,561.700	14,488.500	32,050.200
Food wraps and loils	3,478.300	12,313.900	15,792.200	Misc. components and supplies	2,406.300	849.200	3,255.500
Household paper products	36,486.200	17,107.900	53,594.100				
Insecticides	4,622.700	5,034.700	9,657.400	Smoking Materials	4,135.000	19,816.700	23,951.700
Major appliances	20,519.100	25,039.800	45,558.900	Cigars and tobacco	2,052.500	9,261.000	11,313.500
Small appliances and equipment	11,206.700	26,266.000	37,472.700	Misc. smoking materials and accessories	2,082.500	10,555.700	12,638.200
Misc. accessories and supplies	13,144.400	18,021.300	31,165.700				
Household Furnishings	9,131.900	22,669.300	31,801.200	Soaps, Cleansers and Polishes	96,155.200	204,073.800	300,229.000
Floor coverings	2,239.500	3,878.500	6,118.000	Cleaners and polishes	34,760.900	90,157.300	124,918.200
Furniture	5,411.100	8,144.100	13,555.200	Laundry preparations	17,712.000	32,718.400	50,430.400
Household fabrics and linishes	817.700	5,335.300	6,153.000	Soaps and detergents	43,682.300	81,198.100	124,880.400
Misc. household furnishings	663.600	5,311.400	5,975.000				
Institutional and Corporate Promotion	5,079.100	21,765.100	26,844.200	Sporting Goods and Toys	83,730.500	50,124.200	133,854.700
Insurance	23,737.900	40,207.500	63,945.400	Games, toys and hobbycraft	67,540.900	34,145.600	101,686.500
Jewelry, Optical Goods and Cameras	15,284.800	43,045.000	58,329.800	Sporting goods	16,189.600	15,978.600	32,168.200
Cameras and photographic supplies	6,374.700	26,540.300	32,915.000	Toiletries and Toilet Goods	158,049.800	415,174.300	573,215.100
Jewelry, watches and optical goods	8,910.100	16,504.700	25,414.800	Cosmetics and beauty aids	37,666.400	54,898.900	92,565.300
Office Equipment, Stationery and Writing Supplies	6,677.400	22,286.800	28,964.200	Dental supplies and mouthwashes	32,538.800	89,319.400	121,858.200
Pet Foods and Supplies	49,222.800	67,266.400	116,489.200	Depilatories and deodorants	13,389.700	63,103.500	76,493.200
Pet foods	41,706.500	63,605.200	105,311.700	Feminine hygiene products	2,651.400	16,409.700	19,061.100
Pet supplies	7,516.300	3,661.200	11,177.500				
Proprietary Medicines	97,474.800	273,064.100	370,538.900	Hair products	39,841.300	99,943.400	139,784.700
Cold, cough and sinus remedies	20,628.900	69,497.800	90,126.700	Men's shaving equipment	4,528.400	23,699.800	28,228.200
Digestive aids and antacids	9,984.100	32,498.700	42,482.800	Men's toiletries	8,474.300	20,468.500	28,942.800
Headache remedies and sedatives	24,414.800	76,747.100	101,161.900	Toilet soaps	14,808.600	35,553.600	50,362.200
Laxatives	2,462.000	10,314.100	12,776.100	Women's shaving equipment	1,132.800	3,978.100	5,110.900
Medical equipment and supplies	5,637.800	5,791.700	11,429.500	Misc toiletries and toilet goods	3,009.100	7,799.400	10,808.500
				Travel, Hotels and Resorts	45,796.900	20,626.100	66,423.000
				Airlines	33,544.300	4,660.800	38,205.100
				Buses	669.600	5,537.000	6,206.600
				Car rental	4,849.500	3,938.400	8,787.900
				Hotels and resorts	5,694.100	6,669.900	12,364.000
				Steamships	1,039.400	+	1,039.400
				Miscellaneous	8,937.000	14,627.800	23,564.800
				TOTAL	\$1,705,636.500	\$2,430,845.600	\$4,136,482.100

* Categorized as "local" activity by BAR, shown here for comparative purposes but not included in the total.

RAB to wage campaign on rating services

Effort will be on two fronts: to obtain more responsiveness from measurement firms and to promote use of companies along with Arbitron at agencies

Formation of a task force of radio broadcasters to stimulate continuing improvement in radio audience measurement and to seek new means of encouraging measurements by at least two competitive syndicated services on a multimarket basis was authorized by the Radio Advertising Bureau's board of directors last week.

Harold Krelstein of Plough Broadcasting was named chairman of the task force, whose members will include other RAB board members and other broadcasters. He said the members would be chosen within 10 days: "This is a major problem area which has been a problem for many years. We're going to try to get results as rapidly as possible while at the same time recognizing we have to build plans that are practical."

Miles David, RAB president, elaborated

on reasons for the move: "Many broadcasters feel and have stated to both RAB's staff and board members that rating services are not always responsive to questions raised about their methods of measurement. Broadcasters report writing [to rating services] for explanation[s] or report what seem to them to be major problems, without getting an answer from measurement company executives. The task force will seek to get answers for broadcasters and to stimulate measurement improvements where needed."

The corollary move to encourage measurements by multiple services presumably relates to an apparently increasing use of Arbitron Radio by advertising agencies and a declining use of Pulse Inc. reports. A study by the Torbet-Lasker national radio station rep firm earlier this year, for example, reported that the number of agencies requiring justification of audience by Arbitron ratings had increased from 60.8% a year ago to 84.4% for the 12 months ended in February, while the number requiring Pulse declined from 32.9% to 13.8% and those accepting both Arbitron and Pulse went from 5.6% to 1.1% (BROADCASTING, March 1).

The RAB board meeting, held in New York, also heard reports of continuing strength in radio business. President David said first-quarter business appeared

to be about 20% higher than in the same period of 1975, although there are "major variations" in markets feeling lingering effects of the 1975 recession. But he cautioned broadcasters not to ease up. "It's important," he said, "that everyone in radio keep selling with an eye to 1977 and 1978. New accounts built this year are the base for good growth in future years."

The board commended the "Radio Adflation Fighter" on-air campaign led by RAB to promote radio as an advertising medium especially suited to a tight economy. RAB reported that over 3,000 stations have participated in the campaign this year, donating \$3,680,000 worth of time and space; \$3 million in time contributed by stations, \$600,000 in time by networks, \$80,000 in space contributed by broadcast organizations with Adflation Fighter ads placed in *Time*, *Newsweek*, *Wall Street Journal*, *Fortune* and other publications.

A new campaign, also emphasizing radio advertising success stories, is tentatively scheduled for the fourth quarter of this year and the first quarter of 1977.

Robert H. Alter, RAB executive vice president, reported plans by the bureau to offer a sales manager's seminar, similar to its series of schools for radio salespeople. The seminars, like the RAB schools, will be held on university campuses.

Portrayal of women in ads should be in NARB purview, AAAA is told

Nelson of HD&B maintains it's a matter of 'truth and accuracy'; O'Connor expresses doubts about media's ability to educate about economic system

The National Advertising Review Board, advertising's self-regulatory arm, should broaden its scope to "deal with complaints about the portrayal of women" in advertising, just as it now deals with complaints about truth and accuracy in advertising.

That suggestion was made by James C. Nelson Jr., executive vice president and creative director of Hoefer, Dieterich & Brown, San Francisco, in one of the May 15 wind-up speeches of the American Association of Advertising Agencies' convention at the Greenbrier, White Sulphur Springs, W.Va. (BROADCASTING, May 17).

"How women are portrayed in our society is a matter of truth and accuracy," he said, "and I, for one, would have no hesitation about having a five-person panel of my peers examine any complaint

about my agency's ads and tell me whether in their combined opinion we had or had not depicted women fairly."

Mr. Nelson, who was a member of the panel that conducted an 18-month study and wrote the NARB's report on advertising that portrays or is directed to women, also suggested that the AAAA consider a series of seminars on the subject, like those it held in 1969 to increase minority-group representation in advertising.

He also suggested that big advertisers that led the way in ethnic casting do the same for advertising and women. Some of the "great big advertisers," he said, are "among the principal foot-draggers" in terms of their advertising for women.

An AAAA official said last week that the association "will certainly give serious consideration" to the proposal that it conduct seminars, and that AAAA people will probably also want to talk to NARB leaders about his suggestion that NARB's role be expanded. Other sources noted that Mr. Nelson had recognized in his speech that NARB already faces funding problems.

Mr. Nelson proposed that the AAAA put together a reel of commercials dealing with women and that this be used in seminars at which advertising people "could discuss the spots, talk, argue and in general broaden their awareness of the whole area."

He also played three versions of a Bank of America radio spot to demonstrate its

evolution—before it got on the air—from demeaning to nondemeaning. Then he screened a series of TV commercials that in his view depicted women properly and were also effective in their advertising appeals, among them spots for Budweiser beer, Shasta shampoo, Fantastik cleaner, Campbell soup, United Air Lines and Aviance fragrance.

"In advertising terms, of course," he said, "television is the big socializing influence, the teacher, the model that shows us how to behave, gives us good images or bad images, teaches us good manners or bad manners."

Mr. Nelson spoke at the final AAAA convention session, which also heard Stanley Tannenbaum of Kenyon & Eckhardt and Andrew G. Kershaw of Ogilvy & Mather argue the values (Mr. Tannenbaum) and evils (Mr. Kershaw) of comparative advertising, and was told by Neal W. O'Connor of NW Ayer ABH International, the retiring AAAA chairman, that public credibility in business and advertising "will come when people begin to know that we really do tell the truth, to the best of our knowledge."

Differences developed later over the interpretation of one passage of Mr. O'Connor's address, in which he said he disagreed with those who say that "economic education is the answer to the problems of business." This was taken by some as a slap at the Advertising Council's forthcoming public-service campaign to

Get five boating safety radio programs free from State Farm.

This radio series doesn't advertise State Farm. It just gives your listeners sound tips on boating safety, and it's yours for the asking. Five four-minute programs. Plus six shorter messages in 60 and 30-second lengths.

State Farm Fire and Casualty is the nation's largest insurer of small pleasure craft. We know the problems a boatowner can run into on the water. These tapes are designed to help him steer clear of them. And help him protect his boat from burglars, too.

For a free tape and scripts, return the coupon below or call us collect at 309-662-2845.

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Public Relations Department
State Farm Insurance Companies
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Please send me your public service series on boating safety and boat theft prevention. I understand there is no charge.



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City _____ State _____ Zip _____
(No P.O. Box Numbers, please)



improve public understanding of the American economic system (BROADCASTING, April 26), but an Ad Council official said later that, read in the context of the rest of the speech, the passage did not seem to him to criticize the council's plan.

"I think it's a fine speech," the council official said. "It asks people to think about the economic system. Our campaign doesn't tell people what to think; it tells them to think about the system. I think Mr. O'Connor is saying the same thing."

Mr. O'Connor himself declined to elaborate last week on his meaning, except to say that his remark about economic education was only one of many observations in his speech, and that commenting now on whether he thought the council

campaign is good or bad would amount to "switching the emphasis" and "do[ing] everyone a disservice."

In his speech he did not mention the council or its campaign. What he did say in this connection was:

"You travel a lot in this job [of AAAA chairman]. It affords some time to think. On those long, often solitary plane rides, one knows that business, like advertising, is competitive, possessed of proprietary information. One knows that business cannot 'let it all hang out.' On those long plane rides, one knows that shutting down industries to please the ecologists is economic regression; it has cost jobs; it will cost more.

"You come to believe that economic

education will not really cure hostility to business. As one executive recently pointed out: Some studies indicate that people with the most formal training in economics have the least sympathy for business.

"What I fear the advocates of the economic education theory mean is not economic education, but economic indoctrination. And, thank God, we don't do things that way in America. Not yet, anyway. Education here still means learning to ask questions, looking at all sides. We don't make everyone learn quotations from the chairman. We don't indoctrinate, we teach. We are free. We are even free to think that business is less than perfect, far from perfect. We are even free to think erroneous thoughts about business, and to tell other people those thoughts."

Stephen Nye, former Federal Trade Commissioner, reviewed FTC activities and philosophies in an earlier AAAA convention session, and in still another session James Cope, president of the Proprietary Association, brought AAAA members up to date on FTC proposals to require, among other things, that warnings ordered by the Food and Drug Administration to be included on labels of over-the-counter drugs also be included in the advertising of such drugs.

Mr. Cope reiterated his view—also often advanced by advertisers, agencies and broadcasters—that such a requirement could put broadcast advertising beyond the reach of over-the-counter drug products.

Mr. Cope said drug manufacturers and allied interests intend, as a counter-measure, to promote the importance of consumers reading labels carefully. He showed public-service TV spots prepared by Wells Rich Greene for the Council on Family Health stressing the read-the-label theme.

Advantages of the fee system of agency compensation—a system instinctively opposed by most agencies as an alternative to the traditional 15% media commission system—were underscored at a Thursday session by H. Lloyd Taylor, director of the advertising department of E.I. du Pont de Nemours & Co., Wilmington, Del., which with its agencies switched to a fee system for most of its products in the 1960's. Fees, he said, have climbed slowly to the point where in 1975 they equaled 14% of gross billable time and space on du Pont consumer accounts and 21% on consumer and industrial accounts combined.

"We have found that the fee system is a good disciplinary device for us," he said. "It controls our impulses to be wasteful, as well as those of our agencies, and has resulted in a more businesslike arrangement between us. It causes us to tightly define the work that we are willing to pay for and to arrive at agreement with our agencies on what a fair price is for that work. The fee system has never resulted in substantial overpayment or underpayment for us, and I expect that even those of you who are most dedicated to commissions will acknowledge that the possibility of either is inherent in the commission system."

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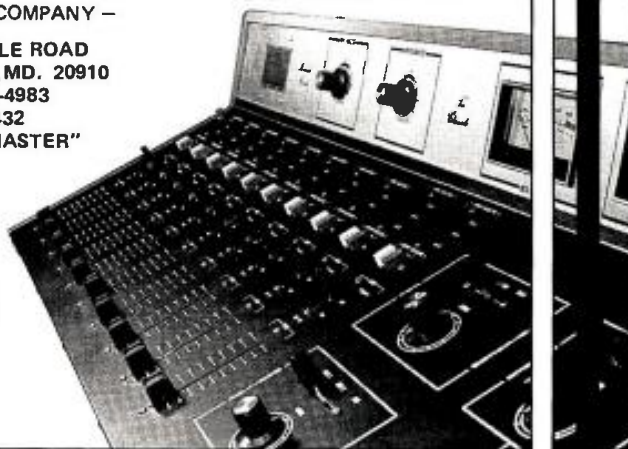
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Personal-product ads occupy TV code board

Spots for Jock Itch, douche, enema, women's health services among items handled

The National Association of Broadcasters' television code review board met in Washington three days last week, and among many actions, rejected the advertising of a product called Jock Itch.

The code board found Jock Itch unacceptable because of the name, which it deemed distasteful. The product was for the board's approved by Byron Hackett of J. Walter Thompson.

It also turned down a request to use the code's on-air test procedures for a proposed Massengill Douche commercial because it found the specific copy inappropriate.

The personal products committee of the code board, meantime, is to continue its in-depth review of personal products ads.

In other actions, the board:

- Ruled that Fleet enema, a product of C.B. Fleet Co., is suitable for television advertising because it falls in the laxative category. But code board Chairman Robert Rich of KBJR-TV Duluth referred it to the health issues committee to determine appropriate time and copy standards for specific ads.

- Heard a request from the American

Pyrotechnic Association to lift the ban on fireworks advertising where the commercials are safety-oriented. The request was referred to the children's advertising committee.

- Determined that acceptance of advertising for health services to women, including family planning, gynecological exams and abortion counseling, should be left to individual stations.

- Reaffirmed code policy that a station may decide that an advertiser is entitled to a billboard if the advertiser broadcasts at least two minutes of commercials in given programs.

- Made formal its policy against advertising of cigarette papers.

FTC wants stiffer rules on cigarette ads as consumption mounts

The Federal Trade Commission has launched an investigation of the tobacco industry to determine whether cigarette smoking is encouraged through deceptive and unfair advertising.

The disclosure came in the FTC's annual cigarette report to Congress, which projected 1975 domestic cigarette sales at a record 601 to 603 billion cigarettes.

The figure stood at 594.5 billion in 1974, and at 547.2 billion in 1971—the year cigarette advertisements were banned on

the broadcast media.

The report also recommends that Congress strengthens the warning statement on cigarette packages and advertisements. Two alternatives are offered. One would spell out deadly diseases related to smoking. Another would read: "Warning: Cigarette smoking is a major health hazard and may result in your death." As in last year's report, the FTC urged that tar and nicotine content be listed on all cigarette packages.

The FTC again expressed concern that "certain advertising may tend to encourage consumers to ignore the grave health consequences of smoking." The commission cited a Salem advertisement in which a smoker is said to assert, "I don't analyze smoking, I enjoy it."

The FTC also renewed its attack on "True [brand] advertising [which] appears to equate the consequences of switching to the True [brand] with the beneficial consequences of 'quitting'."

As for the increase in consumption, the FTC warned that year-to-year comparisons probably would not be accurate in appraising the effects of labeling and educational programs. "Changing mores" resulting in a sharp increase in consumption by women and youths would also have to be considered, the FTC said. It added that changes in the tar and nicotine content of various cigarettes and the industry's promotional efforts would also have to be analyzed. Specific statistics are to be submitted to Congress later.

WESTBROOK HOSPITAL

The Teenage High

The years between 12 and 20.

The years of exploration.

Tragically, for 450,000 American teenagers, the current "high" is a deadly poison called alcohol.

Through 26 half-hour dramas, now seen in 120 markets,

Westbrook Hospital can be one of your station's most relevant contributions toward solving the heartbreak of teenage alcoholism.

For audition cassette or more information on this public service series, call collect (805) 498-6661. Ask for Jim Evans.

Westbrook Hospital is a production of Faith for Today, Inc.



FCC maintains Frank Church rated better shake from KGW-TV on time request

It was a 5-to-2 vote with Lee unexpectedly turning up with majority; it may represent a feeling by the commission more favorable to rejected candidates

The growing sympathy within the FCC for presidential candidates who are turned down by networks and stations in their efforts to buy substantial periods of prime time came to the surface last week. And the beneficiary was Senator Frank Church (D-Idaho), one of the late starters among the candidates for the Democratic presidential nomination who had been frustrated earlier in an effort to buy a half hour of prime time on a television network (BROADCASTING, April 19).

The commission, by a 5-to-2 vote, held that KGW-TV Portland, Ore., had not met the reasonable access standard of the campaign reform act of 1972 in setting a limit of five minutes on the time it would sell the Church for President Committee.

The committee had originally sought a half hour of prime time on the weekend in advance of the primary in that state tomorrow (May 25). When the station instead offered to sell the committee two five-minute periods on Saturday and Sunday, the committee appealed to the commission, stating the senator needed a program of at least 10 minutes in length.

The appeal was supported by Commissioners Robert E. Lee, Benjamin L. Hooks, Abbott Washburn, and Glen O. Robinson, with James H. Quello concurring. Chairman Richard E. Wiley and Commissioner Charlotte Reid dissented.

Commissioner Lee's appearance in the majority was something of a surprise. He had not previously indicated support for the notion that broadcasters should permit presidential candidates to buy more than five minutes of time, as have the other members of the majority ("Closed Circuit," May 10).

However, in holding that five minutes was an unreasonable limit on the sale of time to a presidential candidate, the commission did not specify what would be reasonable. It directed the Church committee and the station to settle that question—and they decided on a half hour in prime time tonight (May 24).

Although the commission's action breaks new ground, there is some question of how much of a precedent it constitutes. For instance, candidates seeking time on a network would still have to persuade the commission it has authority under the law to require networks to sell periods of time longer than the five-minute blocks they

have offered this year. And since the act refers to "licensees" and does not mention networks, there is some doubt, even among the commissioners in the majority last week, that the commission has the necessary authority.

One member of the majority, Commissioner Washburn, last week continued his public campaign to persuade the networks to sell half hours to the presidential candidates who want them.

In an address to the Minnesota Advertising Federation, in Minneapolis, he said: "To do so would not be a commercial hardship, since only a handful of candidates are involved, and the practicalities of the situation are that the full burden would not fall on any one network. The need would occur only once every four years. . . [since] only presidential candidates need this exposure—particularly in the primaries."

Users of co-op expect boost in that buying in the broadcast media

Libov survey elicits opinions of retailers and manufacturers who also see decline in expenditures for print

A survey of retailers and manufacturers indicates there will be a substantial boost in television and radio cooperative advertising by 1980. The mail survey was made by Ed Libov Associates, New York and Los Angeles agency specializing in cooperative advertising.

The results show that retailer respondents now allot 6.9% of their co-op ad dollars to TV and 3.4% to radio and they expect these allocations to jump by 1980 to 16.95% for TV and 7.54% for radio.

Retailers estimated that 42.5% of their co-op budget now is in newspapers and 34% in supplements and they expect these figures to dip by 1980 to 39.25% for newspapers and 27.25% for supplements.

Among the reasons that some retailers offered to justify their decision to bypass TV was the cost of the medium (27%), lack of co-op funds (18%) and the belief that television is an "unproven" medium.

Manufacturers were asked to list the one medium they would prefer retailers to use. Newspapers found favor with 77% of the respondents and TV with 23%.

Asked what points should be stressed to retailers involved in co-op, manufacturers suggested retailers should do price promotion, tie in with national campaigns, spend the total dollars made available and follow the manufacturer's guidelines.

Libov canvassed 300 manufacturers and retailers in the mail survey and said 21% of the store owners and 15% of manufacturers responded. It said such polls average a 12% return.

Copies of the survey are available from Libov at 200 Fifth Avenue, Suite 1607, New York 10010.

Programming

ABC tops Emmys; its 'Eleanor and Franklin' sets a record

Special wins total of 11, largest ever, and boosts ABC's collection this year to 17; CBS got 15, NBC 11 and PBS six; 'MHMH' wins in syndicated category

Eleanor and Franklin got a bigger mandate from the Academy of Television Arts and Sciences last week than President Roosevelt himself in his four landslide election victories.

By winning 11 Emmy awards, the ABC-TV drama special set a record for most Emmys ever handed out to one show. The previous high-water mark was the nine statuettes harvested by the CBS telecast, during the 1973-74 season, of *The Autobiography of Miss Jane Pittman*.

Bolstered by the *Eleanor and Franklin* performance, ABC ended up with a total of 17 Emmys, compared to 15 for CBS-TV, 11 for NBC-TV, six for PBS and one for the writers of the syndicated *Mary Hartman, Mary Hartman*.

The 28th annual Emmy telecast itself, beamed live from Los Angeles' Shubert theater (ABC-TV, Monday, May 17, 9-11:40 p.m., NYT), racked up a 25.2 national Nielsen rating and 42 share. (Last year's Emmy show, on CBS, got a 24.1 rating and 43 share.)

Among *Eleanor and Franklin's* 11 awards were the ones for "outstanding special—drama or comedy" and for "outstanding directing in a special program," the latter going to Daniel Petrie.

CBS's *The Mary Tyler Moore Show* (MTM Productions) was voted the "outstanding comedy series" award and NBC's *Police Story* (Columbia Pictures Television) got the nod for "outstanding drama series." Jack Albertson, of NBC's *Chico and the Man* (Komack/Wolper) was named the "outstanding lead actor in a comedy series." The star of NBC's *Columbo* (Universal Television), Peter Falk, walked away with the award for "outstanding lead actor in a drama series." The female winners in these two categories were Mary Tyler Moore for comedy and Michael Learned (of CBS's *The Waltons*, a Lorimar production) for drama.

The winners:

Entertainment awards

Outstanding comedy series: *The Mary Tyler Moore Show* (CBS). James L. Brooks and Allan Burns, executive producers; Ed Weinberger and Sian Daniels, producers.

Outstanding drama series: *Police Story* (NBC). David Gerber and Stanley Kallis, executive producers; Liam O'Brien and Carl Pingitore, producers.

Outstanding comedy-variety or music series: *NBC's Saturday Night* (NBC). Lorne Michaels, producer.

Outstanding limited series: *Upstairs, Downstairs* (PBS). Rex Firkin, executive producer. John Hawkesworth, producer.

Outstanding special—drama or comedy: *Eleanor and*

Franklin (ABC). ABC Theatre. David Susskind, executive producer. Harry Sherman and Audrey Maas, producers.

Outstanding special—comedy-variety or music: *Gypsy In My Soul* (CBS). William O. Harbach, executive producer. Cy Coleman and Fred Ebb, producers. Shirley MacLaine, star.

Outstanding classical music program: "Bernstein and The New York Philharmonic" *Great Performances* (PBS). Klaus Hailig and Harry Kraut, executive producers. David Griffiths, producer. Leonard Bernstein, star.

Outstanding lead actor in a comedy series: Jack Albertson, *Chico and The Man* (NBC).

Outstanding lead actor in a drama series: Peter Falk, *Columbo*, NBC Sunday Mystery Movie (NBC).

Outstanding lead actor in a limited series: Hal Holbrook, *Sandburg's Lincoln* (NBC).

Outstanding lead actor in a drama or comedy special: Anthony Hopkins, *The Lindbergh Kidnapping Case* (NBC).

Outstanding lead actor for a single appearance in a drama or comedy series: Edward Asner, *Rich Man, Poor Man* (ABC).

Outstanding lead actress in a comedy series: Mary Tyler Moore, *The Mary Tyler Moore Show* (CBS).

Outstanding lead actress in a drama series: Michael Learned, *The Waltons* (CBS).

Outstanding lead actress in a limited series: Rosemary Harris, *Notorious Woman* (PBS).

Outstanding lead actress in a drama or comedy special: Susan Clark, *Babe* (CBS).

Outstanding lead actress for a single appearance in a drama or comedy series: Kathryn Walker, "John Adams, Lawyer," *The Adams Chronicles* (PBS).

Outstanding continuing performance by a supporting actor in a comedy series: Ted Knight, *The Mary Tyler Moore Show* (CBS).

Outstanding continuing performance by a supporting actor in a drama series: Anthony Zerbe, *Harry O* (ABC).

Outstanding continuing or single performance by a supporting actor in variety or music: Chevy Chase, *NBC's Saturday Night* (NBC).

Outstanding single performance by a supporting actor in a comedy or drama special: Ed Flanders, *A Moon for the Misbegotten* (ABC).

Outstanding single performance by a supporting actor in a comedy or drama series: Gordon Jackson, "The Beastly Hunt," *Upstairs, Downstairs* (PBS).

Outstanding continuing performance by a supporting actress in a comedy series: Betty White, *The Mary Tyler Moore Show* (CBS).

Outstanding continuing performance by a supporting actress in a drama series: Ellen Corby, *The Waltons* (CBS).

Outstanding continuing or single performance by a supporting actress in variety or music: Vicki Lawrence, *The Carol Burnett Show* (CBS).

Outstanding single performance by a supporting actress in a comedy or drama special: Rosemary Murphy, *Eleanor and Franklin* (ABC).

Outstanding single performance by a supporting actress in a comedy or drama series: Fionnuala Flanagan, *Rich Man, Poor Man* (ABC).

Outstanding directing in a drama series: David Greene, *Rich Man, Poor Man* (ABC).

Outstanding directing in a comedy series: Gene Reynolds, "Welcome To Korea," *M*A*S*H* (CBS).

Outstanding directing in a comedy-variety or music series: Dave Wilson, *NBC's Saturday Night*, (with host Paul Simon) (NBC).

Outstanding directing in a comedy variety or music special: Dwight Hemion, *Steve and Eydie Our Love Is Here To Stay* (CBS).

Outstanding directing in a special program—drama or comedy: Daniel Petrie, *Eleanor and Franklin* (ABC).

Outstanding writing in a drama series: Sherman Yellen, "John Adams, Lawyer," *The Adams Chronicles* (PBS).

Outstanding writing in a comedy series: David Lloyd, "Chuckles Blies The Dust," *The Mary Tyler Moore Show* (CBS).

Outstanding writing in a comedy-variety or music series: Anne Beatts, Chevy Chase, Al Franken, Tom Davis, Lorne Michaels, Marilyn Suzanne Miller, Michael O'Donoghue, Herb Sargent, Tom Schiller, Rosie Shuster and Alan Zweibel, *NBC's Saturday Night* (with host Elliott Gould) (NBC).

Outstanding writing in a comedy variety or music special: Jane Wagner, Lorne Michaels, Ann Elder, Christopher Guest, Earl Pomerantz, Jim Rusk, Lily Tomlin, Rod Warren and George Yanok, *Lily Tomlin* (ABC).

Outstanding writing in a special program—drama or comedy—original teleplay: James Costigan, *Eleanor and Franklin* (ABC).

Outstanding writing in a special program—drama or comedy adaptation: David W. Rintels, *Fear On Trial* (CBS).

Outstanding children's special: *You're a Good Sport, Charlie Brown*, Lee Mendelson, executive producer; Bill Melendez, producer (CBS), and *Huckleberry Finn*, Steven North, producer (ABC).

Outstanding live sports special: 1975 World Series: Scotty Connal, executive producer. Roy Hammerman, producer (NBC).

Outstanding live sports series: *NFL Monday Night Football*, Roone Arledge, executive producer. Don Ohlmeyer, producer (ABC).

Outstanding edited sports special: *XII Winter Olympic Games*, Roone Arledge, executive producer. Chuck Howard, Don Ohlmeyer, Geoff Mason, Chet Forte, Bob Goodrich, Elie Riger, Brice Weisman, Doug Wilson, and John Wilcox, producers (ABC), and *Triumph and Tragedy... The Olympic Experience*, Roone Arledge, executive producer, Don Ohlmeyer,

ABC

Edward Asner (r) won the "outstanding lead actor for a single appearance in a drama or comedy series" for his role in ABC's *Rich Man, Poor Man*. Nick Nolte (l) and Peter Strauss, who starred in the miniseries, presented Mr. Asner with his award.



Roone Arledge holds three of the five Emmys his department scored for the network. Many of them were for coverage of the Winter Olympics. Behind him is football star O.J. Simpson, who presented the awards.



ABC's *Eleanor and Franklin* set a record in number of Emmys—11—eclipsing CBS's nine for *Jane Pittman* two years ago. Among those who received statuettes for the show (l-r): David Susskind, executive producer; Harry Sherman, producer; Rosemary Murphy, supporting actress; James Costigan, screenplay; Daniel Petrie, director.

producer (ABC).

Outstanding edited sports series: *ABC's Wide World of Sports*. Roone Arledge, executive producer. Doug Wilson, Chet Forte, Ned Steckel, Brice Weisman, Terry Jastrow, Bob Goodrich, John Marlin, Dennis Lewin, Chuck Howard and Don Ohlmeyer, producers (ABC).

Outstanding sports personality: Jim McKay, *ABC's Wide World of Sports* and ABC's XII Winter Olympics (ABC).

Special classification of outstanding program and individual achievement: *Bicentennial Minutes*, Bob Markel, executive producer; Gareth Davis and Paul Wagner, producers (CBS). *The Tonight Show Starring Johnny Carson*, Fred De Cordova, producer; Johnny Carson, star (NBC), and Ann Marcus, Jerry Adelman and Daniel Gregory Browne, writers, *Mary Hartman, Mary Hartman* (syndicate).

Outstanding individual achievement in sports programming: Andy Sidaris, Don Ohlmeyer, Roger Goodman, Larry Kamm, Ronnie Hawkins and Ralph Mellanby, directors XII Winter Olympic Games (ABC).

Craft awards

Outstanding achievement in choreography (for a single episode of a series or a special program): Tony Charmoli, *Gyp-*

sy In My Soul (CBS).

Outstanding achievement in music composition for a series (for a single episode of a regular or limited series): Alex North, *Rich Man, Poor Man* (ABC).

Outstanding achievement in music composition for a special: Jerry Goldsmith, *Babe* (CBS).

Outstanding achievement in music direction (for a single episode of a series or a special program whether it be variety or music): Seiji Ozawa, "Central Park In The Dark/A Hero's Life," *Evening at Symphony* (PBS).

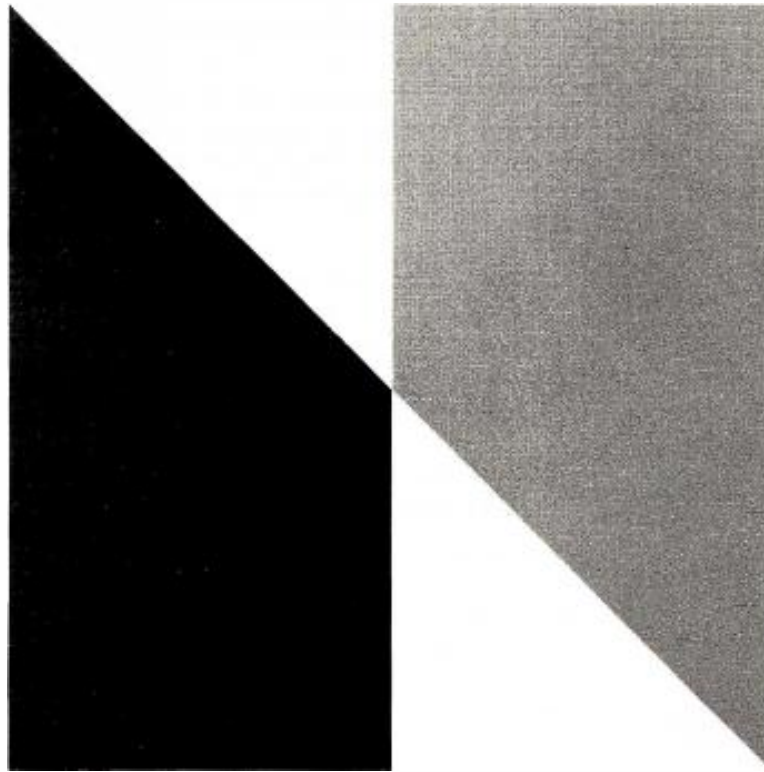
Outstanding achievement in art direction or scenic design (for a single episode of a comedy drama or limited series): Tom John, art director, and John Wendell and Wes Laws, set decorators, pilot, *Beacon Hill* (CBS).

Outstanding achievement in art direction or scenic design (for a single episode of a comedy-variety or music series or for a comedy-variety or music special): Raymond Kalusen, art director, and Robert Checchi, set decorator, *Cher* (with Anthony Newley and Ike and Tina Turner) (CBS).

Outstanding achievement in graphic design (for a dramatic special or a feature length film made for television): Jan Scott, art director, and Anthony Mondello, set decorator, *Eleanor and Franklin* (ABC).

Outstanding achievement in graphic design and title sequences (for a single episode of a series or for a special pro-

The first 50 years



of NBC will be celebrated in a BROADCASTING special report on June 21. It will track the first network from Mary Garden and Will Rogers to Angie Dickinson and Chevy Chase. From David Sarnoff and Deac Aylesworth to Anthony Conrad and Julian Goodman. From Frederic William Wile to John William Chancellor.

We will do it in words, in pictures and in style.

All in time for a special distribution to NBC's golden anniversary convention of both radio and television affiliates in New York's Waldorf-Astoria.

Your own salute to NBC will be at home in ours.

You belong in Broadcasting Jun21

gram; this includes animation only when created for use in titling): Norman Sunshine, *Addie and the King of Hearts* (CBS).

Outstanding achievement in costume design for a drama special: Joe I. Tompkins, *Eleanor and Franklin* (ABC).

Outstanding achievement in costume design for music-variety (for a single episode of a series or for a special program): Bob Mackie, *Mitzi... Roarin' in the 20's* (CBS).

Outstanding achievement in costume design for a drama or comedy series (for a single episode of a drama, comedy or limited series): Jane Robinson, "Recovery," *Jeannie: Lady Randolph Churchill* (CBS).

Outstanding achievement in make-up (for a single episode of a series or for a special program): Del Armstrong and Mike Westmore, *Eleanor and Franklin* (ABC).

Outstanding achievement in cinematography for entertainment programming for a series (for a single episode of a regular or limited series): Harry L. Woll, "Keep Your Eye On The Sparrow," *Baretta* (ABC).

Outstanding achievement in cinematography for entertainment programming for a special (for a special or feature length program made for television): Paul Lohmann and Edward R. Brown Sr., *Eleanor and Franklin* (ABC).

Outstanding film editing for entertainment programming for a series (for a single episode of a comedy series): Stanford Tischler and Fred W. Berget, "Welcome To Korea," *M*A*S*H* (CBS).

Outstanding film editing for entertainment programming for a series (for a single episode of a drama or limited series): Samuel E. Beetley and Ken Zemke, "The Quality of Mercy," *Medical Story* (NBC).

Outstanding film editing for entertainment programming for a special (for a special or film made for television): Michael Kahn, *Eleanor and Franklin* (ABC).

Outstanding achievement in film sound editing (for a single episode of a regular or limited series): Douglas H. Grindstaff, Al Kajita, Marvin Kosberg, Hans Newman, Leon Selditz, Dick Friedman, Stan Gilbert, Hank Salerno, Larry Singer and William Andrews, "The Quality of Mercy," *Medical Story* (NBC).

Outstanding achievement in film sound editing (for a special program): Charles L. Campbell, Larry Neiman, Colin Mouat, Larry Carow, Don Warner, John Singleton, Tom McMullen, Joseph DiVitali, Carl Kress, John Kline and John Hanley, "The Night That Panicked America," *The ABC Friday Night Movie* (ABC).

Outstanding achievement in film sound mixing (for a single episode of a regular or limited series or for a special program): Don Basserman and Don Johnson, *Eleanor and Franklin*

(ABC).

Outstanding achievement in tape sound mixing (for a single episode of a regular or limited series or for a special program): Dave Williams, "Anniversary Show," *The Tonight Show* (NBC).

Outstanding achievement in video-tape editing for a series (for a single episode of a regular or limited series): Girish Bhargava and Manfred Sothern, *The Adams Chronicles* (PBS).

Outstanding achievement in video-tape editing for a special: Nick V. Giordano, "Alice Cooper—The Nightmare," *Wide World: In Concert* (ABC).

Outstanding achievement in technical direction and electronic camerawork (for a single episode of a regular or limited series or for a special program): Leonard Chumbley, technical director and Walter Edel, John Feher, Steve Zink, cameramen, *The Adams Chronicles* (PBS).

Outstanding achievement in lighting direction (for a single episode of a regular or limited series or for a special program): (Tie) William Klages and Lon Stucky, *Mitzi and a Hundred Guys*, and John Freschi, *Mitzi... Roarin' in the 20's* (both CBS).

Outstanding achievement in any area of creative technical crafts (an award for individual technical craft achievement which does not fall into a specific category and is not otherwise recognized): Jean Burt Reilly and Billie Laughridge, hairstylists, *Eleanor and Franklin* (ABC), and Donald Sahlin, Kermit Love, Caroly Wilcox, John Lovelady and Rollee Krewson, costumes and props for the muppets, *Sesame Street* (PBS).

Outstanding individual achievement in daytime programming (for a single episode of a series or for a special program): Rene Lagler, art director, and Richard Harvey, set decorator, *Dinah!* (syndicated).

Outstanding individual achievement in sports programming (for a single episode of a series or for a special program): Jeff Cohan, Joe Aceti, John Delisa, Lou Frederick, Jack Gallivan, Jim Jennett, Carol Lehti, Howard Shapiro, Katsumi Aseada, Juan Fernandez, Peter Fritz, Ed Joseph, Ken Klingbell, Leo Stephan, Ted Summers, Michael Wenig, Ron Ackerman, Michael Bonilazio, Barbara Bowman, Charlie Burnham, John Croak, Charles Gardner, Marvin Gench, Victor Gonzales, Jack Hierl, Nick Mazur, Ed McCarthy, Alex Moskovic, Arthur Nace, Lou Rendé, Erskin Roberts, Merrill Roesser, Arthur Volk, Roger Haenelt, Curt Brand, Phil Mollica, George Boettcher and Herb Ohlandt, video-tape editors, and Dick Roes, Jack Kelly, Bill Sandreuter, Frank Bailey and Jack Kestenbaum, tape sound mixers, XII Winter Olympic Games (ABC).

Outstanding achievement in religious programming (for a single episode of a series or for a special program): Joseph J. H. Vadala, cinematographer, *A Determining Force* (NBC).

NBC



Police Story won in the "outstanding drama series" for NBC. Winning Emmys were (l-r): Carl Pingitore, Stanley Kallis, Liam O'Brien and Dave Gerber. Messrs. O'Brien and Pingitore are the producers; Messrs. Gerber and Kallis, the executive producers.



Jack Albertson of *Chico*, for lead actor in a comedy series.

Peter Falk of *Columbo*, for lead actor in a drama series.



Chevy Chase of *Saturday Night* for supporting actor in comedy or variety. Behind him, Redd Foxx of NBC's *Sanford and Son*.



Syndicated

Mary Hartman, Mary Hartman



Ellen Corby for supporting actress in a drama series, *The Waltons*.

CBS



Triple winners for the Mary Tyler Moore Show were (l-r): Betty White (continuing performance by a supporting actress in a comedy series), Mary Tyler Moore (continuing performance by a lead actress in a comedy series), Ted Knight (continuing performance by a supporting actor in a comedy series).



Susan Clark for lead actress in a drama special, *Babe*.



House and Senate settle differences on antiblackout

Resulting bill is for permanent extension of experiment; Pastore says he was victimized

House and Senate conferees agreed last week on a bill that would permanently extend the sports antiblackout law. They did that in a brief session punctuated by loud protests from Senate Communications Subcommittee Chairman John Pastore (D-R.I.) that he had personally been mistreated by staff members associated with the House Communications Subcommittee.

Although Senator Pastore had declared the conferees on the antiblackout bill at an "impasse" last month (BROADCASTING, May 3), the conferees last Wednesday took only moments to settle their differences. The version they approved was close to the one that passed the House. The new draft would make permanent the requirement that professional football, baseball, basketball and hockey games be made available for home broadcast if sold out 72 hours in advance. That requirement was contained in the 1973 law which expired last December.

The Senate's bill would have extended

the law only temporarily—three years, like the first law.

The Senate conferees also agreed to a one-year trial of the so-called Frey amendment, contained in the House bill, to limit a blackout zone around a town where a game is played to 90 miles. The purpose of the amendment is to correct a few instances where the communities as far away as 120 miles from an unsoldout sports game were being included in the blackout area. The amendment was sponsored by Representative Louis Frey (R-Fla.).

The House's insistence on the Frey amendment was the reason Mr. Pastore had earlier declared the legislation dead. His information was that in as many as 12 instances the Frey amendment might result in stations outside the blackout zone being able to broadcast games back into it. It was his suggestion at the conference last Wednesday, however, that the proposal be permitted a one-year test.

The new antiblackout bill also would decrease the 72-hour sellout cutoff to 24 hours for playoff games in basketball, baseball and hockey. The reason for the change is that postseason playoffs in those sports involve series of games, the number of which is determined as the series progresses. Often tickets for the final games are not even on sale a full 72 hours.

A major part of the hearing was taken up by Senator Pastore protesting that "somebody was trying to put the squeeze on me" to force him to give into the House's demands on the antiblackout bill. He charged that the staff members working on the bill in the House tried to make him look bad in the press to force a conference on the bill.

The senator referred in his charges to a letter signed by three House members—the new chairman of the Communications Subcommittee, Lionel Van Deerlin (D-Calif.), the old chairman, Torbert Macdonald (D-Mass.), and Mr. Frey—that protested Mr. Pastore's discussion with representatives of the National Football League that led to the NFL agreeing to abide by the spirit of the antiblackout law even if Congress does not pass one. After the letter had reached Mr. Pastore, the staff of the subcommittee issued it to the press along with a statement which used the word "deal" to refer to Mr. Pastore's agreement with NFL Commissioner Pete Rozelle.

Mr. Pastore took offense at the word and made that plain to all attending the conference Wednesday. He blamed the House's staff entirely.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee and also a conferee on the bill, added his own complaint about the House staff, saying someone on it had told *Sports Illustrated* magazine that he was trying to slow action on the antiblackout bill to help a new football franchise in Seattle.

Members of the House staff were present at the markup, but none spoke. House Commerce Committee Chairman Harley Staggers (D-W.Va.) apologized repeatedly

to the senator for anything they might have done. He said he "didn't know this happened," but that he would "take a look at this thing." He also told Senator Pastore that the staff members "are trying to act like they're congressmen and senators and they're not. They're appointed . . . When they get to making statements, it's unreasonable and I don't like it, either."

Representative Van Deerlin repeated an apology he had made earlier to the senator in private for his signature on the letter Mr. Pastore referred to. He agreed the letter had overstated. Mr. Van Deerlin said he would not take action against any of the staff members—no names were ever mentioned—but he added that he was glad they had been present for Mr. Pastore's verbal upbraiding.

The antiblackout bill goes back to both houses for another vote. The conferees agreed, however, that they would hold it up until June 10, when they expect to receive the FCC's next annual report on the effects of the antiblackout law on sports. The report is not expected to change the conferees' minds, but they said they wanted to be careful before taking final action on legislation to extend the law forever.

Olympic group rejects CBS and NBC claims, says network bidding for games was fair

The International Olympic Committee in Lausanne, Switzerland, notified the three networks last week that it believes ABC, CBS and NBC had "equal opportunity" to bid for the television rights to the 1980 Winter Olympic Games in Lake Placid, N.Y.

The IOC said it had looked into charges by CBS and NBC that a private and non-competitive procedure was used when the Lake Placid Organizing Committee granted ABC the rights. (BROADCASTING, March 15 et seq.) ABC received the rights, subject to the approval of the IOC, for a reported \$10 million.

In its wire to the networks, the IOC said the ABC offer will be "studied in detail" by the committee's finance commission at its next meeting tomorrow (May 25).

Robert Wussler, president of CBS-TV, wired the IOC that he was "dismayed" to learn it had found that all three networks had had equal opportunity to bid for the TV rights to the 1980 winter Olympics. He said he "would not belabor" the issue but asked that a CBS representative be given the opportunity to appear before the committee and provide "all of the facts" related to the issue.

Robert T. Howard, president of NBC-TV, said his network is prepared to make a bid that would top ABC's reported figure of \$10 million by \$1.1 million. He wired the offer to the IOC and said NBC also would give the Lake Placid Committee a pre-payment of \$2 million toward working capital and would provide a world broad-



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cast feed that "at least matches ABC's." He added that NBC is ready to negotiate each of these matters with a representative of the IOC.

Stuck by Sabres, WKBW-TV blames it on pay-cable rule

Station's problem in hockey playoff said to exemplify bind created by 25% cutoff requirement for sports

The FCC's pay cable rules and their directives on how broadcast and pay cable television should divide the sports pie is causing problems not intended originally. The rule was designed to facilitate broadcast coverage of sports, explained William H. Johnson of the FCC's Cable Television Bureau, but on some occasions has actually penalized sports rights owners.

Philip Beuth, vice president and general manager of WKBW-TV Buffalo, New York, whose station got caught in such a problem, believes the "fallacy" in the FCC's pay cable rules is that they require broadcasters to guess how successful a team will be at the end of the season. Had Mr. Beuth been able to foresee that the Buffalo Sabres hockey team would make it to the playoffs this spring, he would not have carried some of the earlier games and then wouldn't have been precluded from carrying the Sabres-New York Islanders playoff game April 20.

At issue is the FCC's pay cable rules that spell out when and how many games can be made available to pay cable with respect to those broadcast. The FCC rules state that if less than 25% of games in a certain category (such as home or away games) have been broadcast in the last five years, then pay cable can have access for the current year to all games over the highest percentage broadcast. For example, if over the last five years the highest percentage of home hockey games broadcast was 23%, then pay cable could have access to the remaining 77% of the games played next season. Conversely, if more than 25% of the games in a category are broadcast within five years, then pay cable's access is cut down to half of those games not broadcast.

The idea was that if rights could not be sold to pay cable for five years, said the FCC's Mr. Johnson, then broadcasting would be the only option open. However, sports rights owners whose product gets close to 25% broadcast coverage are reluctant to sell the additional games that would push them above 25% and cause a cut back of potential pay cable exposure.

That is why the Sabres withheld the April 20 playoff game from WKBW-TV. It kept broadcast coverage of Sabres games under 25%.

Mr. Johnson said that most sports rights owners do not have firm offers from pay cable operations, but want to keep the option open, especially as pay television develops.

Programing Briefs

Olympic total. ABC-TV will telecast 79½ hours of the XXI Olympic Games in Montreal this summer, starting on July 17 and ending Aug. 3. Specific events to be covered will be announced later.

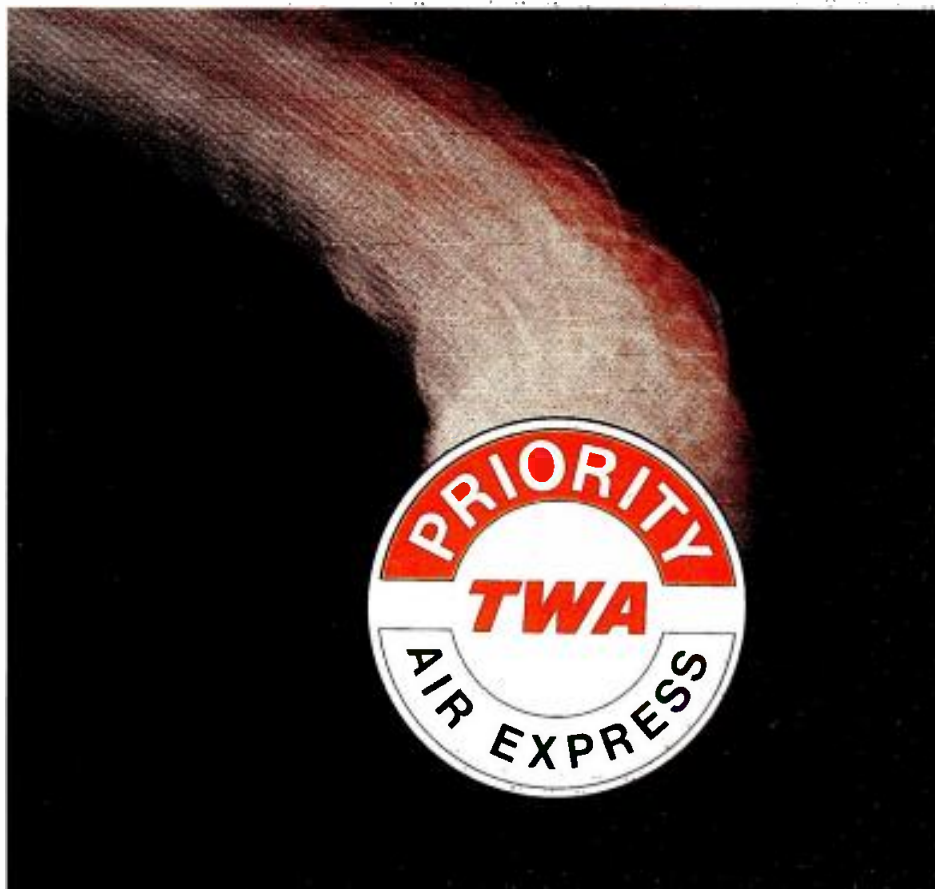
Complete record. BBC has plans for what is being hailed as its most ambitious project yet—filming all 37 of William Shakespeare's plays. Some \$3.6 million is anticipated cost of production, which is to begin in about 18 months, with six plays filmed yearly.

On the move. Mutual Broadcasting System

has begun airing new highway safety and information vignettes. Shows, produced by Highway Users Federation, Washington, run four and one-half minutes and deal with subjects such as gasoline supplies, preserving roads, interstate highway system and drunk driving.

China documentary. One-hour documentary titled *Flowers From Horseback*, detailing trip of 11 U.S. congresswomen to People's Republic of China, covered by Group W exclusively (BROADCASTING, Jan. 12), will be broadcast on five Group W television stations this week.

Play ball. WLWT(TV) Cincinnati has acquired television rights to Cincinnati Reds



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baseball for additional three years, through 1978 season. Multimedia of Ohio station currently telecasts 35 games to regional network in 12 cities. Earlier, it had been announced by Reds, which retains its own radio rights, that its contract with WLW(AM) Cincinnati had been supplemented by new five-year pact that will run through 1981. WLW is originating full 1976 Reds schedule for regional network in 100 markets.

New jingles. JAM Creative Productions, into second year of radio jingle-making, announced release of two new series. One is for top-40 and MOR formats, other handles contemporary country stations. JAM operates out of Dallas.

Bringing it all home. Gold Key Entertainment Division of Vidtronics Co. has moved from New York to corporate headquarters in Hollywood, Jerome Kutz, division head and Vidtronics vice-president, said Gold Key will maintain New York sales office. Gold Key currently offers various film packages.

Jingle makers unite. Society of Advertising Music Producers, Arrangers and Composers (SAMPAC) has been formed in New York to exchange ideas in broadcast music industry. Officers are Dick Lavsky, board chairman (Dick Lavsky's Music House); Tommy Hamm, vice chairman (Memorsky, Zimmerman & Hamm); Stanley Kahn, secretary (Sherman-Kahn) and Bernie Drayton, treasurer (Herman Edel).

Eight Armstrong honors go to six for FM programing

The 12th annual Armstrong awards for the best FM radio programs of 1975 have been announced by the Armstrong Memorial Research Foundation at Columbia University, New York. They will be presented in September at the San Francisco convention of the National Radio Broadcasters Association.

The list of winners was dominated by WFMT(FM) Chicago and noncommercial WBAI(FM) New York, both winners of two first place awards for excellence and originality in FM broadcasting.

The complete list of first place winners, for commercial stations: KING-FM Seattle, for "Recall: A Special Report," (community service); WFMT for "Chicago Radio Theatre: Edgar Allan Poe," (education/creative arts); WFMT for "The Montreaux Centennial," (music); and WRFM(FM) New York, for "Crime in the Streets" (news).

First place winners, for noncommercial stations: KSJN(FM) Minneapolis-St. Paul, for "A Matter of Life and Death," (community service); Earplay, Madison, Wis., radio drama firm, for "Voices in My Head," (education/creative arts); WBAI, for "The Piano Lesson," (music); and WBAI for "The First Generation: The Story of DES" (news).

Creatures of habit. CBS Radio has released an analysis of listening in 30 markets that concludes today's typical listener is not much of a dial-twister. The average number of radio stations used per person per week ranges from 1.8 in Mobile, Ala., to 2.8 in San Francisco. Harper Carraine, director of CBS Radio research, said the computations were based on data contained in the April/May 1975 Arbitron reports. He pointed out there were no wide variations in station selection, as pointed up in the following table for 30 representative markets.

Top 10 markets	Stations used	Stations reported
New York	2.6	42
Los Angeles	2.7	47
Chicago	2.7	34
San Francisco	2.8	42
Philadelphia	2.5	29
Detroit	3.0	34
Boston	2.7	33
Washington	2.5	32
Dallas-Ft. Worth	2.4	31
Pittsburgh	2.6	34
Unweighted Avg.	2.7	36
Markets 71-80		
Harrisburg, Pa.	2.1	21
West Palm Beach-Boca Raton, Fla.	2.2	28
New Haven-West Haven, Conn.	2.5	28
Bridgeport, Conn.	2.7	30
Canton, Ohio	2.5	24
Baton Rouge	2.2	18
Chattanooga	2.2	15
Greensboro-High Point, N.C.	2.1	31
Mobile, Ala.	1.8	13
Albuquerque, N.M.	2.3	16
Unweighted Avg.	2.3	22
Markets 148-157		
Waterloo-Cedar Falls, Iowa	2.1	11
Tallahassee, Fla.	1.8	10
Fargo-Moorhead, S.D.	2.1	7
Boise City, Idaho	1.9	12
Lafayette, La.	2.1	10
Bloomington, Ill.	2.0	11
Medford, Ore.	1.8	9
Sioux Falls, S.D.	2.0	10
Billings, Mont.	1.9	7
Great Falls, Mont.	1.9	7
Unweighted Avg.	2.0	9

Black bowl on Mizlou counts on Super Bowl help

The television line-up of college bowls next January will have another entry, one that will be different, in what it offers and in its quest for media coverage.

The Freedom Football Classic, featuring seniors from the four major black conferences and leading independent black schools, will be carried by Mizlou Television Network, New York, and distributed nationally. Furthermore, it is scheduled for Saturday, Jan. 8, at the Los Angeles

Coliseum—the day before and on the same site as Super Bowl X.

Sports Project Inc., New York, a non-profit organization, is producing the game, which has been sanctioned by the National Collegiate Athletic Association. Monies raised will go to the National Scholarship Service and Funds for Negro Students and other local and national charities.

Joseph D. Peters, president of Sports Projects Inc., said the date and site selection was made without misgivings that the pro football playoff would overshadow the Freedom classic. Rather, he felt that media, fans and entertainers on the scene for Super Bowl X—as well as pro scouts interested in a showcase of black football talent—would be attracted by the accessibility of the new bowl.

Emmy custody fight

The Hollywood Chapter of the National Academy of Television Arts and Sciences has asked the Los Angeles county superior court to disband the National Academy of Television Arts and Sciences.

The suit also asks the court to return to the Hollywood chapter exclusive rights to the "Emmy" and the Emmy statuette. It claims that the Hollywood chapter has pre-existing property rights established before the national academy was formed.

With a "complaint to dissolve an unincorporated association," the suit charges "numerous and irreconcilable differences" among the Hollywood chapter, the National Academy and other chapters. It alleges that the differences are of such consequence that the National Academy has "ceased to answer the purpose of its existence." Those differences, an attorney for the Hollywood chapter said, will be spelled out later in court.

According to the Hollywood chapter, the complaint was filed last Tuesday (May 18) to avoid conflict with the Emmy awards presentation the day prior. The suit names other chapter members as well as the National Academy.

CBS's KNXT bows out of three-way, two-hour news race in Los Angeles

The 24-month-old battle for ratings supremacy of the two-hour early evening local newscasts on Los Angeles' three network-owned stations claimed its first casualty last week.

KNXT Los Angeles, the CBS-owned station that has been running a consistent third in recent months in the 5-to-7 p.m. weekday time periods, when its two-hour local newscast goes head-to-head with those on KABC-TV and KNBC-TV, announced on Tuesday (May 19) that it would cut its early evening show to an hour.

Beginning Monday, June 28 KNXT will limit its local evening news to one hour, from 5 to 6 p.m. At 6, it will plug in the Walter Cronkite network half-hour, which

will face off against local news on KABC-TV and KNBC-TV, and from 6:30 to 8 p.m. it will run *Dinah!*, the strip talk/variety show presided over by Dinah Shore (which 20th Century-Fox Television syndicates and which KNXT now plays from 3:30 to 5 p.m.).

What prompted this move, in addition to the feeble ratings of the two-hour newscast, according to Arnold Brustin, the director of broadcasting for KNXT, was a recent Nielsen statistic that gave all of the independent stations in Los Angeles a huge 63% share of the total viewing audience between 6:30 and 7:30 p.m. on weekdays. These independents mostly fill the airwaves with off-network reruns during this time period.

The new KNXT early evening schedule will shove five prime-access half-hour programs out of their lucrative 7:30 p.m. time periods into the late-afternoon fringe spot of 4:30 p.m. The five are Viacom's *The \$25,000 Pyramid* (Monday), Sandy Frank's *Treasure Hunt* (Tuesday), Len Firestone's *Candid Camera* (Wednesday), Mr. Frank's *The Bobby Vinton Show* (Thursday) and Y&R Ventures' *Lorne Green's Last of the Wild* (Friday). *Candid Camera* will be replaced at 4:30 p.m. on Wednesday in September by Jack Barry and Dick Colbert's *Break the Bank*, and *Last of the Wild* will bow out in September for Time-Life Television's *Wild Wild World of Animals*.

The most recent Nielsen ratings for the 5 to 7 time periods (during the week ended May 14) are said to be typical of the three stations' performances over the last few months. KNBC-TV harvested an 8.6 rating and 21 share for the two hours, KABC-TV a 7.8 rating and 19 share and KNXT a 5.4 rating and 13 share.

Basketball loses on CBS

Spokesmen for CBS-TV Sports said last week that the network is contractually committed to covering all of the final championship-round games of the National Basketball Association playoffs between the Boston Celtics and the Phoenix Suns, which kicked off yesterday (May 23) with a 3:30 p.m., NYT, contest in Boston.

A number of basketball fans called CBS and the NBA last Wednesday to complain about CBS's failure to cover the semifinal game on Tuesday (May 18), during which the Celtics, by beating the Cleveland Cavaliers, advanced to the finals. But sources at both CBS and the NBA agreed that since it wasn't a final-round game, the decision to air or not to air the contest was solely CBS's. Since the networks are in the middle of Nielsen and ARB sweep periods, CBS elected to sidestep the game in favor of Norman Lear's sitcom, *One Day at a Time* (9:30-10 p.m.), and Universal's action series, *Switch* (10-11 p.m.).

Sluggish ratings have dogged the NBA games on CBS all season, with their nadir probably being reached on Friday, April 30 (9-11 p.m.), when an NBA playoff game managed only a 4.1 rating and 7 share.

Broadcast Journalism*

AP Broadcasters set heavy agenda

Wiley, Humphrey among speakers at Minneapolis convention next week

The sixth annual Associated Press Broadcasters convention will be held June 3-5 at the Marquette Inn, Minneapolis, with a host of industry and government names on the agenda.

The schedule of events as announced last week:

Thursday, June 3: APB board meeting, 2-3:30 p.m. State presidents workshop, Robert Tobey, KOTS(AM) Deming, N.M.; Roy Morgan, WILK(AM) Wilkes Barre, Pa.; Dan Kops, WAVZ(AM) New Haven, Conn., presiding; Ron Autry, AP Atlanta bureau chief, and Joe Dill, AP Minneapolis bureau chief, participants, 3:30-5 p.m. Wine and cheese party, 6:30-7 p.m.

Friday, June 4: Morning session, Tom Frawley of Cox Broadcasting, president, APB, presiding, 8-9 a.m. Opening remarks, Mr. Frawley, 9 a.m., Governor Wendell Anderson of Minnesota, 9:15 a.m. Keynote speaker, William Sheehan, president, ABC News, 9:30 a.m. Keith Fuller, deputy general manager, AP, 10:30 a.m.; Senator Hubert Humphrey (D-Minn.), 11 a.m. Luncheon address, Richard Wiley, FCC chairman; presentation by past president Frank Balch of the Robert E. Eunsen Award to Lawrence Spivak, 1 p.m.

Afternoon session 3 p.m.: "Business and the Media—Understanding One Another," President-elect Walter Rubens KOBE(AM) Las Cruces, N.M., presiding; Ralph Renick, WTVJ(TV) Miami, moderator; participants will be Dr. Richard Leshner, president, U.S. Chamber of Commerce; Arch Madsen, Bonneville International Corp., Salt Lake City; Willard Walbridge, Capital Cities Communications. "The Future of Radio," 4:15 p.m.: Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kan., APB vice president, moderator; participants will be Jack Thayer, NBC Radio; Bill Scott, Westinghouse Broadcasting; Charles Wright, WBYS-AM-FM Canton, Ill. AP reception, 6:30-8:30 p.m.

Saturday, June 5: Morning session, 8-9 a.m., Mr. Frawley presiding. "Electronic News Gathering—Pros and Cons," 9 a.m. session, Paul Thompson, KCRA-TV Sacramento, Calif., moderator; participants will be Marshall (Casey) Davidson, CBS News, New York; Peter Martin, WCAX-TV Burlington, Vt.; Ron Magers, KSTP-TV Minneapolis-St. Paul.

"Thirty-Nine Years in Broadcast Journalism," 10 a.m. session, Jim Bormann, WCCO-AM-FM Minneapolis. "Q&A with the AP," 10:30 a.m., Assistant General Manager Roy Steinfort, moderator; participants are: Bob Johnson, AP managing editor; Hal Buell, executive newsphoto editor; Ed DeFontaine, AP Radio managing editor; Bill Fitzgerald, deputy broad-

cast editor; George Mayo, AP Radio chief engineer.

Remarks by Vincent Wasilewski, president, National Association of Broadcasters, 11:30 a.m. Luncheon, 1 p.m., presentation of staff and member awards by committee chairman and board member, Roy E. Morgan; remarks by F. Lee Bailey, Boston attorney. APB business session and closing remarks, Mr. Frawley.

ITNA has high hopes for convention news

Still undecided, however, is whether to go it alone or sign up with network pool

Organizers of the Independent Television News Association, New York, intend to make good on their promise to cover the upcoming political conventions in a big way (BROADCASTING, Jan. 19). The question now is whether ITNA will choose to accept the networks' offer to join the pool, or will do their own floor coverage, or both.

After some negotiating, the networks agreed "to allow access to the pool for limited use at a reasonable fee," according to ITNA's managing director, Reece Schonfeld. The figures originally quoted for pool coverage with the networks were in the area of \$750,000, he said.

The advantage of the network pool, ac-

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cording to Mr. Schonfeld, is the greater number of cameras—approximately 20 compared to the two or three ITNA could afford on its own. Disadvantages are the limited number of minutes per night and the inability to choose for themselves which individual stories to pick up. It can be done, and done well, with only two cameras, Mr. Schonfeld says, pointing to PBS's coverage of the 1972 conventions. The option to do both pool and individual coverage is a possibility, although cost will be a major factor.

That decision will be made at the first formal meeting of the board of directors of ITNA in New York on June 14.

The addition of new ITNA members to the current list of 10 remains contingent on the availability of earth stations and a final decision on the purchase of satellite time. Negotiations with Western Union and RCA for time on their satellites, look "closer than ever" to completion, Mr. Schonfeld says. He hopes to have reached a settlement with one of them by this week.

RTNDA now has only one home: Washington

Office there is merged with Lansing operation; NBC News's Allen will oversee new headquarters

The Radio-Television News Directors Association has established international headquarters in Washington, with a



Allen

merger of its East Lansing, Mich., and Washington offices.

According to John Salisbury, KXL-AM-FM Portland, Ore., news director and RTNDA president, the move will "consolidate RTNDA affairs under one roof" and "provide continuing access to federal bodies" as well as "end confusion."

Len Allen, former director of public affairs for NBC News, will become RTNDA managing director in July. Rob Downey, RTNDA executive secretary, in East Lansing, has been named secretary to the RTNDA board. Rob Hughes, Washington office manager, has joined the staff of Representative Mark Andrews (R-N.D.).

Although facilities are being expanded, the Washington address remains the same: 1735 De Sales Street, NW, 20036.

Other 'Today' changes

Stuart Schulberg, producer of NBC's *Today* show for eight years, has been granted his request for a new assignment as executive producer of NBC News documentaries. He will be succeeded within a week by Paul Friedman, producer of *NBC Nightly News*, although Mr. Schulberg will remain with the program through the summer political conventions. It was also announced that Floyd Kalber, a co-anchor at NBC's WMAQ-TV Chicago, has been named as anchorman for *Today* news segments. His successor in Chicago is Ron Hunter, anchorman at WPLG-TV Miami. The changes are said to be among several revisions planned for *Today*'s staff as well as format. There is still no word on Barbara Walters's replacement, other than Betty Furness as the likely temporary co-host (BROADCASTING, April 26).



Schulberg



Friedman

PBS turned down by networks for public affairs help

All three have rejected request for free access to convention pool; CBS also says no to giving public TV any documentaries

Not unexpectedly, CBS and NBC have turned down the Public Broadcasting Service's request for free access to this summer's political convention pool coverage, ABC had turned down the request a week earlier (BROADCASTING, May 17) because, it said, it would be "unfair" to other pool subscribers to let PBS have free access. That reasoning was repeated by the other two networks.

PBS President Larry Grossman had called on the networks for free pool coverage he also outlined a beefed-up public affairs and news orientation for public television (BROADCASTING, May 10). Part of his plan involved the rebroadcast of "outstanding" commercial network documentaries. Last week, however, CBS turned down the first specific request so far made by PBS, saying "CBS News should not find itself in the position of acting as a supplier of documentaries and other broadcasts of current interest to PBS..." PBS had requested the broadcast rights for the CBS documentary *Inside Public Television*, which had been broadcast over the network last month.

Journalism Briefs

Who's buying? Washington Journalism Center will sponsor conference on "The Consumer Movement" June 14-17 there. Discussion leaders include Ralph Nader, consumer advocate, Representative Benjamin S. Rosenthal (D-N.Y.), chairman of House Subcommittee on Commerce, Consumer and Monetary Affairs, Calvin J. Collier, chairman of Federal Trade Commission, and other regulatory agency leaders. Attendance is being limited to 15 to 20 working journalists.

Guidelines. Israeli Defense Ministry, holding that TV often provokes violence, has set down rules for press coverage of Arab disturbances in Jordan's occupied West Bank. Journalists, who earlier had been all but barred from riot-torn towns, can now visit area, but only under army escort.

CIA red herring. Suspended CBS reporter Daniel Schorr said in speech that pursuit to name reporters who worked for Central Intelligence Agency "is not a real issue, but a red herring." Real story, he said, should be finding news executives who arranged with CIA to put reporters under cover. He said reporters recruited by CIA during Cold War years "are now being pilloried for their patriotism." Mr. Schorr was suspended by CBS in February after passing secret House CIA report to New York weekly *Village Voice*.

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Free pickup of Mexican and Canadian TV's on U.S. cables?

That's Inserted Into new bill by House copyright subcommittee

U.S. cable television systems along the Canadian and Mexican borders would be able to import foreign TV signals without copyright liability under legislation tentatively approved last week by a House Judiciary subcommittee.

The compulsory license for the carriage of distant Canadian and Mexican stations was part of a legislative draft proposed by the National Cable Television Association and the Motion Picture Association of America. The subcommittee, headed by Representative Robert Kastenmeier (D-Wis.), approved the proposal in principle during another mark-up session on the omnibus copyright bill. It left the details for later consideration.

The draft bill would establish two zones, one within 150 miles of the Canadian border and the other within 230 miles of the Mexican border, in which U.S. cable systems could freely import Canadian or Mexican signals. Cable systems outside those zones (except those carrying such stations as of last April 1 and hence grandfathered) would be subject to full copyright liability for the carriage of the foreign stations.

The other issues—the commercial substitution or deletion and how the copyright revenue pool should recover revenues lost if lower rates were granted cable systems with revenues under \$320,000 (BROADCASTING, May 17)—were discussed but not resolved in last Wednesday's session.

The subcommittee tabled for future discussion an amendment that would penalize cable systems for "willfully" deleting commercials from any broadcast signals they pick up. The penalty would be a 30-day suspension of the statutory royalties that the bill contemplates for distant signals (BROADCASTING, May 17) and the imposition of full copyright liability in the interval.

Subcommittee members expressed reservations about the mechanics of measuring the 30-day suspension. Some also questioned whether the provision involved communications regulatory policy rather than copyright law. The proposal will be reconsidered when the mark-up reaches the infringement sections of the bill.

The subcommittee also failed to reach agreement on proposals to establish lower royalty scales on distant signals for cable systems with annual revenues of less than \$320,000. The National Association of Broadcasters has described that as a

"Christmas tree" provision that would give a special break to 83% of all cable systems. The loss of revenue to the copyright pool, variously estimated at figures above and below \$250,000, was the subject of expressed concern last week.

Representative Edward Pattison (D-N.Y.) offered an amendment eliminating the blanket protection of systems in the \$160,000-to-\$320,000 revenue range. Systems of that category carrying more than the industry average of two distant signals would pay royalties computed at the formula proposed by the NCTA-MPAA model bill (BROADCASTING, April 19) but only to a ceiling of 1% of gross revenues.

FCC gives itself 12-to-1 decision over New Jersey

Commission pre-empts state on dozen cable complaints raised by D. C. law firm; but refuses to step in on issue involving construction

With federal and nonfederal governments setting up regulations to govern cable television, the lines of jurisdiction sometimes cross. And when they do, the FCC is called on to assert jurisdiction—as it has in

a case involving New Jersey.

The commission, in a letter to a Washington law firm, said that regulations the state had adopted governing rates for non-basic services and some technical matters had been pre-empted by the federal government. But one provision of state law of concern to some of the firm's cable clients—it requires state approval before extension of service—has not been.

The commission's action serves to assert the federal government's primacy over the states where their respective regulations conflict. But, as a practical matter, it apparently will not change a great deal in New Jersey, even though the director of the state's Office of Cable Television took a tough, no retreat stand on the technical standards issue.

The law firm, Pittman, Lovett, Ford & Hennessey, had written the commission more than a year ago in behalf of a number of unnamed cable systems complaining that New Jersey's cable television statute is "replete with violations" of portions of the commission's rules and that the state's enforcement of its statute had adversely affected cable television in New Jersey. The firm asked for a declaratory ruling stating that a number of provisions of the state act have been pre-empted (BROADCASTING, March 3, 1975). The firm filed a similar request regarding New York state's cable statute in behalf of Rochester (BROADCASTING, Jan. 12).

The commission did not issue the re-

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quested ruling; instead, it directed the staff to write a letter dealing with the points raised by the law firm. And the staff, in the letter written by Jerold Jacobs, then acting chief of the Cable Television Bureau, agreed that many of the 13 provisions of state law cited by the law firm had been superseded by commission regulations.

As for provisions that appear to confer on the state the authority to regulate "nonbasic" services and the rates to be charged subscribers for them, the letter said, "This commission has pre-empted jurisdiction of leased channels and non-basic subscriber services and rates."

John Cleary, director of the state Office of Cable Television, sees no problem in that respect. "We do not regulate anything but basic service rates," he said last week. "We never tried to regulate for leased channels or pay."

But technical standards are something else. The commission staff letter said that since the commission has pre-empted regulation of cable television technical standards, "prescription of different or additional technical standards, whether by the municipality in its municipal consent or by the Office [of Cable Television] in its certificate of approval, is pre-empted absent waiver of the commission's rules."

Some of the state's technical regulations are "different," but Mr. Cleary said they will not be changed. "There is no reason to change them," he said, adding that they provide for higher standards of performance than the commission's regulations. Furthermore, he said, systems in the state "are voluntarily" building plants whose performance exceeds even the state's requirements.

The state's power to impose "different" regulations could be challenged in court by systems citing the commission's pre-emption of regulation of technical standards. Cable systems in New York, with help from the FCC, are challenging that state's asserted authority to regulate pay cable rates.

However, commission engineers say the differences between the New Jersey and federal technical regulations are slight. One difference involves a slightly higher (four db) signal-to-noise ratio in television pictures provided for by New Jersey. Another involves New Jersey's attempt to protect channel 6 from interference from FM broadcast signals on 88-90 mhz carried on a system; the commission does not have a similar provision. A third deals with converter specifications, but a commission engineer says the difference is more one of language than substance: "The net effect of their provision and ours is the same."

The conflict, such as it is, may probably be overtaken by events. The commission is preparing a massive overhaul of its technical rules based on recommendations of the Cable Television Technical Advisory Committee which were issued last year. The job is expected to be completed in a few months.

The provision the law firm complained of as burdensome and that Mr. Jacobs said was not pre-empted requires system operators to apply for successive certi-

fications of approval from the state to extend service within a community they are already certified to serve. The law firm cited administrative delays in obtaining the necessary certificate ranging up to 20 months and averaging close to 12 months.

The procedure "appears to be unusually burdensome," Mr. Jacobs agreed. But, he added, it is not pre-empted because the commission has not pre-empted jurisdiction over system construction. Since construction of systems involves use of streets, he said, the commission has left establishment and implementation of "a satisfactory construction schedule" to local authorities.

Mr. Jacobs, sounding a theme the commission has frequently expressed in its dealings with nonfederal governments, said the rulings should not be interpreted as "inimical to two-tier nonfederal regulation of cable television generally or to the New Jersey regulatory scheme in particular." But he also noted that the commission has said its approach to the allocation of regulatory responsibility over cable television is based on "subject-matter pre-empting rather than on broad federal pre-emption and licensing."

FCC removes block to certification

Cable TV franchise fees that are inconsistent with the FCC's rules will no longer hold up commission action on applications for certificates of compliance. The FCC has amended its cable TV rules to consider "null and void" any franchise fee if it is more than 3% of the cable system's annual subscriber revenues and for which a waiver request for a higher fee (up to 5%) had been denied.

Previously, higher franchise fee provisions set down in local franchise ordinances would delay the grant of a certificate of compliance. Now certificate applications will no longer hold up pending removal of inconsistent franchise provisions put in by the local franchise authority.

Instead certificates will be issued and those provisions in violation of FCC standards will be pre-empted by federal regulation. Should the local franchising authority continue to seek a higher fee arrangement, the FCC said, it would be a matter of local law to resolve the situation.

The amended rule becomes effective June 24.

Subscriber fees may be taxed in N.Y.

Cable television subscribers in New York state face a sales tax on their monthly service bill June 1.

The sales tax, both state and local combined, will total 7% of the monthly CATV subscription bill, including any pay-TV charges. (In New York City the total sales

One's enough. Bill Kenny, executive director of the New England Cable Television Association, has severed his relationship with the New York State Cable Television Association, to whom he had been "on loan" as executive director since last winter (BROADCASTING, Jan. 26). Mr. Kenny had originally envisioned a Northeastern cable association to better confront the overlapping regulatory problems in the area. Mr. Kenny said the decision to withdraw from the New York association was "the hardest I've ever had to make," but claimed the dual responsibilities were just "too much." The executive directorship of the New York association is presently vacant.

tax will be 8%). The CATV service sales tax is expected to provide between \$10-\$11 million in annual revenues to the state.

That projection was included in the New York state budget approved earlier this year. Many legislators were unaware, however, of the extension of a sales tax to CATV when they approved the total budget. Some legislators question whether the state taxation and finance commissioner had the authority to extend the sales tax to cover cable TV and accordingly there are bills currently pending that would exempt CATV service from the tax. Cable installation charges have always been subject to sales tax and are not in question.

The New York State Cable Television Association is "prepared to engage in a lawsuit" against the state should the sales tax not be blocked in the legislature. Cable people argue that the authority to tax telephone and telegraph service does not extend to cable television and therefore there is no basis for such a tax.

Cable Briefs

Crossownership question. Petition for review has been filed appealing FCC's new rule requiring breakup of cable television-crossownership when station is only one in cable community (BROADCASTING, Sept. 29, 1975). Eastern Oklahoma Television Co., licensee of KTen(TV) Ada, Okla., in motion to U.S. Court of Appeals in Washington, says commission action was arbitrary and capricious and application of rule to Eastern Oklahoma's crossownership is unwarranted.

New England via satellite. Rollins Cablevue Inc., serving Wallingford, North Haven, Guilford and Madison; all Conn., is first New England system to join Home Box Office's satellite pay cable network. Cost and technical tradeoffs favor satellite rather than microwave connection, explained HBO official, for many CATV systems that are within geographic distance of terrestrial feeds. Average CATV operator pays about \$600 monthly for drop from nearest microwave tower.

Finance

ABC predicts big billings gains in all of 1976

Heady with prime-time record, Goldenson decrees upgraded news

ABC's commitment to attain leadership in television news was asserted last week by Leonard H. Goldenson, chairman of ABC Inc., in a talk at the company's annual meeting in New York.

With unconcealed pride, he reminded stockholders that ABC-TV captured leadership in prime-time entertainment programming during the second season. He said ABC has taken steps to achieve that goal in news including the establishment of the *Closeup* series of documentaries and the hiring of Louis Harris to provide perspective in the election year.

"And this fall, Barbara Walters, an exceptional broadcast journalist, will join the team as the first woman co-anchor of any network's evening news," Mr. Goldenson said. "Her special skills will bring a new dimension to ABC News."

Some stockholders were critical of Miss Walters's selection, questioning whether she was worth a five-year, \$1-million-a-year contract. Mr. Goldenson replied that "she will be worth it; even one rating point more will not only pay for her salary but bring a handsome return to the company."

Another questioner wanted to know whether Harry Reasoner, who will be Miss Walters's co-anchor, had asked for a raise. Mr. Goldenson said that he had not, but

that ABC had "voluntarily adjusted" Mr. Reasoner's salary at about the time a contract with Miss Walters was signed.

A stockholder asked Mr. Goldenson to comment upon a story in a newspaper quoting him as saying that Elton H. Rule, president of ABC Inc., was "in the line of succession" for Mr. Goldenson's post. He verified the quotation but reminded the shareholder he still has a contract running through the end of 1977.

Reed J. Irvine, chairman of Accuracy In Media Inc., Washington, offered a resolution proposing that ABC News hire an ombudsman to review news programs and documentaries for accuracy, fairness and balance. Of more than 15 million shares outstanding, only 371,000 voted for the AIM resolution. The resolution also had been defeated by shareholders of CBS and RCA, parent company of NBC.

Mr. Rule told stockholders that "the operating condition of ABC has never been better." He predicted that the three-network economy would grow by 13% or more this year and said "ABC will considerably outperform the marketplace." He noted that "because of the higher costs we are experiencing, not all of our increased revenues will pass onto the bottom line." He said that with the recovering economy, the improvement in competitive position, the elimination of several major problems and "an exceptional management team," the outlook for ABC Inc. in 1976 is "much improved from a year ago at this time."

Mr. Goldenson was asked to project corporate results for the year but declined, merely saying that the second quarter should be "very strong" and the full year should be "very good."



Glittering words. Leonard H. Goldenson, chairman of ABC Inc., praised the accomplishments of the company during past year and pictured a bright future in a speech before the annual meeting of shareholders in New York last week. Flanking him are members of board of directors (l to r): Alger B. Chapman, Squibb Corp.; Martin J. Schwab, United Merchants and Manufacturers Inc.; I. Martin Pompadur, vice president and assistant to president of ABC Inc.; Frederick S. Pierce, president of ABC Television; Elton H. Rule, president of ABC Inc.; Everett H. Erick, senior vice president and general counsel of ABC Inc.; Leon Hess, Amerada Hess Corp.; Mamie Phipps Clark, Northside Center for Child Development; Simon B. Siegel, former executive vice president of ABC Inc. (retired); Ray C. Adam, NL Industries Inc. and Jack Hausman, Belding Heminway Co. Inc.

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

Company	Period/Ended	Current and change			Per Share	Year earlier		
		Revenues	Change	Net income		Revenues	Net income	Per Share
Cohu.....	3 mo. 3/31	3,517,825	- 4.4%	42,746	-28.6%	3,679,126	59,795	.04
Columbia Pictures.....	9 mo. 3/27	256,073,000	+10.7%	10,072,000	+272.8%	231,138,000	2,701,000	35
Comcast.....	3 mo. 3/31	2,431,820	+21.1%	141,583	+96.9%	2,006,955	71,897	.04
Doyle-Dane-Bernbach.....	3 mo. 3/31	13,130,000	+ 9.3%	706,000	+149.5%	12,009,000	283,000	.16
Filmways.....	Year 2/29	100,943,000	+13.2%	2,236,000	+29.6%	89,119,000	1,724,000	.77
Foote, Cone & Belding.....	3 mo. 3/31	14,369,000	+15.5%	599,000	+246.2%	12,439,000	173,000	.08
Gray Communications.....	9 mo. 3/31	8,952,146	+24.7%	539,652	+26.1%	7,174,651	427,756	.90
Harte-Hanks.....	3 mo. 3/31	24,372,000	+24.6%	1,903,000	+30.3%	19,559,000	1,460,000	.33
Jefferson-Pilot.....	3 mo. 3/31	59,158,000	+ 8.8%	14,672,000	+19.9%	54,358,000	12,235,000	.51
MCA.....	3 mo. 3/31	217,119,000	+23.9%	23,886,000	+55.3%	175,211,000	15,376,000	1.78
MGM.....	6 mo. 2/29	43,734,000	-13.5%	1,151,000	-33%	50,512,000	17,169,000	1.34
McGraw-Hill.....	3 mo. 3/31	117,904,000	+10.8%	3,671,000	+123.5%	106,345,000	1,642,000	.07
MovieLab.....	13 wk. 3/27	6,132,921	+13.7%	221,758	+20.5%	5,393,047	184,001	.13
Oak Industries.....	3 mo. 3/31	35,673,286	+34.2%	774,477	+260.8%	26,572,598	214,608	.08
Ogilvy & Mather.....	3 mo. 3/31	24,178,116	+14.7%	1,043,436	+23.4%	21,082,675	845,288	.46
Sonderling.....	3 mo. 3/31	5,934,000	+ 9.9%	189,000	+103.2%	5,399,000	93,000	.13
Tele-Communications.....	Year 12/31/75	10,413,000	-56.8%	(156,000)	*	24,109,000	(15,655,000)	(3.04)
Teleprompter.....	3 mo. 3/31	26,135,000	+13.5%	(1,135,000)	*	23,012,000	(1,697,000)	(1.10)
J. Walter Thompson.....	3 mo. 3/31	30,757,000	+ 2.2%	(702,000)	*	30,080,000	(716,000)	(.27)
20th Century-Fox.....	3 mo. 3/27	83,515,000	+ 2.4%	(1,585,000)	*	81,509,000	4,535,000	(.60)
United Cable TV.....	9 mo. 2/29	11,206,000	+26.9%	(3,454,000)	*	8,824,000	(1,095,000)	(.58)
Vikos.....	3 mo. 3/31	2,380,000	+ 5.9%	132,000	*	2,227,000	(151,000)	(.06)
Wrather.....	Year 12/31/75	20,700,000	+ 4.9%	715,000	*	19,725,000	(8,232,000)	(3.69)
Zenith.....	3 mo. 3/31	223,100,000	+14.4%	7,700,000	+48%	194,900,000	5,200,000	.28

*Change too great to be meaningful.

Equipment & Engineering

NABET, NBC come to terms

Membership is expected to ratify new agreement, which is for four years and gives pay boost of 33%; suits are withdrawn

NBC and the National Association of Broadcast Employees and Technicians reached agreement last Tuesday (May 18) on a four-year contract that would boost union-member salaries by about 33% in the final year of the pact. The 1,700 NABET employees involved were to vote on the pact last Friday and approval is expected. They would return to work today (May 24).

NABET members employed at NBC's radio and TV networks and at its owned stations went on strike April 1. Since then, operations continued with supervisory and other nonunion personnel.

NABET credits its roving pickets with a big tactical assist. In one of several cases when pickets took advantage of this election year, Governor Edmund G. Brown, presidential candidate from California was prompted to deliver a National Press Club speech from the sidewalk. Frank Jordan, Washington news director for NBC, however, claimed the pickets had no effect except when events failed to occur.

An earlier accord between NBC and the union was rejected by the membership (BROADCASTING, May 17). The new agreement contains provisions for bigger salary hikes and modifies several jurisdictional clauses in the old agreement, it was said, to the benefit of the union. The new agreement calls for a four-year contract, which NBC wanted, instead of the three

years called for in the previous agreement.

For most technicians, the agreement calls for pay hikes of 9.33% in the first year, 7.32% in the second, 6.81% in the third and 6.3% in the final year, lifting the top scale from \$375 weekly to \$500. Newswriters covered by the union would be given a pay jump of 11% in the first year and also reach the \$500 maximum in the fourth year.

The network and the union also agreed to withdraw court suits filed against one another during the walkout.

Finance negotiations may delay, raise cost of CPB satellite system

The Corporation for Public Broadcasting is wrestling to keep the proposed public broadcasting satellite interconnection system on its time- and cost-projection tracks.

The initial FCC applications have been delayed as negotiations with the principal lender, Prudential Insurance, have slowed, principally over Prudential's insistence on earth-station liens. The right of a lender to take over ownership of the satellite ground stations should CPB default on the loan, said Ben Posner, CPB vice president of finance, planning and administration, may be difficult as the facilities in this case would be government-owned.

Preliminary arrangements with Collins Radio Co., the targeted ground terminal supplier, and Western Union, which will provide the space segment, are still holding although contracts cannot be finalized until lender arrangements and FCC approval are secured.

The \$38.4 million projected capital cost estimate is still being used by CPB, according to Dr. Posner, but it's becoming less

firm. Some individuals close to the project believe that estimate has already increased about \$1 million. Should costs rise much over projections, tradeoffs are contemplated, including building fewer than the planned 165 ground stations for the system.

Work continues, however, to implement the project as originally planned. Retired Navy Admiral William D. Houser has joined CPB as chief satellite consultant (BROADCASTING, May 10) and Henry Goldberg, Washington attorney and former general counsel at the Office of Telecommunications Policy, is spearheading legal work on the satellite project.

Technical Briefs

Multifont titling. Telemation Inc., Salt Lake City, has developed titling and graphics system that uses single disk for computer program storage and font library, eliminating need for disk changing. Several different fonts may be mixed on page, within row or within word. Single-disk unit is called Compositor 1.

RCA for state expansion. Tennessee has ordered RCA television transmitting system, valued at approximately \$642,000, to expand state's educational TV network. Transmitting facility, which includes 30-kilowatt UHF transmitter, will be installed near Cookeville.

Automatic corrector. Systa-Matics Inc., Tulsa, Okla., has developed RAIM 1000 time base corrector that affords hands-off operations. Designed for CATV industry, unit contains only two switches—"on/off" and "correct/bypass"—with automatic functions eliminating need for additional controls. Available as free-standing or rack-mount unit, RAIM 1000 has hinged front panel for easy access.

The Broadcasting Playlist May 24

Contemporary

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	Welcome Back, Kotter (2:48) John Sebastian—Reprise	1	1	1	1
7	2	Silly Love Songs (5:54) Paul McCartney & Wings—Capitol	2	2	2	2
5	3	Love Hangover (3:40) Diana Ross—Motown	7	3	3	3
4	4	Boogie Fever (3:25) Sylvers—Capitol	3	7	4	5
11	5	Theme from "Happy Days" (2:40) Pratt & McClain—Reprise	4	5	7	4
3	6	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	6	10	5	9
9	7	Shannon (3:50) Henry Gross—Lifesong	5	4	8	10
8	8	Bohemian Rhapsody (5:55) Queen—Elektra	8	8	6	8
12	9	Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	10	6	10	6
2	10	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	9	9	11	7
6	11	Disco Lady (3:50) Johnny Taylor—Columbia	11	11	9	14
13	12	Rhiannon (3:45) Fleetwood Mac—Reprise	13	13	12	11
14	13	Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	12	15	13	12
10	14	Show Me the Way (3:25) Peter Frampton—A&M	14	12	14	13
15	15	Trying to Get the Feeling Again (3:45) Barry Manilow—Arista	15	14	15	15
20	16	Sara Smile (3:07) Hall & Oates—RCA	16	16	16	17
18	17	Misty Blue (3:38) Dorothy Moore—Malaco	17	17	18	16
17	18	Shop Around (3:23) Captain & Tennille—A&M	18	18	17	18
23	19	Love in the Shadows (3:18) Neil Sedaka—MCA	19	20	19	19
24	20	A Fool to Cry (3:59) Rolling Stones—Rolling Stone	23	21	20	21
19	21	Only 16 (2:44) Dr. Hook—Capitol	27	19	27	20
28	22	Takin' It to the Streets (3:20) Doobie Bros.—Warner Bros.	21	23	23	24
21	23	Never Gonna Fall in Love Again (3:45) Eric Carmen—Arista	20	24	21	25
30	24	More, More, More (3:02) Andrea True Connection—Buddah	24	26	22	28
22	25	Love Really Hurts Without You (2:58) Billy Ocean—Ariola America	22	25	25	29
16	26	December 1963 (3:21) Four Seasons—Warner Bros.	31	22	31	22
38	27	Moonlight Feels Right (3:38) Starbuck—Private Stock	25	31	26	31
— 28	28	Movin' (3:49) Brass Construction—United Artists	30	28	28	27
— 29	29	Today's the Day (3:15) America—Warner Bros.	26	30	29	32
25	30	Lonely Night (Angel Face) (3:17) Captain & Tennille—A&M	29	27	32	30
32	31	Love Is Alive (3:24) Gary Wright—Warner Bros.	28	32	30	35
33	32	Rock N' Roll Love Letter (2:52) Bay City Rollers—Arista	39	44	24	23
26	33	Strange Magic (3:22) Electric Light Orchestra—United Artists	32	35	33	37
— 34	34	I Want You (3:35) Marvin Gaye—Tamla	34	34	34	34
29	35	Deep Purple (2:47) Donny & Marie Osmond—MCA	54	29	37	26
43	36	Making Our Dreams Come True (2:29) Cyndi Grecco—Private Stock	33	37	39	41
— 37	37	Take the Money and Run (2:48) Steve Miller Band—Capitol	36	38	36	38
37	38	Dream Weaver (3:15) Gary Wright—Warner Bros.	48	33	43	33
34	39	Union Man (3:20) Cate Bros.—Asylum	35	42	38	39
— 40	40	Afternoon Delight (3:10) Starland Vocal Band—Windsong	38	41	35	46

On the way. Starland Vocal Band's *Afternoon Delight* is at the bottom of BROADCASTING's 40-position contemporary chart this week. It won't be for long. Number was most-added by stations in partial canvass of reporting stations last week. Gary Stevens at WBCI(AM) Duluth, Minn., says it's going to make a massive move forward. Rhett Walker at WOXI(AM) Atlanta says it has established a "great Southern track record"; it's an extra at WMAK(AM) Nashville, says Nancy Solinski, and is among the "monstrous hits" at WHBO(AM) Memphis, according to Dude Walker. *Afternoon Delight* is on the Windsong label out of RCA. It celebrates "the pleasures of the afternoon," says marketing director Jack Mahr, became an immediate hit in Washington, then moved on to Atlanta and to the West Coast, has followed success of the group's 16-city tour that began with John Denver in April. Group comprises Bill and Taffy Danoff (who wrote *Country Roads* for Denver, he, with his manager, Jerry Weintraub, and independent producer Milt Okun are principals in Windsong), plus Jon Carroll and Margot Chapman. **Pick.** By Johnny Canton of WOGY(AM) Minneapolis: Boz Scaggs's *It's All Over* (Columbia). **Still hot.** To Sue Dixon, KCBO(AM) San Diego: The Sylvers's *Boogie Fever* (Capitol).

Country

Over-all-rank	Last This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
1	1	I'll Get Over You (3:12) Crystal Gayle—United Artists	1	1	1	1
7	2	That's What Made Me Love You (2:48) Bill Anderson & Mary Lou Turner—MCA	2	2	2	3
5	3	Together Again (3:56) Emmylou Harris—Reprise	3	3	4	2
3	4	One Place at a Time (3:10) Johnny Cash & Tennessee 3—Columbia	4	5	3	5
4	5	After All the Good Is Gone (2:56) Conway Twitty—MCA	5	6	6	4
2	6	Come on Over (3:38) Olivia Newton-John—MCA	7	4	5	6
6	7	What I've Got in Mind (2:39) Billie Jo Spears—United Artists	6	8	8	7
13	8	Don't Pull Your Love/Then You Can Tell Me Goodbye (3:18) Glen Campbell—Capitol	8	7	7	9
— 9	9	Lonely Teardrops (2:56) Narvel Felts—ABC/Dot	13	9	9	8
— 10	10	El Paso City (4:13) Marty Robbins—Columbia	12	11	10	22
19	11	Walk Softly (3:02) Billy "Crash" Craddock—ABC/Dot	11	16	11	14
17	12	She'll Throw Stones at You (2:58) Freddie Hart—Capitol	15	10	17	10
— 13	13	I'd Have to Be Crazy (3:24) Willie Nelson—Columbia	10	15	16	20
— 14	14	The Door Is Always Open (2:42) Dave & Sugar—RCA	20	12	12	12
— 15	15	Stranger (3:10) Johnny Duncan—Columbia	9	21	14	19
— 16	16	Red, White & Blue (2:14) Loretta Lynn—MCA	18	14	13	18
18	17	Forever Lovers (3:42) Mac Davis—Columbia	16	18	20	11
— 18	18	All These Things (3:07) Joe Stampley—ABC/Dot	17	13	18	*
8	19	Hurt (2:05) Elvis Presley—RCA	22	17	15	13
14	20	You've Got Me to Hold on to (3:04) Tanya Tucker—MCA	14	22	21	16
11	21	What Goes on When the Sun Goes Down (2:51) Ronnie Milsap—RCA	19	19	23	17
10	22	I Couldn't Be Me Without You (2:40) Johnny Rodriguez—Mercury	21	23	25	15
20	23	The Winner (5:11) Bobby Bare—RCA	23	20	23	24
— 24	24	IOU (5:44) Jimmy Dean—Casino Records	*	24	19	*
21	25	Till I Can Make It on My Own (3:00) Tammy Wynette—Epic	25	25	22	21

These are the top songs in air-play popularity in two categories on U.S. radio. Each has been "weighted" in terms of The Pulse Inc.'s 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.

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Media



Hill



Josephsen

L. Brent Hill, VP, administration/radio operations, Cosmos Broadcasting, Columbia, S.C., appointed senior VP, operations, succeeded as administration VP by **James G. Saunders**, VP, business affairs. **Thomas J. Josephsen**, general manager, Cosmos's WSFA-TV, Montgomery, Ala., named VP, general manager of station. **Terry P. Hourigan**, program director, WMAL-AM-FM Washington, joins Cosmos's WIS(AM) Columbia, S.C., as assistant general manager/program director. Cosmos owns WSFA-TV, WIS-AM-TV, WDSU-TV New Orleans and WTOL-TV Toledo, Ohio.

Edwin M. Wilson, assistant director of capital/long-term planning, CBS Television Stations Division, New York, promoted to director of

capital/long-term planning. **Robert T. Williams**, assistant financial analysis director, named director of budgets and reporting.

Kenneth R. Croes, president/general manager, KOCO-TV Oklahoma City, named to same post at WKY-TV Louisville, Ky. **Al Parsons**, KOCO-TV VP/station manager, succeeds Mr. Croes as president/general manager. Both are Combined Communications stations.

Jerome Feniger, president of Horizons Communication Corp., New York, re-elected president of International Radio and Television Society. Other officers re-elected: **Giraud Chester**, Goodson-Todman Productions, New York, first VP, and following, all VP's: **Eleanor S. Applewhalke**, CBS Inc.; **Roy Danish**, Television Information Office; **Richard A. O'Leary**, ABC Owned Television Stations. **Jerome S. Boros**, Fly, Shuebruk, Blume & Gaguine, New York, was re-elected secretary, and **John C. Moler**, WRFM(FM) New York, treasurer.

Dick McKee, president, Aloha Broadcasting, Honolulu, licensee of KGMQ(AM) there and KPUA(AM) Hilo, Hawaii, resigns. He will remain as consultant until June. No successor has been named.

Betty D. Fox, research director/electronic data processing manager, Corinthian Broadcasting, New York, appointed station manager, KVVU-TV Henderson, Nev.

Shellie Burns Karabell, public relations director, noncommercial WHYY-TV Wilmington, Del., and co-owned noncommercial WUHY-FM Philadelphia, appointed editorial/community affairs director, WCAU(AM) Philadelphia.

Emily Ehlert, program department assistant, WOTV(TV) Grand Rapids, Mich., appointed public affairs director, succeeding **Dick Tillstrom**, who is retiring. **Andy Amyx**, community affairs director, is leaving WOTV to establish his own business in Florida.

Henry J. Cauthen, president/general manager, South Carolina ETV Network, Columbia, elected chairman of board of Southern Educational Communications Association.

Denise Miller, from Betsy Berkhimer & Co. public relations, Beverly Hills, Calif., named publicist, KABC(AM)-KLOS(FM) Los Angeles.

Richard Holcomb (Rick Hudson), from sales staff, WAXC(AM) Rochester, N.Y., joins WTCR(AM) Ashland, Ky., as general manager, succeeding **Ken Stephens**, who will be leaving in summer to pursue interest in Texas FM station to be constructed.

Dave Grant, studio cameraman, WSJV(TV) Elkhart, Ind., assigned to newly created post of creative services director.

Broadcast Advertising

Charles Moss, president and chief operating officer of Wells, Rich, Greene, New York, named vice chairman and corporate creative head. Title of president and chief operating officer is assumed by **Mary Wells Lawrence**, chairman and chief executive officer. Mr. Moss expressed desire to devote himself entirely to creative tasks.

Ronald B. Kaatz, media analysis director for all agency offices in U.S. for J. Walter Thompson, and VP, JWT, Chicago, promoted to director of network relations.

Rita Scarfone, sales service supervisor, ABC International Television, New York, appointed manager, sales administration, ABC Owned Television Stations there.

Stephanie P. McClelland, financial analyst, CBS Television Stations Financial Planning, New York, appointed director of sales/profitability analysis, that division.

Susan Krock, network revenue analyst/daytime television sales coordinator, ABC-TV, New York, appointed television broadcast coordinator for all network clients, Ketchum, MacLeod & Grove there. **Jane Newman**, account executive, American Advertising, Philadelphia, named KM&G broadcast/research assistant.

John A. Sullivan, art director/producer, Dancer-Fitzgerald-Sample, New York, named VP.

Joseph Giordano, senior VP/creative director, Brandwynne Burr Giordano Advertising, New York, joins Benton & Bowles there as VP/associate creative director.

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Fox



Evans

James W. Evans, retired account executive/sales coordinator, WTAR Radio-TV Corp., Norfolk, named to newly created post of executive director, Virginia Association of Broadcasters, Virginia Beach.

Everett Klosterman, manager of accounting services, WGN Radio/Television, Chicago, named accounting/financial planning director.

Allan H. Johnson, sales manager, WKOX(AM)-WVBF(FM) Framingham, Mass., appointed WKOX VP/general manager.

Ray Luckey, manager of financial services, appointed accounting/budgeting manager.

Henry Sundquist, sales manager, KBOM(AM) Bismarck, N.D., appointed general manager.

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

Robert H. Dolph, former general manager, KEWT(FM) Sacramento, Calif., has joined KUKI(AM)-KKTU(FM) Ukiah, Calif., in same capacity.

Ralph August, manager, CBS-FM Spot Sales, Los Angeles, joins GCI Sales West there in same capacity.

Leland A. Jackoway, sales executive, television program sales syndicated division, Multimedia Program Sales, Cincinnati, appointed regional sales manager, syndication.

John P. Walsh, executive assistant to president, Lehn & Fink Products, New York, and member radio policy and co-op advertising committees, Association of National Advertisers, named to new post of advertising services director at Lehn & Fink, major consumer products division of Sterling Drug.

Scott Marcus, in sales development, Metro TV Sales, New York, appointed account executive.

Balm L. Lavell III, retail division, *Chicago Sun Times*, joins WMAQ(AM)-WNIS-FM there as business development director.

James Marks, VP/associate creative director, William Esty Co., New York, joins Sawdon and Bess there as associate creative director.

Judith Marren, secretary, Weightman advertising, Philadelphia, named assistant broadcast traffic manager.

Donald P. Hodges, sales representative, KEBC(FM) Oklahoma City, promoted to sales manager.

George T. Jordan Jr., **Alan M. Yurman**, **William O. Boris** and **John J. Powers**, VP/account supervisors, Leo Burnett, Chicago, appointed VP/management directors. **Edson O. Sessions**, account executive, promoted to account supervisor.

Mary Jo Ziegenfuss, media planner, and **Tim Finney** from media department, D'Arcy-MacManus & Masius, St. Louis, named media supervisors. **Lynda Heatherly**, media buyer, named media planner.

Lee Lahey, senior VP, and **Mike Bellantoni**, VP, Eastman Radio, New York, named co-managers of office there.

Tina Hildreth, traffic manager, McCann-Erickson, Los Angeles, promoted to assistant production manager.

Richard A. Groat, television sales representative, WOTV(TV) Grand Rapids, Mich., appointed national sales manager.

Howard F. Ritchie, local sales manager, WTAE-TV Pittsburgh, appointed general sales manager, WISN-TV Milwaukee. Both stations are Hearst-owned.

Lester J. Elias, general sales manager, WCIR-AM-FM Beckley, W.Va., joins WNIS-FM Chicago as sales manager.

Mike Kirtner, account executive, WGNT(AM) Huntington, W.Va., joins WTCR(AM) Ashland, Ky., as sales manager.

Programing

John Rhinehart, producer, NBC-TV, New York, appointed daytime program development director, West Coast.

Herbert F. Solow, president, Taft Broadcasting's Hanna-Barbera Productions, Hollywood, named to establish independent production firm, Solow Production Co., as Taft subsidiary.

He will report to **Samuel T. Johnson**, executive VP of Taft West Coast Group. **Cullen Houghtaling**, commercial department manager, DePatie-Freleng Productions, Van Nuys, Calif., appointed Hanna-Barbera commercial sales director.

Inez Aimee Gensheimer, sales director, NFL Films, New York, assumes additional responsibility as head of office there.

Harry J. Wiest, program director, noncommercial WCBB(TV) Augusta, Me., appointed program manager, WROC-TV Rochester, N.Y.

Dick Stockton and **Ken Harrelson** have signed four-year contracts with WSBK-TV Boston and will continue as play-by-play and color man, respectively, for station's telecasts of Boston Red Sox games.

Ron Dennington, operations/program director, WCOB(AM) Boston, joins WJAR(AM) Providence, R.I., as program director.

Jan Ervin Skrentny, correspondent, UPI's Rome bureau, joins WMAL-TV Washington, as public affairs producer/director.

Dave Harrison, air personality, WDJQ(FM) Baltimore, named program director.

Roderick A. Daniels, graduate, William Patterson College, Wayne, N.J., joins wis-TV Columbia, S.C., as weekend sports operations manager/anchor.

John A. Ratcliffe III, assistant production manager, WITN-TV Washington, N.C., promoted to production manager.

Oscar A. Backlund, film editor, WTCN-TV Minneapolis, promoted to film supervisor.



Living memory. An Allan Land Award has been established at Ohio University, Athens, for the senior judged by the faculty of the College of Communications to have the most potential in broadcast management. Mr. Land is VP WHIZ-AM-FM-TV Zanesville, Ohio. The award was funded by his son, Eric Land, salesman at WCPO-TV Cincinnati. First winner was Bill Klaus (center in photo, between the Lands), son of Dick Klaus, president of WKNT-AM-FM Kent, Ohio.

Broadcast Journalism

Irwin A. (Bud) Lewis, director of elections for NBC News since 1969, joins CBS News Election and Survey Unit, reporting to **Warren Mitofsky**, director of unit. Mr. Lewis assumed direction of NBC News poll month ago and Roy

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Wetzel, former director of NBC Radio's News and Information Service, became acting director of NBC News's election unit (BROADCASTING, April 5).

Howard Stringer, producer/director/writer, CBS News's *CBS Reports*, named executive producer, *CBS Reports*.

Neil Carmean, WSPD(AM) Toledo, elected president, Ohio AP Broadcasters. **Jack Keefe**, WCMH-TV Columbus is president-elect. Regional VP's: **Jeff Johnson**, WHTH(AM) Heath; **Tom Sheldon**, WFIN(AM) Findlay; **Joe Gillespie**, WSAI(AM) Cincinnati; **Roy Dittman**, WBNS(AM) Columbus, and **Jim Burnett**, WHBC(AM) Canton.

Alan Nesbitt, news manager, WKBW-TV Buffalo, N.Y., joins WPVI-TV Philadelphia as news director. **Jim Gardner**, WKBW-TV anchor/reporter, moves to WPVI-TV as anchor. Both are Capital Cities stations.

Ray Dudley, assignment editor, KMOL-TV San Antonio, Tex., named managing editor, KENS-TV there. **Chris Marrou**, KENS-TV anchorman, appointed executive news producer. **Mike Lozano**, reporter, named weekend anchor.

Jim Rutledge, from WESH-TV Orlando, Fla., joins WTVJ(TV) Miami as news producer.

Kevin Roberts, reporter/anchor, WHBQ-TV Memphis, joins WMC-TV there as general assignment reporter.

Jason Davis, news correspondent/assignment editor, GTV-9 Melbourne, Australia, joins KOOL-TV Phoenix, as news and investigative reporter.

Edward H. O'Malley, reporter, WXII(TV) Winston-Salem, N.C., joins WJBK-TV Detroit as reporter, succeeding **Russ Nichols**, named assistant news director, WXIA-TV Atlanta.

Oprah Winfrey, co-anchor, WTVF(TV) Nashville, joins WJZ-TV Baltimore as general assignment reporter.

Sara Ivey, from WDWS(AM) Champaign, Ill., joins WHO-TV Des Moines, Iowa, as general assignment reporter. **Karl Suchman**, from KOMU-TV Columbia, Mo., named WHO-TV news photographer.

New FCBA officers. Federal Communications Bar Association has elected **John Bankson Jr.** president. Mr. Bankson, former vice president, succeeds **Reed Miller**. Other officers elected to one-year terms are **Edgar W. Holtz** (former second vice president), vice president; **Lois Seigel Schwartz** (former assistant secretary), secretary; **Ernest T. Sanchez**, assistant secretary, and **Carl R. Ramey**, treasurer. New executive committee members are **Herbert E. Forrest**, **Erwin G. Krasnow** and **Howard Jay Braun**, serving three-year terms; **Scott Hall Robb**, two-year term, and **Gordon R. Coffman**, one-year term. All are Washington communications attorneys. For first time, officers were elected by mail ballot and nominees were selected by elected nominating committee, and members were free to write in names of other candidates. New officers will be invested at annual meeting, at 4 p.m. on June 22, at Broadcasters Club.



Chat with the President. Michael O. Lareau (l), general manager, WOOD-AM-FM Grand Rapids, and Kenneth H. MacDonald, president/general manager, WSAM(AM)-WKCO(FM) Saginaw, visit with President Ford at the Michigan Association of Broadcasters's annual congressional dinner in Washington May 6. The MAB presented the President with its first "Outstanding Citizen of Michigan Award" (BROADCASTING, May 10).

Cable

David Kinley, who resigned last month as chief of FCC's Cable Television Bureau (BROADCASTING, April 19) joins American Television and Communications, Denver, as VP for planning and development, effective June 7.



Kinley



Chuzmir

Stuart F. Chuzmir, director of development for Home Box Office, New York, appointed VP, assistant to HBO president.

Jonathan I. Singer, assistant to president, National Cable Communications Corp., Greenwich, Conn., appointed president, CATV Development Corp., New York.

L. Allen Williams, general manager, Warner Cable's Columbus, Ohio, system, appointed VP/regional manager of Warner's Southern region.

Jerry C. Blount, manager, Miami Valley Cable, Middletown, Ohio, appointed general manager, Napa Valley Cablevision, Napa, Calif.

Equipment & Engineering

Henry C. Hermes, national service manager, JVC Industries, Maspeth, N.Y., named VP and given additional responsibilities in sales and personnel. **Herman Schloss**, national sales administrator, Sony Corp., New York, joins JVC as national sales administration manager. **George Hawthorne**, West Coast regional manager, named national sales manager. **Robert Vavra**, marketing VP, Roscor Co., Chicago JVC dealer, appointed JVC Midwest regional manager.

John D. Silva, research/development director, Golden West Broadcasters, Los Angeles, joins Vidtronics Co., Beverly Hills, Calif., as engineering director.

Fred Hodge, video products project manager, 3M Co.'s Mincom Division, Gaithersburg, Md., promoted to special projects manager for that division. **Frank D'Ascenzo**, sales/marketing manager, video products, St. Paul, transfers to Gaithersburg to replace Mr. Hodge.

Wyatt E. McDaniel, chief engineer, WTOL-TV Toledo, Ohio, joins WJAR-AM-TV Providence, R.I., in same capacity.

Allied Fields

Robert L. Adams, VP, Deena Clark Enterprises, Washington, and independent producer/director, appointed broadcasting director, U.S. Chamber of Commerce there.

Howard Glassroth, head of news consultancy division, Telcom Associates, New York, named VP.

Irving Gastfreund, attorney, Complaints and Compliance Division, FCC, Washington, **Eric Kravetz**, from FCC Hearing Division and Review Board and **Mike Botein**, from FCC Cable Television Bureau and professor at Rutgers University, New Brunswick, N.J., have joined Washington law firm of Fly, Shuebruk, Blume & Gaguine as associates. Mr. Botein is in firm's New York office.

Deaths

Vergil W. Tacy, 64, chief, legal, advisory and enforcement division, Safety and Special Radio Services Bureau, FCC, Washington, died May 13 of respiratory ailment at Suburban hospital, Bethesda, Md. He joined FCC in 1961 as trial attorney, hearing division of Broadcast Bureau. Survivors include his wife, Frances, and three children.

James Conroy, 73, founder and former president/station manager, KTVO(TV) Ottumwa, Iowa, died of cancer April 28 in Madison, Wis. He was former president and owner, WDSM(AM) Superior, Wis., and operated radio stations in Eau Claire and La Crosse, Wis., and Ottumwa and Council Bluffs, Iowa. He is survived by two daughters, Mary Pat and Jane.

William V. Abbate, 55, NBC broadcast engineer for 25 years, died May 15 in Lawrence hospital, Bronxville, N.Y. Survivors include his wife, Olivia, two sons and two daughters.

Where Things Stand

Status report on major issues in electronic communications

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■ Indicates new or revised listing.

Antitrust/networks. Justice Department antitrust suits charging networks with illegally monopolizing prime time was filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals contending Judge Kelleher should not have permitted refiling of suits were dismissed by Supreme Court. Networks made another effort to have suits thrown out by filing motions for summary judgment (BROADCASTING, May 3).

■ **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. Mr. Sisk plans to call subcommittee meeting before June 1 to decide next action. Poll of House members showed two-third approval for approving broadcasts ("In Brief," May 17). 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 proposed law on tax deduction ("Closed Circuit," April 12).

Children's TV. FCC's policy statement on

children's television programming, 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 was at work last week on markup on its copyright bill, H.R. 2223 (BROADCASTING, May 17).

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.). 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 (BROADCASTING, April 26).

EEO guidelines. FCC has issued proposed rulemaking on equal employment opportunity

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guidelines. Comments have been filed (BROADCASTING, Oct. 27, 1975). Commission is also considering EEO policy for cable (BROADCASTING, Feb. 23); matter is scheduled for commission consideration on June 30.

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 in Writers Guild case was abruptly halted when district judge called for out-of-court settlement, but no settlement could be reached (BROADCASTING, May 17; 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); arguments are scheduled for May 25. More than 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).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975 et seq.). Public hearings on certain aspects of proposal will begin June 7 in Washington and continue in San Francisco, Chicago and Dallas.

Format changes. FCC has instituted inquiry (Docket 20682) to determine if it can or should be involved in regulating program formats. Comments have been filed (BROADCASTING, April 26).

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 WXPNI(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC is scheduled to discuss proposed bill to bar obscenity on broadcast stations and cable systems on June 2.

License renewal legislation. There is no date set, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has said there will be hearings this year 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. 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. Oral arguments have been held (BROADCASTING, April 26). 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, 1975). 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). Also, 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).

Performers' royalty. Copyright subcommittees in both houses have held hearings on measures to create performers' royalty to be paid by broadcasters and other users of recorded works (BROADCASTING, July 28, 1975). Bill on Senate side is S. 1111 by Senator Hugh Scott (R-Pa.), who has been trying for some 30 years to push measure through. S. 1111 is being considered separately from Senate-passed copyright bill. Subcommittee on House side is scrutinizing duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), for possible insertion in copyright revision bill pending there (H.R. 2223).

Public broadcasting funding. First-ever long-range appropriation for Corporation for Public Broadcasting has been written into legislation by House Appropriations Subcommittee on Labor, Health, Education and Welfare (BROADCASTING, May 10). Bill would fund CPB for next three fiscal years at these levels: \$96,750,000 in 1977, \$107,150,000 in 1978 and \$120,200,000 in 1979. Government money is available under matching plan requiring CPB to raise \$2.50 privately for every federal dollar. CPB appropriation for this year of \$78.5 million has passed both houses. Also, House-passed bill authorizing \$30 million for improvement and construction of educational broadcasting facilities has cleared Senate Commerce Committee.

■ **Ratings.** Nielsen prime-time averages season-to-date (36 weeks) CBS 19.1, ABC 18.8, NBC 17.5. Thirty-sixth week alone: NBC 18.4, CBS 15.7, ABC 15.0.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee has asked for full-court rehearing of decision (BROADCASTING, April 26). 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 former 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.** House/Senate conferees last week agreed on a bill to extend permanently the experimental sports antiblackout law that expired at end of last year. Compromise provides that professional baseball, football, basketball and hockey games sold out 72 hours in advance cannot be blacked out on home TV. It would also reduce 72-hour cutoff to 24 hours for postseason games in baseball, basketball and hockey. Conferees also agreed to one-year trial of amendment to limit blackout zone to 90 miles around town where game is played (see story, this issue).

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975); matter is scheduled for commission consideration on July 30.

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.

As compiled by BROADCASTING, May 10 through May 14 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 action

■ Hardy, Ark.—Glenwood Vance. Broadcast Bureau granted 1570 khz, 250 w-D. P.O. address: Sedgewick, Ark. 72465. Estimated construction cost \$43,439; first-year operating cost \$70,100; revenue \$75,000. Format: Standard pops. Principals: Glenwood Vance (100%) has interest in contracting firm (BP-19926). Action May 5.

AM start

■ WFSR Harlan, Ky.—Authorized program operation on 1470 khz, 1 kw-D. Action April 22.

FM applications

■ *Pomona, Calif.—Calif. State Polytechnic University seeks 88.1 mhz, 10 w, HAAT 204 ft. P.O. address: c/o Douglas Dowell, 3801 W. Temple Ave., Pomona 91768. Estimated construction cost \$11,000; first-year operating cost \$4,850. Format: Variety. Principal: Applicant is state public education institution. Ann. May 17.

■ Kalamazoo, Mich.—WHW Enterprises seeks 107.7 mhz, 50 kw, HAAT 500 ft. P.O. address: Box 1043, Kalamazoo 49005. Estimated construction cost \$153,989; first-year operating cost \$166,800; revenue \$165,000. Format: MOR. Principals: Eight couples, no other broadcast interests. Ann. May 3.

■ *Elon College, N.C.—Elon College seeks 89.3 mhz, 10 w, HAAT 50 ft. P.O. address: c/o Robert Baxter, Box 755, Elon College 27244. Estimated construction cost \$12,620; first-year operating cost \$3,000. Format: Variety. Principal: Applicant is non-profit corporation run by educational institution. Ann. May 17.

■ Rainelle, W.Va.—R-B Co. seeks 96.7 mhz, 1.2 kw, HAAT 440 ft. P.O. address: c/o Glen Barker, 501 Main St., Rainelle 25962. Estimated construction cost \$31,671; first-year operating cost \$8,000; revenue \$40,000. Format: C&W, MOR. Principals: Bruce Glenn Barker (41.7%), Darrell K. Cales (49.3%) and Jerry Pennington (9%). R-B owns WRRL(AM) Rainelle. Mr. Cales is dentist with real estate interests. Mr. Pennington is student. Ann. May 17.

FM action

■ *Warminster, Pa.—Centennial School District. Broadcast Bureau granted 89.3 mhz, 10 w, P.O. address: Street and Newton Rds., Warminster 18974. Estimated construction cost \$9,753. Principal: David L. Barner, director of radio and TV (BPED-2048). Action May 5.

FM starts

■ WXKE-FM Fort Wayne, Ind.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 250 ft. Action April 23.

■ *WLCR Lawrence township, N.J.—Authorized program operation on 89.7 mhz, TPO 10 w. Action April 30.

■ *WCSB Cleveland—Authorized program operation

on 89.3 mhz, ERP 15 w, HAAT 190 ft. Action April 29.

■ WNFM Dayton, Tenn.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT—200 ft. Action April 23.

■ KIAM-FM Wenatchee, Wash.—Authorized program operation on 104.9 mhz, ERP 105 w, HAAT 1330 ft. Action April 30.

■ KOLL-FM Gillette, Wyo.—Authorized program operation on 93.5 mhz, ERP 3 kw, HAAT 270 ft. Action May 4.

Ownership changes

Applications

■ KORJ(FM) Garden Grove, Calif. (94.3 mhz, 3 kw)—Seeks assignment of license from West Coast Media to K-Orange Broadcasting for \$312,500. Seller: Assignor owns KDIG(AM), San Diego, Calif. Buyers are Richard W. Gay (10%), Jack W. Flammer, Victor K. Hardin and Ned Lewis (30% each). Mr. Gay is retired banker; Mr. Flammer is grain merchant and owns partially golf club manufacturer. Mr. Hardin has car and marine interests. Mr. Lewis has meat packing interests. Ann. May 17.

■ KCHE-AM-FM Cherokee, Iowa (AM: 1440 khz, 500 w-D; FM: 102.3 mhz, 3 kw)—Seeks transfer of control of C&H Broadcasting from J. Alan Cramer and Charles Hutchinson (100% before; none after) to Sioux Valley Broadcasting (none before; 100% after). Consideration: \$280,000. Principals: J. Alan Cramer and Charles K. Hutchinson have no other broadcast interests. Principals in buyer, which also owns KCOG-AM-FM Centerville, Iowa, are Michael G. O'Connor, Paul Ahrens and Ed Bock. Ann. May 17.

■ WIRV(AM) Irvine, Ky. (1550 khz, 1 kw-D)—Seeks transfer of control of Irvanna Broadcasting Co. from James and Sue Gaskin (100% before; none after) to Kentucky River Broadcasting (none before; 100% after). Consideration: \$150,000. Principals: Sellers are being divorced and sale is part of that action. Buyers are A. Dale Bryant and James M. Hay (50% each). Mr. Bryant is attorney with banking interests. He also has 50% interest in WSKV-FM Stanton, Ky. and WEGK(AM) and application for FM in Jackson, Ky. Mr. Hay has same Jackson interests as well as full ownership in WGRK(AM) and application for FM, both in Greensburg, Ky. Ann. May 10.

■ WKTP(AM) South Paris, Me. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Oxford Broadcasting Corp. to Richard D. Gleason for \$130,000. Sellers: Robert and Pamela Healy plan to leave broadcasting to carry on "Christian work." Buyer, Mr. Gleason, owns and manages WOXO(AM) Norway, Me. Ann. May 11.

■ WCRM-AM-FM Clare, Mich. (AM: 990 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Seeks transfer of control of Mid-Michigan Broadcasting Corp. from Robert Schwartz and Harold Gunn (100% before; none after) to Reed Prior and R. Scott Gilmore (none before; 100% after). Consideration: \$80,230. Principals: Sellers did not have time to devote to stations. Buyers are both employed by WCRM-AM-FM. Ann. May 10.

■ WKOT(AM) Kingston, N.Y. (1550 khz, 500 w-D)—Seeks assignment of license from Town & Country Broadcasting to Eagle Broadcasting Co. for \$15,000. Seller: Town & Country could not maintain station, which went off air in 1975. Principal in buyer is Lucille R. Cannata (70%) who owns broadcasting collection agency. Ann. May 11.

■ WSAY(AM) Rochester, N.Y. (1370 khz, 5 kw-U)—Seeks assignment of license from Federal Broadcasting System to Gordon P. Brown then to Monroe Broadcasting for \$1,255,000. Price includes \$225,000 in assets, \$250,000 noncompetition covenant and 13-year lease for studio-transmitter building and land at \$60,000 per

year. Seller is owned by Gordon P. Brown who also owns WNIA(AM) Cheektowaga, N.Y. Buyer is owned by Midwestern Broadcasting Co. (40%), which owns WOHO(AM) Toledo and WXEZ(FM) Sylvania, both Ohio, and by Toledo Blade (60%) which owns WLIO(TV) Lima, Ohio, and cable franchise in Ottawa Hills, Ohio. Blade is owned by Paul Block who also owns Pittsburgh Post-Gazette and WWSW(AM)-WPEZ(FM) there. WSAY had been reported sold last year ("Closed Circuit," Sept. 29, 1975), but deal fell through. Ann. May 7.

■ WAWR-FM Bowling Green, Ohio (93.5 mhz, 3 kw)—Seeks assignment of license from Portage Valley Broadcasters to Multi-Market Media for \$135,000. Seller: Subsidiary of Ohio Radio Inc., is principally owned by Robert W. Reider and is licensee of WKTN-FM Kenton, WLKR-AM-FM Norwalk, and WRWR-FM Port Clinton, all Ohio. Buyer is owned by Cerny E. Dinkel, Richard M. Slaughter and Glen T. Cerny. Mr. Dinkel is general sales manager of KSLQ(FM) St. Louis. Mr. Slaughter is sales executive there and Mr. Cerny is public relations director for Boston Minutemen, professional soccer team. Ann. May 17.

■ WCHI(AM) Chillicothe, Ohio (1350 khz, 1 kw-D)—Seeks assignment of license from Court House Broadcasting to First Capital Communications for \$185,000. Seller: Assignor wishes to devote more time to WCHO-AM-FM Washington Court House, Ohio. Buyers are William H. (80%) and Betty C. (20%) Burchett, married. Mr. Burchett is sales consultant to WOHO(AM)-WXEZ(FM) Toledo, Ohio. Ms. Burchett is housewife. Ann. May 17.

■ WGAL-AM-FM Lancaster, Pa. (AM: 1490 khz, 1 kw-D; FM: 101.3 mhz, 8.5 kw)—Seeks assignment of license from WGAL Inc. to Hall Communications for \$850,000. Sellers: John F. and estate of J. Hale Steinman and families, also own WGAL-TV Lancaster; WDEL(AM)-WSTW(FM) Wilmington, Del.; WTEV(TV) New Bedford, Mass. (Providence, R.I.), and publishes Lancaster Intelligencer-Journal and New Era. Principals in buyer are Robert M. Hall and Donald Laufer who also own WICH-AM-FM Norwich, Conn.; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WUSJ(AM) Lockport, N.Y.; WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and WETE(AM) Knoxville, Tenn. Ann. May 11.

■ KWMC(AM) Del Rio, Tex. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Amistad Broadcasting Co. to Val Verde Broadcasting for \$150,000. Seller: Amistad cannot afford more station losses. Buyers are: Donald K. and Jeanne M. Funkhouser (25.5% each) and Ralph Jackson Jr. and Phillip L. Pacheco (24.5% each). Mr. Pacheco is engineer. Mr. Jackson is attorney. Mr. Funkhouser owns (60%) and manages KIBL(AM)-KJDF(FM) Beeville, Tex. Ann. May 11.

■ KOCA(AM) and CP for FM Kilgore, Tex. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw)—Seeks assignment of license from Radio Kilgore to Noalmark Broadcasting Corp. for \$234,000. Sellers: Douglas Humble, William Y. Rice, Ewing Adams and Gillett Sheppard, none of whom have any other broadcast interests. Buyer is owned by Edwin B. Alderson Jr. and William C. and Theodosia M. Nolan. Messrs. Alderson and Nolan are El Dorado, Ark., attorneys. Nolars are also principals in KELD(AM)-KEZU(FM) El Dorado and KXOW-AM-FM Hot Springs, both Arkansas. Ann. May 10.

■ KORC(AM) Mineral Wells, Tex. (1140 khz, 250 w-D)—Seeks assignment of license from White Fuel Corp. to First IV Media for \$165,000 and \$86,000 non-competition agreement. Seller: White Fuel owns 20% of KAUZ-TV Wichita Falls, Tex. and W. Erle White, president, is 25% owner of company applying for ownership of KROD-TV El Paso. Buyers, Richard C. Klement and Billy Ray Hill (50% each), own KMWT-FM Mineral Wells and KGAF-AM-FM Gainesville, Tex. and various other business interests. Ann. May 17.

■ WKLV(AM)-WBBC(FM) Blackstone, Va. (AM:

1440 khz, 5 kw-D; FM: 93.5 mhz, 1.8 kw)—Seeks transfer of control of Blackstone Broadcasting Corp. from Harris L. Umstead (69% before; 38.3% after) to David L. Umstead (24.6% before; 55.1% after). Consideration: none. Principals: Harris Umstead is giving stock to his son so that former may retire. Ann. May 3.

■ **WFSP(AM)** Kingwood, W.Va. (1560 khz, 1 kw-D)—Seeks transfer of control of Presraco Inc. from James and Delores Crane and James Dailey Jr. (100% before; none after) to WFSP Inc. (none before; 100% after). Consideration: \$150,000. Principals: Seller wishes to discontinue operating station. Buyer, Arthur W. George has been general manager of station for seven years. Ann. May 10.

■ **WEIR(AM)** Weirton, W.Va. (1430 khz, 1 kw-U)—Seeks assignment of license from 1430 Corp. to Gilcom Corp. of Tri-State for \$392,000. Seller: Mone Anathan Jr. (who has 25% interest in KREO(AM) Indio, Calif.), his brother, Robert P. and son Mone III. Principal in buyer is Edward T. Giller who also owns WFBG-AM-FM Altoona, Pa. Ann. May 10.

Actions

■ **WAVU(AM)-WQSB(FM)** Albertville, Ala. (AM: 630 khz, 1 kw-D; FM: 105.1 mhz, 20 kw)—Broadcast Bureau granted assignment of licenses from Sand Mountain Broadcasting Service to Sand Mountain Broadcasting Service Inc. Change reflects corporate reorganization, owners remain same (BAL-8655, BALH-2272). Action May 6.

■ **WJMW(AM)-WJOF(FM)** Athens, Ala.—Broadcast Bureau granted involuntary acquisition of positive control of Athens Broadcasting Co. by H.F. Dunnivant thru transfer of stock from State National Bank of Alabama, executor of will of Leona Dunnivant, and as administrator with will annexed of estate of L.E. Dunnivant (BTC-8011). Action May 5.

■ **KALO(AM)** Little Rock, Ark. (1250 khz)—Broadcast Bureau granted assignment of license from Mann Media to Ronald Curtis for \$300,000. Principals in seller are Bernard Mann and Gilbert Gans who also own WGLD-AM-FM High Point, N.C., and recently sold, subject to FCC approval, KEZQ(FM) Little Rock (BROADCASTING, Nov. 24). Mr. Gans has interests in KQAM(AM)-KSAQ(FM) San Antonio, Tex.; KVFM(FM) San Fernando, Calif., and KITT(FM) San Diego. Buyer is principal in KLAZ(FM) Little Rock and owns Ron Curtis and Co., communications executive search firm (BAL-8589, BALRE-2964). Action May 5.

■ **KDTA(AM)** Delta, Colo. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Monarch Broadcasting Co. to Jimmie D. Gober and Ruth M. Gober for \$81,900. Seller: Rose Mary Towne is selling for health reasons. Gobers, husband and wife (50% each) own 33% of KWYK(AM) Farmington, N.M. (BAL-8626). Action May 6.

■ **WSUB-AM-FM** Groton, Conn. (AM: 980 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Lucille N. Noonan, executrix, to Lucille N. Noonan, Ms. Noonan is assuming stock from estate of deceased husband (BTC-7998). Action May 5.

■ **WTUX(AM)** Wilmington, Del. (1290 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Port Frere Broadcasting Co. to Radio Station WJBR for \$500,000. Seller is owned by Gordon K.

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	254	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	0	12	252	16	268
VHF	90	0	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

MacIntosh and Howard R. Robinson who have no other broadcast interests. Buyers are John B. Reynolds, Sr. and John B. Reynolds Jr. who also own WJBR(FM) Wilmington (BAL-8623). Action May 6.

■ **WQYK(AM)** Tampa, Fla. (1110 khz, 1 kw-D, DA)—Broadcast Bureau granted assignment of license from Sun Coast Radio to Forus Communications for \$350,000. Buyer: Simon Rosen and Lind Carl Both (each 25%); Stan Raymond, Dominick Imbornone, Anthony J. Maisano and Jay Lee Fredman (each 12.5%); have no broadcast interests (BAPL-470). Action May 6.

■ **WAIL(AM)** Baton Rouge (1260 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of WAIL Inc. from Angie D. Burge, usufructuary of estate of Ralph L. Burge (90% before; none after) to Angie D. Burge (0 before; 90% after). Consideration: none. Principals: Transferor and transferee are same; transfer will settle estate question (BTC-7958). Action May 5.

■ **KEZM(AM)-KSNS(FM)** Sulphur and Lake Charles, La. (AM: 1310 khz, 500 w-D; FM: 96.1 mhz, 35 kw)—Broadcast Bureau granted transfer of control of KIKS Radio Inc. from Murphy E. Carter (51.1% before; none after) to L. Russell Keene II (48.9% before; 100% after). Consideration: \$145,000 in cash and loan payments, as well as agreement to retain Mr. Carter as consultant. Mr. Keene presently has application pending for new FM in Lake Charles (BTC-7948). Action May 6.

■ **WUPY(AM)-WMQT(FM)** Ishpeming, Mich. (AM: 970 khz, 5 kw-D; FM: 107.1 mhz, 340 w)—Broadcast Bureau granted relinquishment of negative control of Taconite Broadcasting by William J. Blake and Robert T. Olson (50% each before; 44% each after) through purchase of stock from licensee corporation by Mary M. Graham and Peter Ricca (both none before; 6% each after) for \$4,992. All four are stockholders in WMPL-AM-FM Hancock, Mich. (BTC-7996). Action May 6.

■ **KROC-TV** Rochester, Minn. (ch. 10)—Broadcast Bureau granted assignment of license and four translators from Southern Minnesota Broadcasting Co. to KTTC Television Inc. for \$4,250,000. Seller is G. David Gentling who will retain KROC-AM-FM and who owns, with his son, G. David Jr., KTYD-AM-FM Santa Barbara, Calif. Buyer publishes Quincy (Ill.) Herald-Whig and owns 88% of WGEM-AM-TV Quin-

cy and 100% of WGEM-FM there and WSJV(TV) Elkhart-South Bend, Ind. Ownership is in several family trusts (BALCT-586, BALTT-156, BALRE-2986, BALTS-409). Action May 6.

■ **KLEX(AM)** Lexington, Mo. (1570 khz, 250 w-D)—Broadcast Bureau granted acquisition of positive control of KLEX Inc. by Kenneth E. Meyer (33.3% before; 66.7% after) through purchase of stock from Gerald F. Doran (33.4% before; none after) for \$51,000 (BTC-7988). Action April 26.

■ **WHEN(AM)** Syracuse, N.Y. (620 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Meredith Corp. to Roy H. Park Broadcasting of Syracuse for \$2 million. Seller: Iowa-based Meredith publishes *Better Homes & Gardens, Successful Farming* and California newspapers, and owns KPHO-TV Phoenix; WGST(AM) Atlanta; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM) Kansas City, Mo.; WOW(AM)-KEZO(FM) Omaha, and WHEN-TV Syracuse. Meredith recently sold WOW-TV (now WQWT) to Chronicle Broadcasting for \$9,158,000 (BROADCASTING, July 14). Roy H. Park is sole owner of buyer which also owns seven AM's, five FM's and seven TV's. He is expected to sell WEBC(AM) Duluth to keep his broadcast portfolio within FCC limits (BAL-8627, BALRE-2986). Action May 5.

■ **KRMH(FM)** San Marcos, Tex. (103.7 mhz, 97 kw)—Broadcast Bureau granted assignment of license from Advance Inc. to Pioneer Broadcasting Co. for \$440,000 plus \$86,000 noncompetition covenant. Seller is R. Miller Hicks, owner of KIXL(AM) Austin with interests in KJOW(AM) Shreveport, La. and KIKN(AM) Sinton and KTRM(AM) Beaumont, both Texas. Buyer is Wendell Mayes Jr. who has interests in KCRS(AM) Midland and CP for FM there, KNOW(AM) Austin, KSNY(AM) Snyder and CP for FM there, all Texas as well as various Texas cable firms (BALH-2247). Action May 6.

■ **KIXX(AM)** Provo, Utah (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KIXX Inc. to Station Music for \$126,000. Seller is solely owned by James W. Hough who also owns KQIL(AM)-KQIX-FM Grand Junction, Colo., and KVWO-AM-FM Cheyenne, Wyo. Buyer is Bill Anderson, country and western performer who has no other broadcast interests (BAL-8622). Action May 5.

■ **KPOR(AM)** Quincy, Wash. (1370 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Ray E. and Elena Russell to Quincy Communications Corp. Former owners of KPOR are repossessing station. Consideration to former owners is \$60,218. Mr. and Mrs. Russell have no other broadcast interests. Buyer: Richard D. Leary (100%) owns KRSC(AM) Othello, Wash. and manages newspaper there (BAL-8527). Action May 5.

Facilities changes

AM application

■ **KMAV** Mayville, N.D.—Seeks CP to increase power to 2.5 kw. Ann. May 10.

AM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KZUL Parker, Ariz. (BP-20,042), April 30; WEEZ Chester, Pa. (BP-19,378), April 30.

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FM application

■ KKNQ Oklahoma City—Seeks CP to change trans. location; install new ant.; increase height of ant. system; change TPO; HAAT 900 ft. Ann. May 12.

FM actions

■ *KUSC Los Angeles—Broadcast Bureau granted CP to change trans.-ant. location; change studio and remote control location to 3717 South Grand Avenue, Los Angeles; install new trans. and ant.; make change in ant. system; ERP 10.7 kw (H&V); height 930 ft. (H&V); conditions (BPED-2081). Action May 4.

■ *KICB Fort Dodge, Iowa—Broadcast Bureau dismissed CP to change frequency to 88.9 mhz (ch. 205) (BPED-2163). Action May 5.

FM starts

■ Following stations were authorized program operating authority for changed facilities on date shown: KISW Seattle, Wash. (BPH-9744), April 30; WDAR-FM Darlington, S.C. (BPH-9725), April 30; *KDV5 Davis, Calif. (BPED-2191), April 30.

In contest

Case assignment

■ WHAM(AM)-WHFM(FM) Rochester, N.Y., renewal proceeding: Rust Communications Group (Doc. 20477)—Chief ALJ Chester F. Naumowicz designated ALJ Reuben Lozner as presiding judge in view of withdrawal of ALJ L.G. Ehrig. Action May 6.

Procedural rulings

■ Gulfport, Miss., FM proceeding: Broadcasters and Publishers, WGUF Inc., Mississippi Gulfshore Broadcasting Co., and Gulf South Broadcasters of Mississippi, competing for 96.7 mhz (Docs. 20650-3)—ALJ Thomas B. Fitzpatrick scheduled hearing for July 20. Action May 7.

■ WHAM(AM)-WHFM(FM) Rochester, N.Y., renewal proceeding: Rust Communications Group (Doc. 20477)—ALJ Reuben Lozner canceled hearing set for May 24 and scheduled pre-hearing conference for June 4. Action May 11.

Initial decision

■ Batesville, Miss., FM proceeding: Panola Broadcasting Co. and Tallahatchie Broadcasting, competing for 95.9 mhz (Docs. 20378-9)—ALJ Lenore G. Ehrig granted application of Harold B. McCarley (Panola). Judge Ehrig denied competing application of E.W. and Shera H. Bie (Tallahatchie) for same facilities at Sardis, Miss. Action May 14.

Review board decision

■ Monticello, N.Y., FM proceeding: Robert M. and Hillary E. Zitter and Dan Communications, competing for 98.3 mhz (Docs. 20243-4)—Review Board granted application of Dan Communications. Board denied application of Robert M. Zitter and Hillary E. Zitter for same facilities. In initial decision released August 20, 1975, ALJ David I. Kraushaar recommended grant of Zitter application and denial of Dan's. Subsequent investigation, Board said, showed Dan with better integration of ownership and management and better auxiliary power plans. Action May 5.

Fines

■ KSRM(AM) Soldotna, Alaska—Broadcast Bureau ordered licensee to forfeit \$500 for failing to have licensed operator in actual charge of transmitting system. Action May 6.

■ WVOC(AM) Battle Creek, Mich.—Broadcast Bureau notified licensee it incurred apparent liability of \$400 for failing to conduct or make available equipment performance measurements for 1974, by operating with excessive power or by reading common point current meter while carrier was being modulated, by failing to have chief operator review operating logs and by failing to make required weekly calibration of antenna monitor. Action May 6.

■ WSMA(AM) Marine City, Mich.—Broadcast Bureau ordered licensee to forfeit \$500 for failing to make required entries in operating and maintenance logs. Action May 5.

Other actions

■ KJLH(FM) Compton, Calif.—FCC granted requests of John L. Hill for special temporary authority and immediate emergency authority to operate KJLH from site in Baldwin Hills, pending final FCC decision on his application for regular authority to operate from that site. Mr. Hill stated that major equipment breakdown and order by landlord to vacate premises forced move. Action May 12.

■ KTLA-TV Los Angeles—Commission renewed license of Golden West Broadcasters. Renewal was conditioned on conclusion of two racial discrimination cases pending before California Fair Employment Practices Commission and United States Equal Employment Opportunity Commission, in which Golden West is defendant. Commission found that Los Angeles Women's Coalition for Better Broadcasting had failed to raise prima facie case that grant of renewal would be inconsistent with public interest. Action May 12.

■ KLOK(AM) San Jose, Calif.—Broadcast Bureau granted modification of license covering change of corporate name to Davis Fowler Corp. (BML-2584). Action May 5.

■ KPVI(TV) Pocatello, Idaho—Commission granted request by Eastern Idaho Television Corp. to identify as "Pocatello-Blackfoot-Idaho Falls, Idaho," station. Currently, KPVI identifies as "Pocatello-Blackfoot, Idaho," station. Action May 6.

■ WBAL-TV Baltimore—Commission renewed license of The Hearst Corporation. It denied petition by Urban Advisory Communications Council of Baltimore to deny renewal application, and informal objection to renewal. Action May 6.

■ WLWT(TV) Cincinnati—Broadcast Bureau granted modification of licenses covering change of name to Multimedia of Ohio (BMLCT-808, BMLRE-4833, BMLTS-759, BMLTP-378). Action April 30.

■ WNEP-TV Scranton, Pa.—Commission denied request by NEP Communications, licensee, for partial waiver of prime time access rule to permit use of documentary off-network "Jacques Cousteau Series" on Saturday nights. Since Wilkes-Barre/Scranton is one of top 50 U.S. television markets, prime time access rule generally limits network-affiliated stations there to three hours of network or off-network (former network) programing each evening during prime time. Action May 14.

Allocations

Actions

■ Jacksonville, Fla.—Broadcast Bureau proposed changing UHF television channel reserved for non-commercial educational use at Jacksonville from ch. 59 to non-reserved Jacksonville ch. 30. Action was in response to petition by Community Television (CTI), licensee of noncommercial educational television station WJCT (ch. 7), and noncommercial educational FM station WJCT-FM, both Jacksonville. Action May 6.

■ Salisbury, Md.—Broadcast Bureau proposed assignment of 107.1 mhz (ch. 296A) as second FM assignment for Salisbury. Action was in response to petition by James J. Jester. Action May 5.

■ Billings, Mont.—Broadcast Bureau assigned 102.9 mhz as fourth FM assignment at Billings. Action was in response to petition by Matco, licensee of KOOK(AM) Billings. Action May 6.

Rulemaking

Actions

■ Commission revised rules deciding which cases concerning levels of nonentertainment programing should be sent to full commission. Revision notes applications showing less than five percent total local programing, five percent informational programing and/or ten percent nonentertainment programing should be referred to commission. Rule change currently only affects commercial TV (except unaffiliated UHF stations), although commission said it intends changes in radio also.

■ Commission denied request of Henry Geller for adoption of policy statement against broadcast of station contests that award prizes based simply on listening to station without need of any skill. Geller said some prize contests were not in public interest since they in effect "bribe" public into listening to station. Action May 6.

■ Commission amended cable television rules to indicate that, to extent any franchise fee is above three percent of franchisee's gross subscriber revenues per year, and waiver request for higher fee is denied, excess fee will be considered void. On August 13, 1975, commission proposed changing wording of rules so applications for certificates of compliance containing franchise fees inconsistent with rules might be processed with less unnecessary delay. Commission therefore changed processing procedures so that certificate applications are no longer held pending removal of inconsistent franchise provisions by franchising authority. Rule becomes effective June 24. Action May 12.

■ Commission deleted provision for two-year period, effective May 10, 1974, that television stations licensed to Cleveland and Stockton, Calif., cannot specify geographic exclusivity clauses against WAKR-TV Akron, Ohio, and KLOC-TV Modesto, Calif., respectively, in their nonnetwork syndicated program contracts. Request of Summit Broadcasting Corp., licensee of WAKR-TV, for continuation and strengthening of provision which expired May 10, was denied. Action May 6.

Translators

Actions

■ K07NX Camp Lonely, Alaska—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KENI-TV and KTVA(TV) Anchorage via video tape recordings. Action April 23.

■ K07NY Sourdough Pipeline Camp, Alaska—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KFAR-TV and KTVF(TV) Fairbanks, Alaska, via video tape recordings. Action April 23.

■ K67BB Ukiah, Calif.—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KHSL-TV Chico, Calif. Action April 19.

■ K130D Goldfield, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KTVN Reno, Nev., via K73BS Hawthorne and Babbitt, Nev. Action April 22.

■ K12KL Chiloquin, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KOTI Klamath Falls, Ore. Action April 23.

Cable

Certification action

■ Community TCI of Ohio, Yorkville, Tiltonsville, Rayland, Glen Robins, all Ohio—CATV Bureau denied applications for certificates of compliance and corresponding petition for special relief to waive rules to permit certification to add three Youngstown, Ohio, network-affiliated stations or alternately to permit temporary carriage of independent Youngstown station (CAC-05379-82, CSR-0826). Action May 12.

Other actions

■ Cable-Vision, Lafayette, Moraga, Orinda, Alamo, San Ramon, Diablo, Walnut Creek, Danville, all Calif.—CATV Bureau denied petition for special relief and ordered Cable-Vision to carry KVOF-TV San Francisco on its eight cable systems within thirty days (CSR-955). Action May 5.

■ Husco Cablevision, Barboursville, East Pea Ridge, Lesage, West Pea Ridge, Guyan Estates and Huntington, all W.Va.—CATV Bureau granted authority to temporarily carry WUAB Lorain, Ohio for 12 months or until WXIX-TV Newport, Ky., WTTV Bloomington, Ind. and WOR-TV New York are available for carriage on six cable systems. Authorization is not effective until applications for certificates of compliance to carry WTTV and WOR-TV have been granted (CSR-998). Action May 5.

Classified Advertising

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

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HELP WANTED MANAGEMENT

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.

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Northeast medium market. Seeks strong self starting salesperson who would like to move to the position of general manager. Excellent opportunity. Send resume and sales track record to Box S-168, BROADCASTING.

General Manager of small Midwest educational FM station to start September 1, 1976. State salary requirements. Equal Opportunity Employer. Box S-230, BROADCASTING.

Full time AM-FM Northeast needs management pro, group operation EOE. Send resume and salary requirements to Box S-238, BROADCASTING.

Program Manager for classical music format public radio station in upstate New York. Position requires strong serious music background plus demonstrated administrative abilities. Excellent working conditions and benefits. Equal Opportunity Employer. Send resume and salary requirements to Box S-254, BROADCASTING.

Possibility Thinker to manage profitable AM-FM non-metropolitan stations in Midwest. Group owned. Sales, growth, and profit oriented. Incentive compensation \$18,000 or more first year. Box S-256, BROADCASTING.

Station Manager will earn good salary plus bonus at WDXI, Jackson, Tennessee. Station is No. 1 in fastest growing Tennessee market. Management experience essential. Send resume to Jim Glassman, Vice President, Community Service Broadcasting, Box 1209, Mt. Vernon, IL 62864. Please do not call.

Operations Manager with programming and automation experience. AM is MOR, FM is Top 40. Apply to Tad Fogel, GM, WINH/WGMB, Georgetown, SC.

Unique opportunity for creative, hard working person looking to move up to sales manager. EOE. Resume to WSPK, PO Box 1703, Poughkeepsie, NY 12601.

2 Residence sales managers (Midwest and West Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide opportunity unlimited earnings. Availability, background, references, first letter. No phone calls. Community Club Awards, Box 151, Westport, CT 06880.

HELP WANTED SALES

Sales Manager, Midwest MOR. Excellent news and sports profile. Major college. Beautiful growth area. Must be outstanding local sales person and fit into small, hard-working staff. First year potential \$18,000. EOE/MF. Box S-242, BROADCASTING.

Expanding sales staff. Beat the rat race. Make good money, live in beautiful area. Guy Christian, KAFF-AM-FM Flagstaff, AZ. 774-4181.

HELP WANTED SALES CONTINUED

Mature salesperson. Possible former owner or executive, excellent sales position with other 'Pros' in top promotional contemporary facility. Manager fifty-two. Sales Manager sixty. Capable in sales, copy, service, presentation. Idyllic growing Idaho community. Fishing, hunting, skiing, rockhounding. Secure western living. Perfect opening for 'pro' that has done it all, but now interested in more leisurely pace. Not big money, but excellent earning potential. Les Marcus, Sales Manager, KSNN-AM-FM-SCA, Pocatello, ID

Wanted: Sharp, aggressive radio sales person. Must have experience. Good draw against commissions, expense account, and excellent major company benefits. Major market income with small market convenience. If this sounds good to you, send your resume to Fred Gardini, Sales Manager, WWVA Radio, 1015 Main Street, Wheeling, WV 26003. You start to work on July 1, 1976. An Equal Opportunity Employer.

Opening for top position on sales staff WBNR, Beacon-Newburgh, N.Y. Good account list. Good draw. Excellent opportunity for experienced person. EOE. Send resume to PO Box 511, Beacon, NY 12508.

Sales Manager. Sales person with proven radio sales ability required for WTKR Parsippany, N.J. Person must be ready to move to position of Sales Manager demonstrating high personal sales ability and leadership qualities. Send complete resume and track record to Sound of America Inc., 2711 Magnolia Road, Vineland, NJ 08360.

Radio, salespeople wanted. Every one of our sales managers was once a top account executive with one of our stations. If you are an experienced executive with a goal of sales or station management, send your resume to Community Service Broadcasting, Inc., Box 1209, Mt. Vernon, IL 62864. No phone calls, please.

Sales oriented person to manage-sell western Pennsylvania FM station. Unique sellable format. Sales track record important. Call 412-821-5430.

HELP WANTED ANNOUNCERS

Central California, ARB, TSA No. 1 rated, medium market, 5 KW. Modern country station needs 1st phone, experienced, stable DJ, with excellent production, music director, news & sports copy reading capabilities, for afternoon drive. Only applicants submitting complete resume and references will be considered. Reply to Box S-197, BROADCASTING.

Morning person Michigan AM/FM seeking communicator, MOR, top rated. Looking for experience, community involvement, ability to relate one-to-one. Beautiful area. Resume Box S-206, BROADCASTING.

We need a stable, mature, professional morning air personality. A real sounding, bright, warm and personable one to one communicator that can relate to, and entertain a 20-40 adult audience. Our music is adult contemporary. We offer a stable, secure, professional situation and top salaries. Join our professional family. Send tape and resume to: KRAV Radio, PO Box 746, Tulsa, OK 74101. (An EOE).

Help wanted: Immediate opening for announcer, morning in resort area. Commercial experience. \$700.00 plus. KZUL, Box BN, Parker, AZ 85344. 602-669-9274.

Announcer with first ticket. Phone 301-272-4400. Evenings call 301-676-6040. WAMD, Aberdeen, MD 21001.

Contemporary country station in Alabama looking for experienced communicators with good production ability. We're number one in our market so no beginners please. Salary commensurate with talent. Send tape and resume to Dana Harmon, WBHP Radio Station, PO Box 547, Huntsville, AL 35804.

HELP WANTED ANNOUNCERS CONTINUED

Contemp. jock for midday. Production and experience a must. N.C. market of 100,000. Prefer person from N.C. or Virginia. Send tape and resume to: Rick Roberts, WCNC Radio, Elizabeth City, NC 27909.

DJ Play-by-play. Contemporary format. Experienced only. No phone calls. Air check and resume to WFVA, Box 269, Fredericksburg, VA. EOE.

WGAN. Adult Contemporary, looking for PM drive personality. Experience a must, send tape and resume to Jim Sweet, WGAN, 390 Congress Street, Portland, ME 04111. No calls!

I have immediate opening for mature announcer with 1st phone. Must have personality for adult contemporary MOR format. Please send audition tape and resume. EOE. V.G. Balkcurn, WGBR, PO Box 207, Goldsboro, NC.

Immediate opening for announcer with strong production. Active, involved, small market station in ski/vacation center of White Mountains. Tape and resume to WLTN, Littleton, NH 03561.

WVOP needs a creative morning country personality who can also handle some sales. If you're on your way up, spend some time with us. Ken Curtis, Box 900, Vidalia, GA 30474.

Beautiful music WWOM-FM Albany, NY, seeks full time staff announcer. Duties include news and production. Experience and third endorsed necessary. Send tape and resume to Mr. Reilly, WWOM, Box 5146, Albany, NY 12205.

New station opening in Sept. Now planning staff. Experienced only's. Send resume and tapes to General Manager, Box 13, Mayfield, KY 42066. Third a must, first better.

HELP WANTED TECHNICAL

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.

Maintenance Chief with superior technical qualifications needed by Texas VHF. Box S-105, BROADCASTING.

Excellent opportunity for qualified assistant chief engineer in South Texas station. Box S-112, BROADCASTING.

Broadcaster with stations in 5 markets has opening in SW Ohio major market for chief engineer; must be experienced and knowledgeable with directional, nondirectional antenna systems; 1st class radio-telephone operators license; management experience, good math background. Desire diligent, take-charge individual. Send resume to Box S-140, BROADCASTING.

A regional 5,000 watt needs an experienced engineer who can be chief and also do some competent air work. Engineers hate air work, but read on. This is a solid station in the west, the pay is \$10,000 for the right person, and FM is pending. Which means a competent engineer and be C.E. at a good AM-er, get in on the ground floor of an FM operation, and even may become too busy to have to do air work. With perhaps a raise to boot. How about that! EOE. Box S-205, BROADCASTING.

Chief Engineer AM-FM Directional AM. Experienced in studio and transmitter maintenance. New studio facilities. Group owner with benefits. Send experience, resume to Box S-220, BROADCASTING.

Chief Engineer. AM/FM Stereo, major company, major market, major opportunity. Move up to management. Box S-249, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED

5 KW AM clear channel full time public regional serves 160,000 square miles of southwestern Alaska. Wants experienced chief to take charge of all maintenance and construction, supervise work of others. Instructional experience valued. Secondary duties in production, news, announcing, or programming, depending upon your experience. Abundant action and good pay in America's last frontier. Start July 1. Send resume (and tape, if appropriate) to KDLG, Box 670, Dillingham, AK 99576.

Chief Engineer for North Carolina AM-FM. Some air work and engineering above average. Excellent salary and living conditions. Contact Tom Joyner, Beasley Broadcast Group, Post Office Box 1355, Goldsboro, NC. 919-734-8003.

First phone for 200,000 watt FM/5 kw directional AM. Must be experienced in all phases, emphasis on studio and automation equipment. Send resume and salary requirements. Director of Engineering, PO Box 6002, Roanoke, VA 24017.

Immediate position for first class engineer with experience in AM-FM. Directional antennas and broadcast equipment. Prefer BSEE registered engineer. Write: Technical Services, PO Box 7343, Waco, TX 76710 or call 817-772-2101.

Religious organization needs engineer to build new 50 KW directional AM in Jacksonville, Florida. Work to begin June 1. Opportunity to advance to CE of group operations. Call Bill Kitchen 615-698-3429; nights 404-861-9491.

Chief Engineer/Announcer for central Virginia non-directional daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 5085, Charlottesville, VA 22902.

HELP WANTED NEWS

Local newscaster minimum 3 years experience. Mature voice. Must be able to dig out, write and air three major local newscasts daily. Network affiliate. Mobile equipment. Michigan. 3rd class endorsed. Write Box S-72, BROADCASTING.

Elusive news director wanted. Our standards are rough, a hundred rejects prove it. What makes you stand out in your market? We need a seasoned, unique, dynamic, creative, witty, adult, one to one motivating communicator that will be heard and talked about. Midwest location with good staff. Resume, Box S-152, BROADCASTING.

News Director for two person midwest department. Personal interview required. Box S-239, BROADCASTING.

5 KW AM clear channel full time public regional serves 160,000 square miles of southwestern Alaska. Wants experienced professional who knows how to read, write, edit, and deliver. Direct small staff. Instructional experience valued. Secondary skill in programming, production or engineering desired. Endorsed 3rd mandatory, 1st preferred. Abundant action and good pay in America's last frontier. Start July 1. Send tape and resume to KDLG, Box 670, Dillingham, AK 99576.

If you can consistently write and produce action-packed, people-oriented radio news, know tape and street techniques, and feel you're ready to join the South's largest and best radio news team, rush tape and resume to Bob Rowe, News Director, WERC AM/FM, Birmingham, AL 35202. EOE. M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

We're looking for an experienced continuity, production person. Must be creative, organized, familiar with all facets of production, and able to handle AM/FM operation. Two great stations with excellent facilities. Resume and salary requirements to Box S-188, BROADCASTING.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

5 KW AM clear channel full time public regional serves 160,000 square miles of southwestern Alaska. Wants experienced professional who can create and maintain quality sound in varied format, including classical, provide leadership for staff with varying abilities and experience, pull some board shifts, have skill in production, news, or engineering for limited secondary duties. Instructional experience valued. Endorsed 3rd mandatory, 1st preferred. Abundant action and good pay in America's last frontier. Start July 1. Send tape and resume to KDLG, Box 670, Dillingham, AK 99576.

5 KW AM Clear Channel Full time public regional serves 160,000 square miles of southwestern Alaska. Wants experienced professional who can establish and maintain clean sound and work procedures among staff of varying experience. Instructional experience valued. Some board shift, news shift, or engineering duties, depending upon your background. Endorsed 3rd mandatory, 1st preferred. Abundant action in America's last frontier. Start July 1. Send tape and resume to KDLG, Box 670, Dillingham, AK 99576.

Radio producer for 50,000 watt stereo public station, university located in southeast. Public radio experience and third class endorsed license required. Masters degree or near preferred. Salary open and dependent upon qualifications. Send resume and audition tape to Tom Donoho, WEKU-FM, Eastern Kentucky University, Richmond, KY 40475. Position available July 1. An Affirmative Action/Equal Opportunity Employer.

Operations Manager with programming and automation experience. AM is MOR, FM is Top 40. Apply to Tad Fogel, GM, WINH/WGMB, Georgetown, SC.

Producer. Our team has won over 200 awards for radio, TV photography, A/V shows and ad campaigns. Our clients range from local retailers in 46 states to Hardee's Gulf Oil and AT&T. Most of us live 15 minutes from the studios in Virginia Beach, but it's often long after dark when we finally get home. We make good money now, but advancement and rewards through company expansion are equally important. We're a fiercely loyal team. And we're now looking for a totally experienced pro who will soon take over the audio production department. He'll be a whiz at directing talent and perform magic with the equipment. He'll be highly creative and probably work harder than ever in his life. If this sounds like the company and challenging career opportunity you've been looking for, send a tape with ten of your best radio spots and resume to Warren Miller, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517. We'll be in touch.

SITUATIONS WANTED MANAGEMENT

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. Programming, engineering expertise. RAB CRMC. First ticket. University graduate. 33, married, family. Box R-222, BROADCASTING.

N.Y.'s No. 1 producer of radio talk shows wants PD/OD with talk/news station. Box S-225, BROADCASTING.

Sales, promotion, programming management. Done it all quite well. Now looking for a step up in the industry. 34 years old and well qualified. Box S-234, BROADCASTING.

Professional broadcaster: Heavy experience all media, air work. Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box S-245, BROADCASTING.

General Manager/Sales Manager: Sales oriented. Reliable, hard working, accustomed to responsibility. Over 20 years medium to large market AM and FM. Current billings well ahead of last year. Top references. Looking for growth opportunity. Box S-247, BROADCASTING.

SITUATIONS WANTED MANAGEMENT CONTINUED

Automated program Manager: BS Radio & Television production with formal study in Communications Technology, multi-track recording studio technology and computer/digital electronics technology. Six years top 10 market experience. Specialist in modern country, progressive country, disco/R&B and progressive jazz/soul. Seeking high power FMer or small group. Prefer Dixie, will consider all. Reply Box S-255, BROADCASTING.

Major market PD ready for GM position. 11 yrs. experience; announcing, sales, production, programming. Will motivate staff creatively to make station's highest potential a reality. D. Welsh 408-264-2214 or KLOK 408-274-1170.

Public radio GM seeking similar FM or PD position at station committed to program diversity and strong PR in the community. 4 yrs. noncommercial experience and M.A. Brain Prows, 1895 Ocean Dr., No. 2, McKinleyville, CA 95521.

SITUATIONS WANTED SALES

Sales or Sales-Announcing Combo. I'm experienced and strong in sports packages and sales promotions. Also write copy and produce spots. Now employed in Midwest. Box S-70, BROADCASTING.

Manage/Sales Manager/sell. Ten years radio. Degree. Heavy promotion. Presently selling with nation's best rocker. Small markets. Box S-182, BROADCASTING.

Sales announcer. Big voice. Bill Granes 714-231-0704. 221 Pardee, San Diego, CA 92113

SITUATIONS WANTED ANNOUNCERS

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

Thirteen years experienced MOR talent. Strong production, big quality voice. Best references. 305-922-3749 or Box S-89, BROADCASTING.

Progressive DJ, third, college radio grad, 4 years experience in announcing/management. English major. Copy writing, knowledge of my music and FCC law. Willing to work, learn, and locate anywhere. Box S-184, BROADCASTING.

Hard working college grad, B.A. Communications, 3rd endorsed. Seeks first break anywhere. Box S-185, BROADCASTING.

12 year pro, seek opportunity to entertain. Can handle PD duties with experience in all formats. Your chance to add a solid air man who will stick. Box S-200, BROADCASTING.

Experienced DJ prefer country, currently at MOR. Can handle MD or PD position. Let me build an audience for you. Good production. Was operations director for AM-FM automation. I want to work for professional people. Married, Family. Write Box S-212, BROADCASTING.

MOR air personality, desires position with stable station, in good small or medium market. Box S-222, BROADCASTING.

2 yrs. radio sales and drive-time air experience, want airshift; sales with good commissions and good working conditions. Married, mature, hardworking. Prefer Northeast. Presently employed. Box S-231, BROADCASTING.

Young announcer with experience and first class license. Willing to go anywhere. Box S-237, BROADCASTING.

The incredible world of rock'n'roll would like to introduce to you two delightfully talented D.J.'s that will bring your station a refreshing new look in the morning. Box S-253, BROADCASTING.

Attention broadcasters! We have qualified, trained personnel to fill any entry level position in either radio or television. Save your time, call me immediately! David Privitera, Placement Director, Advanced Training Center, Tonawanda, NY 14150. 716-835-4410.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Versatile announcer. Experienced. 3rd phone endorsed. will relocate preferably northeast. Rich 215-K14-8292.

C/W, MOR, News. 13c stamp gets tape/resume. I'm good. Box S-264, BROADCASTING.

Beginner looking for rock, personality. Top 40, MOR. Also sports. The person who hires me will someday boast "I gave him his first break." Jim, 911 Linwood St., Hyattsville, MD 20783.

Broadcast school graduate with 3rd endorsed phone. Willing to travel. Can start immediately. For more information please, Joe area code 319-391-0072.

Announcer. 3rd endorsed. Mellow sound, tight board, versatile, seeks big break. Available immediately. Write A. Brown, 135 W. 183rd St., Apt. 5A, Bronx, NY 10453.

3rd needs first break. Will travel. Call 412-391-2213 or write 956 W.N. Ave., Pell, PA 15233. Harry.

Wanted: Adult contemporary or Top 40. Experienced. All replies considered. Box 71, Park Forest, IL 60466.

Experienced professional. MOR/Contemporary/Top 40 jock looking for medium market. Call Chet 603-357-4388. Apt. 2, 27 Willow St., Keene, NH 03431.

First phone, five years experience contemporary. College degree. Thomas H. Twine, 8 Liskey's Trailer Court, Blacksburg, VA 24060. Phone 703-951-9257.

Young jazz deejay/sales/news. Ken Newton, 3084 1/2 Webster, San Diego, CA 92113.

Northeast, ambitious Top-Forty rock nite-man. 2 yrs. experience, college graduate, 3rd endorsed. Weekdays 305-721-0582.

Station managers attention! Hard working young announcer-deejay, news, copy, sales. Some experience. Available now. Chuck Hunt 714-459-5304.

Mature announcer (early 40's). Warm sincere sound. Familiar with classical, MOR, country. Prefer daytime, but can be excellent late night atmosphere nostalgia show. Intimate, conversational style. Can do news, write spots and run an intelligent lively talk show. Community oriented. Have done some PR work. Seven years in broadcasting. Have 3rd endorsed. Expect to have first phone by July. Would welcome opportunity to work under competent chief. Willing to relocate, preferably in Southwest, but not essential. That's my story. I want to grow and develop in all areas of my profession and I want to do it with a station that wants to keep good men and is willing to reward honest effort appropriately. The rest is up to you. Write John Cleave, Apt 502, 501 North Henry St., Madison, WI 53703, or call 608-257-1743.

Sportscaster. A veteran at 31. Have been in business 13 years with play by play for 2 major colleges. Combines both youthfulness and experience. I want a play by play job where my family of 4 and I can be happy for a long time. Available immediately. 812-234-0979.

3rd endorsed D.J., degree B.A. Age 26, college station experience. Need break, consider all offers. Gary Vendetti, 723 Florence, Vineland, NJ.

SITUATIONS WANTED TECHNICAL

1st phone engineer. Some studio maintenance, boardwork, excellent references. Box S-125, BROADCASTING.

Superb engineer plus. Since 1942, Voice of America, consultant, administrator, sales, automation. Seeking small market position, competent associates. 206-424-3637.

SITUATIONS WANTED NEWS

Experienced journalist. 7 years major markets. Seeking news directorship in major/medium market station dedicated to local news. Reply Box S-128, BROADCASTING.

Newsman, a digger, M.A., award winning, major market experience, PR background. Box S-170, BROADCASTING.

Take charge news director. My experience and knowledge can put your major-medium market station back on the map. 1st phone. McLendon trained. Box S-210, BROADCASTING.

I'm tired of stations where a solid sports program is considered a necessary evil. Any sports minded stations interested? Six years PBP. Box S-251, BROADCASTING.

Woman anchor/reporter with eight years major/medium market experience plus national awards seeks position in stable news operation. Box S-252, BROADCASTING.

Desire news position, anncr, 2 yrs exp. 1st phone, available now. Mid Atlantic, Midwest preferred. Box S-257, BROADCASTING.

Mature voice, strong delivery, two years experience, including writing, reporting, delivery. Degree. 3rd endorsed. Prefer upper Midwest, all offers considered. Box S-258, BROADCASTING.

6 year sports director/newsman desires permanent relocation in similar position. Currently employed 100,000 market. Midwest preferred. All inquiries considered. Box S-260, BROADCASTING.

News/Sports Reporter desires move from educational to commercial station. BS's in Broadcasting and Journalism. Strong reporting, writing, announcing skills. Third phone endorsed. Thomas Atkinson, 735 East 21st, Eugene, OR 97405.

Long Island News Director. Nine year radio/TV veteran in East and Midwest. Considering propositions from good news hookers. 516-265-3045.

Michigan or Ohio. 4 years experience. Douglas Nagy 1-313-534-0251.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for small market Texas operation needing PD. Seven years experience, sales included. Box S-64, BROADCASTING.

12 years, PD, MD, jock. No. 1 ratings in all size markets. AOR, Progressive, & jazz. Want major market, West or SW. Jay Thomas. 501-751-4940.

B.A.: Social Science/Spanish. 3rd phone endorsed. 4 yrs college radio (2 yrs P.D.). Seeks entry level position in Public Affairs, educational, religious (Catholic) programming/production/news. Dedicated worker. Marcus Schlichter, c/o Stuckey's, R.R. 1, 049 N. 30 Rd., Peru, IL 61354.

Creative copywriter. Prod., programming, sales. Interested local station with lots of work. Married. Paul Phaneuf, 4265 Altadena, San Diego, CA 92115. 714-280-6514.

Adult Contemporary program director looking for FM station in Top Twenty market that wants to be number one. For composite tape call 512-655-8049.

Am now in TV engineering. But I'm no engineer; I am air talent. Call 1-404-458-3968 if you need air talent for radio (jock or PD) or TV (booth announce or sports anchor or weekend weather). Versatility is my only virtue.

New York State Broadcasters: I have programming that will raise your ratings. Write Dean Productions, 36 Bay Lane, Buffalo, NY 14225.

Major market air personality presently employed, with a programming background. Looking to program medium to major market Top 40 operation. 312-236-6848.

TELEVISION

HELP WANTED MANAGEMENT

Network affiliated UHF in stable market seeks business manager capable of running the inside shop from administration to budgets and cost control in order to free manager for emphasis on sales. Resume and financial requirements to Box S-259, BROADCASTING.

Interdisciplinary education and research institute seeking Assistant Director for Community Education to develop and administer media delivery of programs in community education and manpower development in criminal justice. 12-month salary \$20,000-\$30,000 DOE. Appointments during June/July. Send vita to: Dr. John Havelock, Director, Criminal Justice Center, University of Alaska, 3211 Providence Avenue, Anchorage, AK 99504. Further information on request. We are an Affirmative Action Employer.

Chief Administrative Officer for California Public Broadcasting Commission. Candidates should have current and extensive experience in dealing with California state and federal legislative processes, knowledge of principles and methods of public administration, fiscal management, office operations, governmental organization and telecommunications policy issues. Resumes and verifiable references must be received by June 2, 1976. California Public Broadcasting Commission, 921 11th Street, Suite 1200, Sacramento, CA 95814. An Equal Opportunity Employer.

Chief Financial Officer. Major group broadcaster located in upstate New York needs chief financial officer. Key top management member, must have demonstrated ability in internal controls, operating budgets and consolidated financial statements. CPA preferred. Resume to W.M. Thomas, PO Box 550, Ithaca, NY 14850.

HELP WANTED SALES

Florida network TV station is seeking a sales account executive with a good retail background. Must know both retailing and television sales. A thorough knowledge of TVB sales materials and their proper use is also important. Excellent salary potential in a very nice place to live. Applications from women and members of minority groups encouraged. Reply to Box S-136, BROADCASTING.

HELP WANTED TECHNICAL

Chief Engineer for American Samoa ETV. Experienced in transmitter, studio and VTR maintenance. Two year contract. Transportation paid. Send resume to Box S-84, BROADCASTING.

Video engineer for New York metropolitan area university; maintenance and other specified duties. Two years technical school training. Experience desirable. Salary negotiable from \$9,000. Start June 1, 1976. An Equal Opportunity/Affirmative Action Employer. Resume and salary history to Box S-98, BROADCASTING.

Assistant Chief Engineer. Need five years experience in TV engineering including all studio, microwave and transmitter equipment. Some supervision helpful. Group owned, stable company in a western state. Prefer person living in west now. Send resume and salary requirements to: Box S-150, BROADCASTING.

Chief Engineer fully experienced all phases. UHF network affiliate ideal Florida community. Small staff excellent facilities. EOE. Box S-235, BROADCASTING.

Help wanted: Chief Engineer for group operation. Responsibility for TV, AM & FM. Knowledge of UHF transmitters important. EEO employer. An opportunity for right person to advance from Asst. Chief. Pay commiserate with experience. Fringe benefits in a pleasant southern market. Replies confidential. Reply Box S-263, BROADCASTING.

Chief Engineer wanted with UHF transmitter experience. Prefer experience with RCA equipment. Equal Opportunity Employer. Send resume to: E.F. Bigbie, Vice President of Engineering, WJCL, PO Box 13646, Savannah, GA 31406.

HELP WANTED TECHNICAL CONTINUED

Broadcast engineer, 1st phone experienced in remote, studio and xmr operations and maintenance. Send resume to Director of Engineering, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Assistant Chief Engineer UHF-TV and AM radio. Contact Ken Mahorney, KFPW, Ft. Smith, AR 72901. Phone 501-783-4105.

Update New York CCTV & production center requires maintenance engineer for full color facility. Experience should also include Ampex one-inch videocassette and related CCTV gear. Salary \$10,000+, good benefits with major university. Reply to Douglas Dunning, Chief Engineer, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853.

HELP WANTED NEWS

Fifties market Deep South wants action news assignment editor. Must be a self-starter, a task master who is a fine writer, editor, producer who knows what a good film story is and can upgrade his or her staff. Management is your track. Equal Opportunity Employer. You start at \$9,000. Box S-49, BROADCASTING.

Top rated station wants experienced feature/on the road reporter. Have air samples ready. Box S-154, BROADCASTING.

Television reporter with a minimum of 1 year experience in gathering, writing and covering news events. Must be familiar with 16mm film camera operation and film editing. We want a person that will do what is necessary to get the story, we don't want stars. Box S-171, BROADCASTING.

Professional experienced news director wanted to dig, write and air news. Minimum of 5 years experience. Handle CATV, interview programs also. Play-by-play helpful but not necessary. Established Ohio station, network station, mobil equipment. Send resume and availability in first letter to Box S-209, BROADCASTING.

Qualified weathercaster for network affiliate. Fast growing Southwestern market. Applications from women encouraged. An Equal Opportunity Employer. Send resume and photograph to Box S-229, BROADCASTING.

Help wanted: Co-anchor person. Minimum one year experience as a news television reporter or anchor person. No phone calls. Write John A. Tallerico, News Director, WILX-TV, PO Box 380, Jackson, MI 49204. Equal Opportunity Employer.

Help wanted: News reporter/photographer. Minimum six months experience as a news television reporter/photographer. No phone calls. Write: John A. Tallerico, News Director, WILX-TV, PO Box 380, Jackson, MI 49204.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Artist. Major market, southwest, needs experienced TV artists with solid print and on-air background to assume responsibilities of station art department. Equal Opportunity Employer. Send resume, samples to Box S-137, BROADCASTING.

Production Manager needed for top flight production station. Should have previous prod. mgr. experience or in-depth experience in producing and directing. Must be skilled in handling of and getting work thru people. Contact Prog. Director, WFRV-TV, PO Box 1128, Green Bay, WI 54305.

Teaching position available. Assistant professor to teach beginning and advanced radio and television production. Professional and teaching experience preferred. Ph.D. preferred. Address applications to: Marcus Bartlett, Chairman, Search Committee, Radio-Television-Film Sequence, Henry W. Grady School of Journalism, University of Georgia, Athens, GA 30602.

SITUATIONS WANTED MANAGEMENT

TV Broadcast Management in East, all phases of station management with strength in administration, accounting, and personnel. 10 years experience, last 3 as AGM. Self starting pro looking to grow again. Reply Box S-169, BROADCASTING.

Experienced station manager looking for new challenge. Has an excellent record of building community, personnel, and client pride. Cost controls, programming, promotion, engineering, production. If you are tired of having an "also ran" TV station, make the one positive move to being number one. Contact Box S-218, BROADCASTING.

General Manager, 25 yrs. experience all phases television broadcasting. Builder of profits and prestige thru hard work. Thorough knowledge of license renewal, sales, programming, promotion and production. Outstanding track record and top references. Box S-219, BROADCASTING.

Manager who rose through ranks through sales with strong skills in motivation, creative programming, and station image desires challenging and rewarding opportunity. Have run both a network and an independent. Box S-246, BROADCASTING.

Broadcast sales position desired. Mature married college graduate seeks sales position in broadcasting. M.A., broadcast management, B.A., communication. Willing to relocate. Call Peter DiMeo, 703-768-0966. 1028 Arcturus Lane, Alexandria, VA 22308.

SITUATIONS WANTED SALES

Sales position sought. June BA. 12 years production-talent background. Mike Shrigley, 2301 Mountain, Flint, MI 48503. 313-238-5163.

SITUATIONS WANTED ANNOUNCER

South Miss. Radio-TV. Personality wants week-end TV or radio work. Gulf Coast only, LA to Fla. Good voice & presentation. Hosted live TV show 5 years. 20 years radio. Available for documentary and film work. Tapes, resume, etc. on request. PO Box 2021, Hattiesburg, MS or 601-584-6586.

SITUATIONS WANTED TECHNICAL

First phone. 2 years experience major market. Heavy operations experience, light maintenance experience. Will relocate prefer western. Box S-132, BROADCASTING.

Maintenance situation: First phone, 28 yrs. transmitter, preference, solid state, comp. etc. Box S-214, BROADCASTING.

Maintenance Engineer. Looking for engineering oriented facility. Have 8 years at stations, production houses, and advertising agencies. Box S-226, BROADCASTING.

Engineering Supervisor, assistant chief or chief engineers position wanted by EE graduate with over 20 years experience in all phases of studio and remote operation. Box S-241, BROADCASTING.

SITUATIONS WANTED NEWS

Fifteen years experience last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, tight scripts. Personable, no nonsense package. 313-352-6672 or Box S-74, BROADCASTING.

Employed, but in a rut. Looking for anchor or weekend anchor/reporter opening. Medium or small market. Degree. Box S-173, BROADCASTING.

Newsphotography/documentary. Young woman with some experience seeks a challenging position to feed my desire to learn, with station or production company. Has an "eye" for film or ENG. Call 609-589-4273 or write Box S-215, BROADCASTING.

Magnetic female. Reporter-writer-producer with two years radio experience. Seeks station committed to news. Box S-233, BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Anchorman/Producer/Reporter. Strong investigative and documentary background. Excellent appearance, writing and delivery. Large and small market experience. Box S-262, BROADCASTING.

Versatile newsmen, writer, BA seeks position with small station. Will relocate. I. Lubinsky, 1248 E. 53 St., Brooklyn, NY 11234. 212-444-6948.

Newsman-Reporter-Photographer. 7 years exp. Good references & tape available immediately. Art Bruce, 9116 Brookfield, Brookfield, IL 60513. 312-246-1121.

Experienced radio, TV interviewer and feature news writer seeks a position that will provide learning and career advancement opportunities. Talented and ambitious communicator. Former military journalist. Telecom grad working on M.A. degree in advertising. Married, one child. Tape, resume, photo available on request. Ready to relocate. Tom Rossi, 2957 E. Ruby Dr., Apt. B, Fullerton, CA 92631. 714-996-3853.

Producer/Director graduate leading television school. B.S., Education. Seeks entry in news, production and programming. Contact Kimbrough 212-JU6-3700.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director. Seven years experience news, sports, commercials. Currently top 20 market, excellent references. Box Q-254, BROADCASTING.

Creative, mature young man seeking directing position in a small or medium market. School training with experience in news and public affairs programs. Familiar with vtr production techniques and studio operations. Will relocate, eager and dependable. Write for resume. Box S-92, BROADCASTING.

Producer-Director, newscast No. 1 for 6 years. Network sports. Commercials. Award winning newscasts. Box S-141, BROADCASTING.

Cinematographer. Degree, experience in both single and double system. ENG experience. Seeks PES position. Resume and reel on request. Box S-155, BROADCASTING.

Would like to trade NYC experience for change of surroundings South or Southwest. Strength in production/management. Client contact. All phases of TV network and ad agency background. Box S-217, BROADCASTING.

Program, promotion, production manager. Experienced in all phases of cost controls. Can inspire a staff to give their all with pride. Perfect track record of building stations into number one position. Looking for a station that presents a challenge. Box S-223, BROADCASTING.

Six years experience, B.A. Public Communications, completing Associates Motion Pictures. Skilled, experienced writing and production. Public Service Director. Music Director. Presently wearing four hats. Want to wear one and show capacity. Prefer Great Lakes or West Coast. Box S-232, BROADCASTING.

Television Director, experienced. Presently employed as newscast director Top 50 market. Newscast includes A & B roll film, ENG cassette and live reports. 5 yrs experience including commercial production and production manager. Box S-244, BROADCASTING.

Commercial Producer, 1 1/2 yrs. experience copywriting and production. Film and VTR format. Lee Nassau, 2407 Highland Avenue, Norwood, OH 45212. 513-531-2828.

Position desired in smaller market. 20 years experience, programming, promotion, sales, production, art, engineer, talent. 915-751-7212.

TV & Film production man. Five years experience, 1 1/2 as director. BA Broadcast Journalism WSU. Call 509-327-2664 or business 509-838-4102. Michael Wagner, W. 2815 Queen, Spokane, WA 99205.

BUY—SELL—TRADE

National religious broadcasters seeks the immediate tax deductible donation of an operational fully equipped remote radio studio (trailer or van) for use in training institutes. Call Dr. Ben Armstrong, NRB, 201-540-8500.

WANTED TO BUY EQUIPMENT

Need used Hi Band TV transmitter. Prefer RCA type TT-11AH but would consider any 5-15 kilowatt units. Write stating make, model, location, condition and price. Box S-146, BROADCASTING.

Wanted: PE350 studio camera chain. Must be operational and in good condition. Write Box S-261, BROADCASTING.

Want to buy Norelco PC-70 + accessories. Call Scott Kane, Telemation Productions 312-729-5215.

250 watt AM transmitter for use with carrier current system. WVVT, Squires Center, Blacksburg, VA 24061. 703-552-0640.

Wanted to buy: Complete equipment for a new AM radio station. 250 watts on 1190. Contact R.A. Rieck, Vice President Engineering, Box 377, Preston, MN 55965. 505-765-3856.

FOR SALE EQUIPMENT

One Telestrator Model 600 (including) symbol gen & 4501 scan convertor, complete and operational. Best offer. Box R-118, BROADCASTING.

Gates FM-5H FM transmitter. Gates FMA-10A FM antenna. Andrew FH-7 Coax line 260'. Excellent station package \$12,000. Box S-50, BROADCASTING.

Harris two turntable portable four channel console for remotes. Like new. Best offer. KVOZ, Laredo, TX.

For Sale Equipment: Collins 1 KW transmitter tuned to 1380 kHz. Spare parts, automatic power control 1 1/2 years old. KZUL, Parker, AZ 85344. 602-669-9274.

C-Mount Zoom Lens, perfect for production, commercial work. Fujinon CCTV, 1:2/18-144 standard manual. Two, both like new. Make offer. Ian Pearson, WANE-TV, 219-743-0289.

Gates M6146 stereo generator good condition factory overhauled 8-74. \$1000 with M5534 exciter \$1550. Presently on air. WGSM, Melville, NY 11746 516-423-6740.

A 3 KW FM station for \$1,000! Transmitter requires some work. Deal consists of RCA BTF 3B transmitter, BF11A antenna (tuneable), 76-C console, 110 ft. foam helix and fittings. Buyer must remove. Tom Andrews, WLKI, Angola, IN 46703. 219-665-9554. No collect calls.

Schafer automation, model 800, 5 Ampex AG 440, network joiner, 3 carousels, (2 R.S.), logger, SMC card reader for programming carousels, was running Hit-parade format. \$12,500.00. 803-279-2330. WZZW, PO Box 1584, Augusta, GA 30903.

Beau Tape heads for popular audio cartridge tape machines. All Mono 2 track heads \$19.00; all stereo 3 track heads \$69.50. Replace your Nortronics heads. UMC Electronics Co., Box 307, North Haven, CT 06473. 203-288-7731.

CCA Automation equipment, 1969 AR-1000 2 desks, 2 reels, plus all accessories; excellent condition, almost never used. WPUL, PO Box 1433, Barlow, FL 33830. 813-533-9093.

McMartin TR-66 SCA receivers new in cartons at reduced prices. Antennas, Permadyn, and McMartin TRE-4 receivers at sacrifice prices. Call KSTT 319-326-2541.

Gates SP-10 automation programmer, logging system, time selector, associated equipment and Criterion 55. Call KSTT 319-326-2541.

1 KW AM transmitters: Gates BC-1G, Gates BC-1T, Gates BC-1F, CCA AM-1000D, Raytheon RA-1000; Collins 20-V, RCA BTA-1R2, Collins 20-V2, Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FOR SALE EQUIPMENT CONTINUED

Cohu 1510 Color film chain, remote, M-3 multiplexer, base, RCA TP-66 Projector mag & remote plus slide projector, all excellent condition. \$32,500.00. 1-205-591-4800

CP-16 with (2) NC-4 batteries; (1) NCC-6 charger; (1) set of CP-16 gel filter holders in case; (1) rain cover; (1) TVT shutter in addition to original shutter; 24 and 36 fps selector switch; headphone jack installed in auxiliary slide cover; (1) Angenieux C-Ring; (1) CP-16 location case; Original costs \$5,147.00 asking \$3,000.00. Contact Dennis Sult 602-299-3305 Tucson or 404-355-6847 Atlanta.

FM Transmitters: RCA BTF-10D-10KW, GEL FM-15-A-15KW, Visual FM-10000-KA-10KW, Collins 734A-10KW, RCA BTF-5D-5KW, RCA BTF-5B-5KW, Gates FM-1B-1KW, Gates FM-1C-1KW, ITA FM-1000B-1KW, Collins 732A-1KW, Collins 737A-5KW, Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097

Frese Audio Pilot Ap-3, Excellent condition. Available 60 days 4-K Radio Inc., Box 936, Lewiston, ID 83501

RCA BTA-50FL 50 KW AM transmitter, 1060 kHz, fully operational Reasonable offers considered 504-523-4753

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711

Contemporary comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227

Fruitbowl! Perfect for on-the-air p.d.'s and managers. If you can't do all the prep you know you should, let Fruitbowl help! Much more than a gag-sheet! Free month's trial subscription Fruitbowl, Dept. "C", PO Box 382, Fair Oaks, CA 95628.

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.

If you do Author interviews, talk shows, etc., keep up to date on the latest books! More than 200 of them are reviewed in each issue of The West Coast Review of Books, 6311 Yucca Street, Hollywood, CA 90028 Sample copy: \$1 25

Free nationwide exposure of your station's opening in the newest and fastest growing radio-TV employment listing, "Hot Tips!" 904-761-6920 answers 24 hours Box 1115, Daytona Beach, FL 32019

Take a trip into your station's past! To find out if your station (or others you've worked for) is among the thousands of profiled stations in our catalog, send for it today. It's free! Write Broadcast Pro-file, Box 982, Hollywood, CA 90028. Data includes original airdate, call, owner, frequency, power, and all changes thereafter. Each station profile only live dollars (FM \$2 50). Written just for you. Send for the broadcast pro-file catalog now while you're thinking of it!

PLACEMENT SERVICE

Many Top 40, MOR and country and western openings available now! Rush tapes and resumes to: Air Talent Placement, 1516 Hinman, Suite 505, Evanston, IL 60201.

PERSONNEL AVAILABLE

DJ, News, Sales, Copy, traffic personnel available. Live experience in Public Broadcasting and 3rd's. Eager and willing men and women ready now. Contact John O'Rourke, AAVTL, Austin, MN 55912. 507-437-6681. Trained TV Production Personnel also available.

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.

TECHNICAL OPPORTUNITIES

MATV installations your city: part time. \$200.00 day possible. Resume: Melvin Cohen, PO Box 809, Boynton Beach, FL 33435.

EMPLOYMENT SERVICE

The best jobs are in the best radio-TV employment listing. Period. Compare! Subscribe! Latest issue \$1. 12 weekly issues \$10. \$20 per year. Details free. "Hot Tips!" Box 1115, Daytona Beach, FL 32019.

INSTRUCTION

Breakthrough! Leading FCC License school offering broadcast endorsement study guide and exams that really work \$12.95 complete Academy of Radio and Television, 1304 State St., Bettendorf, IA 52722.

Job opportunities and announcer-dj, 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

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. \$4500 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 June 21 and August 2, September 13

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.

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

Zero to FCC 1st class in 8 weeks or less. Approved for veterans. Accredited by N.A.T.T.S. Academy of Radio and Television, 1304 State St., Bettendorf, IA 52722 1-319-359-7571.

RADIO Help Wanted Management

Major Denver religious station is looking for an aggressive sales-oriented manager with experience in religious radio. Send qualifications and salary requirements to

Box S-123, BROADCASTING.

RADIO STATION MANAGER

General Manager, sales oriented. FM Suburban N.Y. (Westchester) station. Expd. Liberal draw vs Comm. Box 917-B, 15 E. 41 St., NY 10017.

Help Wanted Sales

The nation's largest syndicator of Fine Arts programming is looking for a bright, articulate person to represent us. Applicants must possess a thorough knowledge of both commercial and non-commercial broadcasting, including budgeting, sales and programming and be willing to travel extensively. For the right person this will be a most rewarding career opportunity.

PARKWAY PRODUCTIONS, INC.
7979 Old Georgetown Road
Washington, D.C. 20014
301-657-9808

Help Wanted Announcers

WRC, NIS in Washington, is looking for mature, experienced and congenial anchor people for important dayparts. Send tape and resume to Frank Barnako, News Manager, WRC radio, 4001 Nebraska Ave., NW, Washington 20016.

An Equal Opportunity Employer M/F

Help Wanted News

NEW GROUP openings for several key positions in 3 of the 7 markets served by this group. PERSONALITY for just east (or if you're left handed) just west of the beautiful rockies. ALL TALK SPORTS HOST—Arizona, Utah Rockies area must know sports and be able to talk about it with John Fan. Program Directors in AOR or MOR will want to settle down with this prestige group. STRONG PERSONALITY who knows men in the mornings also sought. If there is a team out there, we'd like to hear from them, too. 1 ALL TALK NEWSPERSON in major market (or News Director). 2 Album Oriented jocks for key stations. All information confidential. Mail complete resumes and all material to this Equal Opportunity Employer but fast. These are great jobs. Box S-159 BROADCASTING.

Situations Wanted Management

Major market radio general manager seeking new opportunity. Presently responsible for two station company. Excellent record of achievement, all size markets. Experienced all phases of management, sales, programming. Available June 15th. Please reply Box S-126, BROADCASTING.

Situations Wanted Management Continued

PROGRAM/OPERATIONS MANAGER

Current PD of contemp powerhouse seeks bigger challenges, better bucks. Nine years major market experience, super track/records, young, stable, married, college grad. I specialize in creative hard work and straight talk. Let's get to work on your upcoming book NOW Write Box S-193, BROADCASTING

Situations Wanted Announcers

ONE ON ONE COMMUNICATOR!

Unorthodox Approach to AM Drive Proven Adaptable with Any Format! No.1—With No Close 2nd—In All Demos, Cumes and 1/4 Hrs with Major Market Competition. This Mass Appeal, Total Concept Approach Bills Annually in Excess of \$300,000 in a Secondary Market... IT'S YOUR MONEY! Large and major Markets Call 314-727-8721.

Top sportscaster ready to settle and find a home. Excellent Radio TV delivery and play by play. Major market background. Stable and married. Available immediately.

512-734-4612

Prefer Midwest—East. Age 37. Will consider management opportunity.

Situations Wanted News

Attention S.E. College Football Radio Nets

Experienced PBP Sportscaster looking for Free Lance this fall. Strong Credits. Excellent References

Box S-203 BROADCASTING

BROADCASTING'S CLASSIFIED.

offers an extensive variety of opportunities and services.

TELEVISION Help Wanted Management

NEWS MANAGEMENT

Dynamic, creative person with solid TV news experience who wants to move to top management. Broad knowledge of TV news operations, ability to work with people, make decisions, think and work hard a must. Management oriented reporters, producers and executives are preferred. Resume and photograph to Box S-96, BROADCASTING.

Situations Wanted Programing, Production, Others

GOOD/BEAUTIFUL MUSIC professional looking for program position. 7 years experience. Welcome challenge; responsibility. Currently in D.C. Excellent references.

Box S-243, BROADCASTING.

REMOTE SPORTS BROADCASTING Group will produce complete schedules for any sized market. Group will provide full service: colorful, articulate talent, spotters, statisticians, engineers, etc. Group has own equipment and impeccable knowledge of many sports! 3 yrs. experience. For tapes and details, write: Box S-248, BROADCASTING.

One of America's best known radio personalities is available. Former Program Director with sales experience will be an asset to your station. Excellent career history includes WABC, WIFE AND WAKY. Call 201-445-9772 or write 262 Gateway Road, Ridgewood, N.J. 07450.

JAY REYNOLDS

Employment Service

YOU SAW OUR
AD HERE
TWO WEEKS AGO...

If you didn't do anything about it then, you should now. Here's the ad again:

NEWSPEOPLE:

Nationwide Broadcast Placement Firm seeking to expand and update its files...

If you're interested in moving UP to another market now or in the future... write us, detailing background, salary history, etc. OPENINGS AVAILABLE.

Replies held in strictest confidence and answered promptly.

DEAL WITH THE PROS!
Box S-211, BROADCASTING.

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Help Wanted Sales

ACCOUNT EXECUTIVE

In the near future we will have an Account Executive position open with this high-rated network affiliate in a medium-sized California market. Our requirements: at least several years experience in television station sales; a hard worker who believes if you make enough calls, you will make the sale; and a thorough understanding of the ARB/NSI books. You will be backed up with all necessary sales promotion and research material and work with a professional management team. Last three sales vacancies due to loss of one person to a CBS O&O and two to major rep companies. Guarantee approximately \$15,000. Excellent fringe benefits and profit sharing. If interested and qualified, send complete resume, in strictest of confidence to:

Box S-228, BROADCASTING.

An Equal Opportunity Employer M/F

DIRECTOR

Research & Sales Promotion

TV SPOT SALES

Growth and internal promotion have created this current opportunity to assume complete responsibility for all sales promotion, sales support, and research materials devised for ABC-TV Owned and Operated Stations. Ideal candidate will have substantial related experience involving rep or station research, and supervisory experience. Excellent written and oral skills required, and knowledge of design of computer programs as well as some advertising agency media department experience desirable.

Send resume including salary requirements, to: A.D. Sproule, American Broadcasting Companies, Inc. 1330 Avenue of the Americas, New York, N.Y. 10019. An equal opportunity employer m/f.



American Broadcasting Companies, Inc.

SALES PROMOTION DIRECTOR

In the simplest terms, we are searching for a Promotion Manager who will head up a one person department, himself/herself; a specialist in sales promotion/research, capable of turning ARB/NSI statistics into dynamic sales pieces; able to recognize sales opportunities from TVB material; creative with on-air promotion, print layout, publicity; and, for certain, an "idea person". You will be joining a professional management team at a top-rated network affiliate in a medium-sized California market. Excellent fringe benefits including profit sharing. You will start at \$12,000 per year and go to \$15,000 as soon as you have fulfilled the requirements of this vacancy to management's satisfaction. If interested and qualified, send complete resume, in strictest of confidence to:

Box S-250, BROADCASTING.
An Equal Opportunity Employer M/F

Help Wanted News

SPORTS DIRECTOR

We are a top-rated network affiliate in a beautiful medium-sized California market, and we are looking for a Sports Director who will appear on our Monday through Friday 6 and 11 p.m. No. 1 rated newscasts. In addition, there will be some booth announcing, on-camera commercials, and on a limited basis other news/programming assignments. Our last two sports directors moved to ABC and CBS O&O stations. Salary in the \$11,000 per year range. Excellent fringe benefits as well as profit sharing. If interested and qualified, send complete resume, in strictest of confidence to: BOX S-227, BROADCASTING. 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 News

ANCHOR TALENT

Large TV Market is seeking on-air talent in three categories: News, Sports and Weather. Experience necessary. Please send resume to Box S-189 BROADCASTING. An Equal Opportunity Employer

Help Wanted Programing, Production, Others

University Regional Broadcasting, Inc. is now staffing a new operations center in Dayton, Ohio, for the operation of WOET-TV and WMUB-TV. The relocation of operations and staff expansion provide the following employment opportunities:

Position	Date Available
Asst. to the Dir. of Development	June 7, 1976
Technical Operations Supervisor	July 1, 1976
Broadcast Engineers (3)	September 1, 1976
Operations Manager	June 7, 1976
Asst. to Operations Manager	July 19, 1976
Producer/Announcer	September 1, 1976
Traffic/Clerk	July 19, 1976
Typist/Receptionist	September 1, 1976

For further information, contact:
University Regional Broadcasting, Inc.
3131 South Dixie Drive
Dayton, Ohio 45439
An Equal Opportunity Employer

Situations Wanted News

DON'T READ THIS

Unless you're ready to become and/or stay No.1. Currently employed major market anchor, 19 years old, looking to relocate in same capacity. Will be featured in national magazine this summer. Mature, responsible, college, movie star looks, and knows what he's talking about. For tape, history, and references, write to

Box S-240, BROADCASTING.

Employment Service

WE HAVE THE JOBS!!!
Subscribe To:



Box 61, Lincoldale, N.Y. 10540
Number "One" in Weekly Nationwide
Employment Listings for Radio,
TV, DJ's, PD's,
News, Announcers, Sales & Engineers.
\$15.00 3 mo. (12 issues); \$30.00 12 mo.
(50 issues) No C.O.D.'s, Please

Miscellaneous

THE DECLARATION OF INDEPENDENCE should be broadcast several times on SUNDAY—JULY 4, 1976—during our bi-centennial. Hayden Huddleston's 11 minute narration is yours for only \$15.00 outright buy. Easy to sell. Send check for your tape today. HAYDEN HUDDLESTON PRODUCTIONS, INC. 305 Shenandoah Building, Roanoke, Virginia 24011.

Audience Research

"COMMUNITY NEEDS" SURVEYS

To satisfy FCC requirements for license renewals, ownership changes, and subscription TV applications.

Professional Research Services



"Another Data Bennett Enterprise"

6806 S. TERRACE RD. TEMPE, ARIZ. 85283 16021 839-4003 Collect

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

Wanted To Buy Stations

\$100,000

Available by Experienced Sales-Oriented. Mature Broadcaster. Will accept management contract. Buy in or Buy you Out. Contact directly or thru your attorney. Box S-216. BROADCASTING.

GREAT PLAINS - OR

ADJACENT AREA

(Mid-, Southwest, Intermountain)

Small to medium market AM, or AM/FM. Financially sound corporate structure in radio since 1940. This is not a brokers ad. Replies confidential.

Box-S-221. BROADCASTING.

For Sale Stations

Profitable single station market opportunity. Attractive New England community. Inexpensive non-directional AM operation priced at less than 2-1/2 times gross at \$900,000. Annual cash flow in six figures.

Box-S-129. BROADCASTING.

Full time AM with FM affiliate in medium Florida market. Excellent growth potential for right operator. Cash buyers only. No brokers please.

Box S-130. BROADCASTING.

Top Ten market full time AM. Outstanding facility in competitive comparison. MOR format. Current profit picture break even. Valuable real estate included. \$2,850,000 cash.

Box S-131. BROADCASTING.

For Sale Stations Continued

5 kw daytime, South. Ethnic money-maker. \$275,000 cash is less than 1.5 X gross. This one will go fast. No Brokers.

Box S-145. BROADCASTING.

MAINE AM FULLTIMER!

Where the "in" people are moving to! Class IV, coastal city. Only station in growing county. Active or inactive partners with \$15,000 welcome. If active, please include resume. No "tire kickers" please! Land, building, tower, included. Profitable. Class "B" FM possible. Box S-224. BROADCASTING.

For Sale Southwest Class C FM Full Power, completely equipped Stereo and Automated. Top 100 Markets Price \$350,000.

Call Boyd Kelley: Wichita Falls, Tx. 817-692-7722.

MEDIA BROKERS

APPRAISERS

RICHARD A.

Shaheen INC.
435 NORTH MICHIGAN - CHICAGO 60611

312-467-0040



For Sales Stations Continued



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

Texas	Small	Daytime	85	Cash
East	Metro	AM/FM	500	146
S.E.	Metro	Daytime	650	Cash
Fla.	Metro	Daytime	500	Nego
M.W.	Major	FM	1K	290

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES

nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

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

5000 Watt Full time AM
& Class A FM Stereo

*Large central Florida City

*Buy one or both

\$470,000 cash for AM

\$420,000 cash for FM.

BUSINESS BROKER ASSOCIATES

615-894-7511

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only

When placing an ad indicate the EXACT category desired Television or Radio. Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included

The Publisher is not responsible for errors in printing due to illegible copy Type or print clearly all copy

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

BROADCASTING does not forward tapes of any kind. PLEASE do not send them to us they will be returned to you

Rates, classified listings ads:

—Help Wanted 50c per word—\$10.00 weekly minimum.

(Billing charge to stations and firms: \$1.00).

—Situations Wanted. 40c per word—\$5.00 weekly minimum.

—All other classifications. 60c per word—\$10.00 weekly minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch

—More than 4" billed at run-of-book rate

—Stations for Sale. Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit) Count each abbreviation, initial, single figure or group of figures or letters as a word Symbols such as 35mm, COD, PD, GM, etc count as one word Hyphenated words count as two words

Name _____

Phone _____

City _____

State _____

Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

	Stock symbol	Exch.	Closing Wed. May 19	Closing Wed. May 12	Net change in week	% change in week	High	1976 Low	P/E ratio	Approx. Shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	32 7/8	30 3/4	+ 2 1/8	+ 6.91	32 7/8	19 7/8	33	17,289	568,375
CAPITAL CITIES	CCB	N	47	46 3/4	+ 1/4	+ .53	52 5/8	42 1/4	14	7,716	362,652
CBS	CBS	N	53 7/8	53 5/8	+ 1/4	+ .46	58	46 3/4	13	28,313	1,525,362
COX	COX	N	32 1/8	32 1/4	- 1/8	- .38	36 1/2	28 3/4	13	5,861	188,284
GROSS TELECASTING	GGG	A	10 7/8	10 1/4	+ 5/8	+ 6.09	12 3/8	10	8	800	8,700
LIN	LINB	O	15 1/2	15 5/8	- 1/8	- .80	17 1/4	9 5/8	9	2,382	36,921
MOONEY	MOON	O	2 3/4	2 7/8	- 1/8	- 4.34	3 7/8	2 3/8	5	425	1,168
RAHALL	RAHL	O	5	5 1/8	- 1/8	- 2.43	5 1/4	4 1/2	14	1,297	6,485
SCRIPPS-HOWARD	SCRP	O	26 1/2	27 1/2	- 1	- 3.63	28 1/2	20 1/2	8	2,589	68,608
STARR**	SBG	M	3	3 3/8	- 3/8	- 11.11	5	3		1,091	3,273
STORER	SBK	N	25 1/8	25 7/8	- 3/4	- 2.89	25 7/8	15 7/8	9	4,548	114,268
TAFT	TFB	N	27 5/8	29	- 1 3/8	- 4.74	29 3/8	23 1/4	10	4,042	111,660
TOTAL										76,353	2,995,756

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	3 5/8	3 3/4	-	1/8	-	3.33	4 3/4	2	10	1,258	4,560
AVCO	AV	N	11 7/8	12 3/8	-	1/2	-	4.04	12 3/8	4 1/2	4	11,481	136,336
BARTELL MEDIA**	BMC	A	1	1				.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N	10	9 7/8	+	1/8	+	1.26	10 5/8	5	10	2,403	24,030
CHRIS-CRAFT**	CCN	N	5 1/8	5 1/2	-	3/8	-	6.81	6 3/8	5		4,162	21,330
COMBINED COMM.	CCA	N	16 3/4	17 1/8	-	3/8	-	2.18	17 3/8	12 5/8	11	5,807	97,267
COWLES	CWL	N	8 7/8	8 3/8	+	1/2	+	5.97	10	6 1/8	13	3,969	35,224
DUN & BRADSTREET	ONB	N	27 1/2	28	-	1/2	-	1.78	33 3/4	27 1/4	17	26,581	730,977
FAIRCHILD IND.	FEN	N	11 1/4	10 1/2	+	3/4	+	7.14	11 1/4	6 1/8	16	5,708	64,215
FUQUA **	FQA	N	7 7/8	8	-	1/8	-	1.56	8 7/8	4 1/2		8,551	67,339
GANNETT CO.	GCI	N	35 3/4	36 1/4	-	1/2	-	1.37	40	32 7/8	20	21,108	754,611
GENERAL TIRE	GY	N	20	20 1/4	-	1/4	-	1.23	23	17 5/8	6	21,914	438,280
GLDBETROTTER**	GLBTA	O	2 3/4	2 3/4				.00	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	24 3/4	-	3/4	-	3.03	25	17 1/8	13	4,381	105,144
JEFFERSON-PILOT	JP	N	26 1/8	28 1/8	-	2		7.11	31 1/4	26	11	24,074	628,933
KAISER INDUSTRIES	KI	A	13 3/8	13 1/2	-	1/8	-	.92	13 1/2	8	5	27,598	369,123
KANSAS STATE NET.	KSN	O	3 5/8	3 5/8				.00	4 7/8	3	5	1,815	6,579
KINGSTIP	KTP	A	7 1/8	7 1/8				.00	8 5/8	4 7/8	5	1,154	8,222
KNIGHT-RIDDER	KRN	N	33 3/4	34 1/4	-	1/2	-	1.45	36 5/8	28 7/8	17	8,305	280,293
LEE ENTERPRISES	LNT	A	16 3/4	15 3/4	+	1	+	6.34	25 1/2	15 3/8	11	3,352	56,146
LIBERTY	LC	N	16 3/4	15 1/2	+	1 1/4	+	8.06	17	9 1/2	7	6,762	113,263
MCGRAW-HILL	MHP	N	13 1/2	13 1/2				.00	17	12 3/4	10	24,700	333,450
MEDIA GENERAL	MEG	A	17 5/8	17	+	5/8	+	3.67	19 1/2	14 1/4	9	7,272	128,169
MEREOTH	MOP	N	16 1/4	16 3/4	-	1/2	-	2.98	17 5/8	10 1/4	7	3,041	49,416
METROMEDIA	MET	N	23 7/8	24	-	1/8	-	.52	24 7/8	15	11	6,553	156,452
MULTIMEDIA	MMED	O	18 1/2	18 3/4	-	1/4	-	1.33	19 1/2	14 1/4	12	4,390	81,215
NEW YORK TIMES CO.	NYKA	A	13 1/8	13 1/8				.00	17 3/8	11 1/2	11	10,931	143,469
OUTLET CO.	OTU	N	18 7/8	18 3/4	+	1/8	+	.66	19	12 7/8	7	1,391	26,255
POST CORP.**	POST	O	10 1/2	10 1/4	+	1/4	+	2.43	10 1/2	8		871	9,145
REEVES TELECOM**	RBT	A	1 3/4	1 5/8	+	1/8	+	7.69	2 1/4	1 1/8		2,376	4,158
ROLLINS	ROL	N	22 7/8	23 3/4	-	7/8	-	3.68	27 3/8	20 3/4	15	13,404	306,616
RUST CRAFT	RUS	A	7 3/4	7 3/4				.00	9 7/8	5 5/8	6	2,291	17,755
SAN JUAN RACING	SJR	N	8 1/8	8 1/4	-	1/8	-	1.51	9 1/4	7 1/4	6	2,509	20,385
SCHERING-PLOUGH	SGP	N	55 1/2	57 1/2	-	2	-	3.47	59 3/4	47 1/2	22	53,995	2,996,722
SONDERLING	SOB	A	11	11 1/2	-	1/2	-	4.34	13	6 3/4	5	729	8,019
TECH OPERATIONS**	TO	A	3 1/8	3 1/8				.00	4 3/4	2 7/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	20 5/8	20 5/8				.00	23	18 1/4	15	33,881	698,795
WASHINGTON POST CO.	WPO	A	35	32 7/8	+	2 1/8	+	6.46	35	21 3/4	14	4,546	159,110
WOMETCO	WOM	N	18 1/2	18 5/8	-	1/8	-	.67	19 1/2	13	9	6,292	116,402
TOTAL											376,414	9,214,365	

Cablecasting

AMECO**	ACO	O	1/2	1/2		.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O	1 3/8	1 3/8		.00	2 1/8	3/4		1,672	2,299
AMERICAN TV & COMM.	AMTV	O	17 3/4	18 1/2	- 3/4	- 4.05	21 3/4	13 1/2	22	3,322	58,965
ATHENA COMM.** *		O	3/8	3/8		.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O	4 5/8	4 3/4	- 1/8	- 2.63	6 1/2	4 5/8		8,351	38,623
CABLECOM-GENERAL	CCG	A	6 1/4	7	- 3/4	- 10.71	8 1/8	5 1/2	5	2,560	16,000
CABLE INFO.		O	1/2	1/2		.00	1/2	1/4	3	663	331
COMCAST		O	3	3		.00	3 1/8	1 7/8	8	1,708	5,124
COMMUN. PROPERTIES	COMU	O	3 5/8	3 3/4	- 1/8	- 3.33	3 3/4	1 7/8		4,761	17,258
COX CABLE	CXC	A	14 3/4	15 3/8	- 5/8	- 4.06	17 3/4	13	18	3,560	52,510
ENTRON	ENT	O	1 3/4	1 3/4		.00	1 3/4	1 5/8	2	1,358	2,376
GENERAL INSTRUMENT	GRI	N	14	13 3/8	+ 5/8	+ 4.67	14	8 1/4	35	7,201	100,814
GENEVE CORP.	GENV	O	9	9 3/4	- 3/4	- 7.69	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION**	TCOM	O	3 3/8	3 1/2	- 1/8	- 3.57	5 1/4	3 3/8		5,181	17,485
TELEPROMPTER**	TP	N	8	8 1/4	- 1/4	- 3.03	9 3/8	5 3/4		16,634	133,072
TIME INC.	TL	N	65 1/2	66 1/8	- 5/8	- .94	69 1/2	59 3/4	14	10,036	657,358
TOCOM	TOCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	12 1/2	12 3/4	- 1/4	- 1.96	13	9	13	1,700	21,250
UNITED CABLE TV**	UCTV	O	2 5/8	2 5/8		.00	3	1 5/8		1,879	4,932
VIACOM	VIA	N	8 3/4	8 7/8	- 1/8	- 1.40	11 3/4	7 7/8	10	3,654	31,972
VIKOA	VIK	A	3 1/2	3 3/4	- 1/4	- 6.66	3 3/4	1 1/8	175	2,529	8,851
TOTAL										81,832	1,182,478

	Stock symbol	Exch.	Closing Wed. May 19	Closing Wed. May 12	Net change in week	% change in week	High	1976	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing												
COLUMBIA PICTURES	CPS	N	5 3/4	5 3/4		.00	7 7/8	5 1/4	6		6,748	38,801
DISNEY	DIS	N	53 3/4	55	- 1 1/4	- 2.27	63	50 1/8	25		31,005	1,666,518
FILMWAYS	FWY	A	8	7 3/8	+ 1/2	+ 8.47	10 1/4	5 1/4	8		2,164	17,312
FOUR STAR *			1/2	1/2		.00	5/8	3/8	5		666	333
GULF + WESTERN	GW	N	23 1/2	23 7/8	- 3/8	- 1.57	26 7/8	19 5/8	5		30,058	706,363
MCA	MCA	N	65	66 1/8	- 1 1/8	- 1.70	79 1/8	65	6		8,672	563,680
MGM	MGM	N	14	14 1/2	- 1/2	- 3.44	15 3/4	12 7/8	7		13,091	183,274
TELETRONICS INTL.	D		6 1/4	6 1/4		.00	9 5/8	3 3/4	10		887	5,543
TRANSAMERICA	TA	N	10 1/2	11 1/8	- 5/8	- 5.61	11 5/8	8 1/4	9		64,947	681,943
20TH CENTURY-FDX	TF	N	12	12 1/4	- 1/4	- 2.04	15	9 5/8	5		7,558	90,696
WALTER READE *	WALT	D	1/4	1/4		.00	3/8	1/4	13		4,296	1,074
WARNER	WCI	N	20 1/2	20 7/8	- 3/8	- 1.79	24	17 1/2	39		17,728	363,424
WRATHER	WCD	A	4 1/8	4 3/8	- 1/4	- 5.71	5 1/8	3 1/8	13		2,229	9,194
TOTAL											190,049	4,328,155

Service

88DD INC.	88DD	O	20	20 1/4	-	1/4	-	1.23	21	16 3/4	8	2,513	50,260
COMSAT	CO	N	26 1/4	27 3/4	-	1 1/2	-	5.40	31 3/4	23 7/8	6	10,000	262,500
DDYLE DANE BERNBACH	DDYL	O	12 1/2	13	-	1/2	-	3.84	13	8 7/8	8	1,816	22,700
FOOTE CONE & BELDING	FCB	N	13	12 7/8	+	1/8	+	.97	14	10 1/4	8	2,130	27,690
GREY ADVERTISING	GREY	O	10 3/4	8 5/8	+	2 1/8	+	24.63	10 3/4	6 7/8	9	1,213	13,039
INTERPUBLIC GROUP	IPG	N	23 1/2	23 7/8	-	3/8	-	1.57	26 5/8	16 3/8	7	2,290	53,815
MARVIN JOSEPHSON	MRVN	O	7 3/4	7 3/4				.00	10 3/8	7	13	1,952	15,128
MCI COMMUNICATIONS**	MCIC	O	2	1 7/8	+	1/8	+	6.66	3 3/8	1 3/8		15,826	31,652
MOVIELAB	MOV	A	1 1/2	1 1/2				.00	2 5/8	1	7	1,407	2,110
MPO VIDEOTRONICS**	MPO	A	3	3 1/8	-	1/8	-	4.00	3 3/8	2 3/8		537	1,611
NEEDHAM, HARPER	NDHMA	O	6 1/4	6 1/4				.00	6 7/8	5 5/8	7	816	5,100
A. C. NIELSEN	NIELB	O	19 1/8	19 3/4	-	5/8	-	3.16	24 5/8	19 1/8	13	10,598	202,686
OGILVY & MATHER	OGIL	O	27 1/2	27 1/4	+	1/4	+	.91	27 1/2	17	9	1,805	49,637
J. WALTER THOMPSON	JWT	N	11 1/8	10 7/8	+	1/4	+	2.29	13 7/8	7 7/8	10	2,649	29,470
TOTAL											55,552	767,398	

Electronics/Manufacturing

AMPEx	APX	N	7 1/2	7 3/4	-	1/4	-	3.22	8 1/8	4 3/4	75	10,885	81,637
CETEC	CEC	A	1 7/8	2	-	1/8	-	6.25	2 3/4	1 1/4	13	2,319	4,348
COHU, INC.	COH	A	2 1/2	2 7/8	-	3/8	-	13.04	3 5/8	2	12	1,617	4,042
CONRAC	CAX	N	22	23 3/8	-	1 3/8	-	5.88	24	20	8	1,282	28,204
EASTMAN KODAK	EASKD	N	100 3/8	103 7/8	-	3 1/2	-	3.36	116 3/4	100 3/8	26	161,347	16,195,205
FARINON ELECTRIC	FARN	O	9 3/4	10 1/2	-	3/4	-	7.14	11 1/2	7	18	3,937	38,385
GENERAL ELECTRIC	GE	N	51	51 7/8	-	7/8	-	1.68	56 3/4	46	16	184,427	9,405,777
HARRIS CORP.	HRS	N	46 1/4	44 3/4	+	1 1/2	+	3.35	46 3/8	33 3/4	13	6,066	280,552
HARVEL INDUSTRIES *	HARV	O	6	6				.00	6	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	2 1/2	2 5/8	-	1/8	-	4.76	3 1/8	1 1/8		2,711	6,777
MICROWAVE ASSOC. INC	MAI	N	18 3/8	18 1/4	+	1/8	+	.68	20	13 3/4	12	1,320	24,255
3M	MMM	N	57 3/8	59	-	1 5/8	-	2.75	63 1/2	54 1/2	25	114,240	6,554,520
MOTOROLA	MDT	N	54	55	-	1	-	1.81	55	41 1/4	37	28,198	1,522,692
N. AMERICAN PHILIPS	NPH	N	25 1/2	26 1/2	-	1	-	3.77	33	19 7/8	9	12,033	306,841
OAK INDUSTRIES	OEN	N	10 1/2	11 1/2	-	1	-	8.69	11 1/2	7 1/4	26	1,639	17,209
RCA	RCA	N	26 5/8	27 1/2	-	7/8	-	3.18	27 3/4	18 7/8	19	74,627	1,986,943
ROCKWELL INTL.	ROK	N	31 7/8	32 1/2	-	5/8	-	1.92	32 1/2	23 3/8	10	31,200	994,500
RSC INDUSTRIES	RSC	A	1 5/8	1 1/2	+	1/8	+	8.33	2 1/2	1 3/8	8	3,440	5,590
SCIENTIFIC-ATLANTA	SFA	A	15 1/8	14 1/2	+	5/8	+	4.31	18 5/8	10 1/4	13	1,387	20,978
SONY CORP.	SNE	N	9 7/8	9 3/8	+	1/2	+	5.33	9 7/8	7 1/4	37	172,500	1,703,437
TEKTRONIX	TEK	N	62 1/2	60	+	2 1/2	+	4.16	62 1/2	44 1/4	19	8,671	541,937
TELEMETION *	TIMT	D	3/4	3/4				.00	1	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	14 3/4	15 1/4	-	1/2	-	3.27	17 1/4	12	13	6,838	100,860
WESTINGHOUSE	WX	N	15 1/4	15 3/8	-	1/8	-	.81	17 3/4	13	8	87,091	1,328,137
ZENITH	ZE	N	33 3/8	33 7/8	-	1/2	-	1.47	38 1/4	23 5/8	24	18,799	627,416
TOTAL											938,104	41,783,909	

GRAND TOTAL 1,718,304 60,272,061

Standard & Poors Industrial Average 113.7 115.5 -1.8

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

*Stock did not trade on Wednesday, closing price shown is last traded price
**No P/E ratio is computed, company registered net loss
***Stock split.

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc. Washington
Yearly high-lows are drawn from trading days reported by Broadcasting. Actual figures may vary slightly.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses

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

Camptown Industries	1/8	10/27/4
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

Bill Lord and making it or breaking it with 'ABC Evening News'

Bill Lord's one-liner belies the seriousness of the situation: "... had lunch with Elton and Leonard," he says, "and they kept wanting to know how to spell my last name." They were writing it down to remember in November.

Elton Rule, the president of ABC Inc., and Leonard Goldenson, its chairman, will indeed be watching Mr. Lord and his performance closely. For it's he who will oversee the *ABC Evening News* as it adds Barbara Walters to its anchor desk and as it prepares to move to a longer format.

But Mr. Lord won't have to be told how he's doing, he feels. His career with ABC News goes back to 1961, and he has been associated with the network's evening news for 10 years—long enough that "I know when we're great and I know when we're bad. Either I'm gonna be out" Bill Lord drops the end of that sentence with a grin, picking up instead on his predictions for the success of the *ABC Evening News* with Harry Reasoner and Barbara Walters, which he must staff and structure.

"There's a lot riding on this," says the 38-year-old vice president in charge of television news. The "curiosity tune-in" this fall will be tremendous, he predicts—there has already been "incredible publicity" and "Harry and Barbara will make it work."

The mechanics behind Bill Lord's quest to be "first in expanding our national news program and first in the ratings" will be spelled out to ABC affiliates meeting in Los Angeles this week. Basically, the formula calls for more "relevant" information and more involvement on the part of anchorpeople, which means anchoring on location when stories are projected to extend beyond a week, such as political primaries or lengthy criminal trials. He would like to see a longer format on the air by January but cautions, "you can't set hard lines," because the affiliates first need convincing—and this is his first time dealing with the affiliates on an organizational basis.

His argument for more time is simple: Requirements for greater length are built into the network's and the affiliates' shared goal of a better newscast—and, not incidentally, a better rated newscast. But expansion plans "are still down the road."

He expects the first important feedback may come six months after the Reasoner/Walters format debuts, tentatively set for Sept. 20. "We'd all be delighted if it took number one and stayed there," he says, confident that "by improving the product we will attract a larger audience."



William Edward Lord—vice president in charge of television news, ABC News; b. Dec. 6, 1937, Portland, Me.; BA, communications, Boston University, 1959; MA, Annenberg School of Communications, University of Pennsylvania, 1961; writer-reporter, ABC News, New York, 1961; producer, ABC News, Washington bureau, 1964; *ABC Evening News* producer, Washington, 1966; *ABC Evening News* senior producer, 1970; vice president, ABC News Washington bureau, 1974; vice president in charge of television news, New York, February 1976; m. Deborah Gude, Aug. 19, 1961; children—Barbara, 13; Ann, 11; John, 7; Susan, 6.

Part of improving the product involves working for September with one eye on January. To that end, Mr. Lord says the newscast will have features that are easily expandable, each evening including "something with the particular personality of the correspondent." Of course, he continues, "we will pray for those nights when the hard news stands by itself." The give-and-take format and the added relevance he visualizes translate, for instance, to exchanges between economic correspondent Don Cordtz and anchorwoman Walters on the consumer's interest in a particular report. New tools, specifically electronic news gathering, will play a part in the more flexible format.

If he succeeds in breaking ABC's perennial third-place status for news, the whole network will be grinning with Bill Lord.

In any case, he has arrived at a relatively young age—from a transmitter/announcer job at WIDE-AM-FM Biddeford, Me., where he earned 75 cents an hour while in high school, to a topside rank in network television news. He is part of the new wave of

academic degree-carrying broadcast journalists, having earned an MA from the Annenberg School of Communications at the University of Pennsylvania. But he gained practical experience in his undergraduate days at Boston University, working at WJDA(AM) Quincy, Mass., at WEEI-AM-FM Boston as an engineer on the graveyard shift, and at WGBH-TV Boston in technical and production posts.

His career after graduation did not take off like a rocket; it started like a car on a cold morning. He first was turned down for a post at WFIL(TV) Philadelphia, then the Annenberg school station, which is now WPVI-TV. He then thought he had an \$85 a week job at WBOC-TV Salisbury, Md., as a television director, but that fell through too; he then won the chance to be a weatherman on WTPA(TV) Harrisburg, Pa., but that contract was canceled. He ended up winning an audition to report and anchor a new teen-age news program five afternoons a week for ABC News, following *American Bandstand*. The irony was that his show was carried on WFIL, WBOC-TV and WTPA—"an extraordinary break," he says, which lasted until 1963.

He became producer of the 11 p.m. network news for ABC News, based in Washington, moved through the *ABC Evening News* producer and senior producer posts and was named vice president of the Washington news bureau in 1974. "When I couldn't hold that job down, they made me vice president for television news in New York," he says. That was in February of this year and he has been shuttling back and forth to his family since then (to New York Monday morning, home to Washington Thursday night). He plans to move wife and children to New York in July.

Mr. Lord is not only looking ahead. He's had to deal with the criticism that immediately followed the Walters announcement. He stresses that "we still operate within the parameters of a news show," dismissing the show-biz charges that accompanied the initial publicity about Miss Walters. He similarly dismisses the reports of news-consultant meddling in the format changes. Reports that outsiders are pulling ABC's strings "are simply not true and are damaging to our decision-making credibility," he says.

Specific format options open to Mr. Lord which he cites as desirable include exploiting Miss Walters's drawing power in getting newsmakers on the program; reporting women's news in general with greater commitment; including more "Close-up" segments in the weekday *Evening News*—possibly under a new name to avoid confusion with ABC's *Close-up* documentaries. But he stops short of calling these "radical" changes, emphasizing again, "We're still doing the news."

A delicate matter

ABC-TV and its affiliates convene this week in Los Angeles for a celebration without precedent in the network's history. As the station delegates will be reminded, the network held the lead in ratings during an extended and critical part of the 1975-76 season (with spectacular individual gains for many affiliates in their own markets), won more Emmys than were won by either CBS-TV or NBC-TV last Monday night, has hired Barbara Walters to become the first network anchorwoman at a million dollars a year and . . .

At that point a cloud no bigger than a 45-minute shadow on the face of a studio clock could fall across the Century Plaza hotel, scene of the victory dance. As has been discussed interminably since Miss Walters's move from NBC to ABC was announced, there may be talk this week of lengthening the *ABC Evening News with* (in order of pronunciation) *Barbara Walters and Haywee Weasoner*. There are affiliates who hate the mere mention of longer network news.

This publication would be surprised if ABC officials went to Los Angeles with a hard sell for stretching the news. The circumstances call louder for a mutual exchange of views, as leaders ducking confrontations in the seats of government put it these days. Who knows? In the euphoria of ratings success and billings records, some kind of accommodation might be reached.

Ford's La Mancha

Anyone who has collided with the Washington establishments (and that should include almost every adult, gainfully employed or not, in the private sector) must acclaim President Ford's Government Reform Act dispatched to Congress on May 13.

Stripped of legalese, the goal is to eliminate unnecessary regulation, root out inefficiencies, eradicate make-work and gold-bricking—all in four years. Like Don Quixote's quest, the Ford project also may be an impossible dream. But it's certainly worth the all-American try. The first task is how to circumvent rampant political patronage payoffs which often result in cushy jobs for unqualified party workers or, at lower levels, of people who know people in higher places.

Broadcasters and others in the regulatory domain of the FCC have a special cause going far beyond problems which may beset other regulated pursuits. Because of the glamour of telecommunications, ranging from the citizens band explosion to satellites, the FCC is labeled a growth agency. It has far less trouble than others in euchring increased appropriations. Almost everybody in Congress seems to be a TV expert these days—a sure-fire way of getting exposure.

The Ford program is separated into four annual segments. Communications falls into the fourth year, with the administration's recommendations due Jan. 31, 1981. That should provide ample time for a thorough-going inquiry, not only of the FCC's functions, but of duplication in other government agencies, not excluding the White House itself (OTP) and the military. As significant as the existing "work-load" is the factor of make-work projects, initiated usually at the staff level, that produce little more than mischief, fodder for congressional investigators and headlines.

Broadcasters have a special interest because they are called upon to pay license fees and filing fees to a far greater degree than do others subject to agency jurisdiction. By cutting the FCC's overhead it is logically deduced that the costs to licensees would fall in direct ratio.

There's another big money item we have mentioned before. When the FCC was created, the organization plan called for three separate divisions of two commissioners each, with the chairman

sitting ex officio on each. Thus each area (broadcast, telephone and telegraph) was subject to three-commissioner jurisdiction except on policy matters that involved more than one division.

But the FCC abandoned the three-panel structure. All seven commissioners sat on everything. And so it is today. Why not three commissioners in all, or at most five, now the complement on other regulatory agencies? Many functions now are delegated to a highly trained and well paid staff.

Aside from the chairman, who has 10 assistants and aides, each commissioner is entitled to a staff of five. Consider the substantial savings, not only in salaries, but in rent, retirement annuities and travel, if a perfectly logical reduction in force (without loss in efficiency) were effected.

Is silence golden?

The members of Congress who six years ago voted to outlaw cigarette advertising on radio and television were curiously quiet last week after receiving the Federal Trade Commission's latest report on cigarette consumption. No doubt they were dismayed to be reminded once again that cigarette sales have kept rising despite the congressional decree that they would fall as soon as the airwaves were closed to the tobacco companies.

There was also a noticeable absence of comment on the FTC's latest figures in a forum that was rife with exhortations favoring the broadcast ban before it was enacted. We looked in vain for cries of alarm in the *New York Times* and *Washington Post*, to name two papers that were especially strident in the antibroadcasting chorus. Instead we found a profusion of the cigarette advertising that has been blowing through their transoms ever since it was driven off the air.

If the editorial writers of the *Times*, the *Post* and all of the other publications are as concerned now about smoking and health as they professed to be when they were clamoring for an end to cigarette commercials, they can surely find reason for comment in the FTC's new report. The figures may be summarized as follows: 547.2 billion cigarettes sold in 1971, the first year of the broadcast ban; at least 601 billion sold in 1975.

To add human interest to their comments, the editorialists could add that the use of cigarettes continues to expand alarmingly among the young. But how could that be when readers were assured back in broadcast days that television and radio were the principal recruiters of juvenile smokers?

Warning: The subject of cigarette advertising in magazines and newspapers may be dangerous to editorial writers' health.



Drawn for BROADCASTING by Jack Schmidt

"You don't look down at the player or the base. You look up . . . up . . . toward the cameras."