

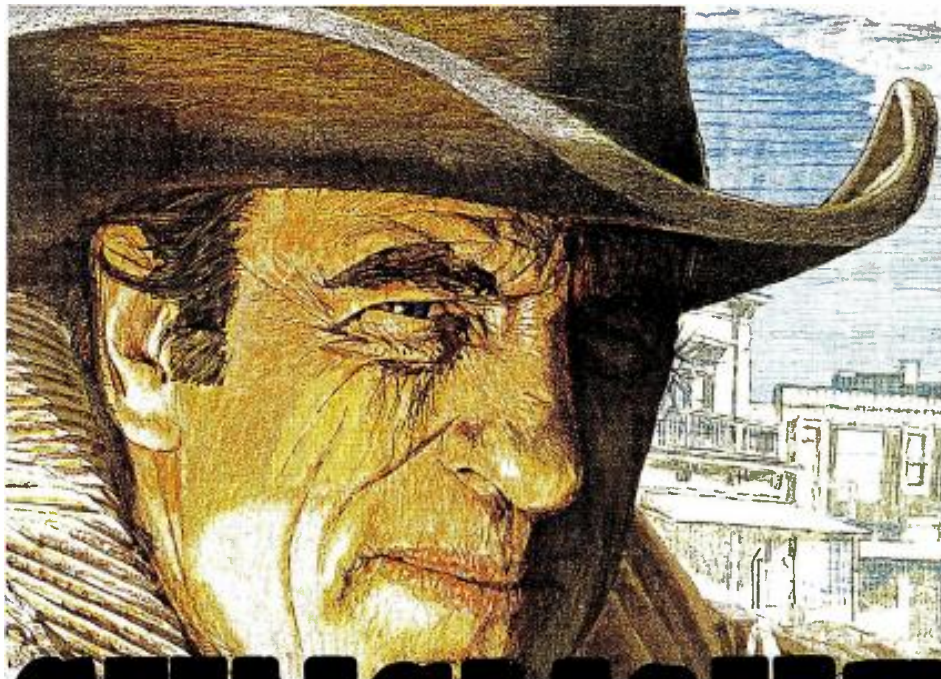
The FCC drafts a law against obscenity
Trying, trying again on broadcasting in Congress

Broadcasting Jun 7

The newswEEKly of broadcasting and allied arts

Our 45th Year 1976

NEWSPAPER



GUNSMOKE

Far and away the highest rated dramatic series
(half hour or hour) in syndication.

Highest in households, 18-49 women and 18-49 men.
As well as total women and total men.

VIACOM

Source: ARB Syndicated Program Analysis and NSI Report on Syndicated Programs, Feb. 1976.
Audience estimates subject to qualifications available on request.

36112LIBRA B5184KBK DEC/78
A U LIBRARY
US AIR FORCE
SERIALS ACQUISITION
MONTGOMERY AL 36112

This motion picture not only beat
the Emmys, but also got the highest
ratings since "The Godfather."
And there's more where it came from!



Among the winners on Emmy night was "The Life and Times of Grizzly Adams." Because according to the National Nielsens,* more people watched "Grizzly Adams" that night, than any other show.

This Sun Classic had an overall rating of 26.5 and a 43 share as compared to a 25.2 and a 42 share for the Emmys. The ratings also showed that our movie had almost twice the audience of "All In The Family."

In fact, "Grizzly Adams" had the highest ratings of any Monday Night Movie on NBC since "The Godfather." Which was shown in 1974!

This only goes to prove on television what we've

been proving at theatre boxoffices for years. That if you find out what people want and give it to them, you'll be a success ... every time. That's how we've become the world's second largest, most successful producer of family motion pictures. And why we can say there's more where "Grizzly Adams" came from.

Among Sun's recent successes are "The Adventures of Frontier Fremont," "The Mysterious Monsters," "When the North Wind Blows" and "The Outer Space Connection."

So if you're interested in high ratings, we can make you an offer almost as good as "The Godfather."

* Source: Daily Variety May 20, 1976



SUN CLASSIC PICTURES

The Week in Brief

DRAWING THE LINE □ FCC, under public and congressional pressure, drafts bill that would ban obscenity and indecency from the air. **PAGE 19.**

NEWS IS NEWS □ AP Broadcasters meet in Minneapolis, and the talk is, naturally, about journalism. Speakers include Humphrey, Wiley, Sheehan, Wasilewski. **PAGE 20.**

SEVAREID STRIKES BACK □ CBS commentator lashes out at print for its portrayal of events in television and for its prejudices against the medium. **PAGE 23.** Mr. Severeid was one of several to address a Washington Journalism Center conference. A panel of Lee Loevinger, Bill Monroe and Maurice Mitchell contend there's a missing element in the struggle between the news media and the government—the public. **PAGE 22.**

BUNDY BLAST AT CPB □ Ford Foundation head says the corporation has misread its role in the world of public broadcasting. **PAGE 24.**

EGER'S PARTING SHOTS □ OTP's acting director, who is leaving government service, sends drafts of bills on cable television and radio de-regulation to Congress. Neither has much chance of passage, but he feels they deserve scrutiny. **PAGE 25.**

BPA IN WASHINGTON □ A red-hot agenda and top speakers are lined up for the promotion association's convention next week. **PAGE 26.**

THEATER OWNERS' PROBLEM □ NATO again pleads with FCC for protection from pay cable and maintains that the Justice Department isn't treating it right. Commissioners listen, but don't seem very much moved. **PAGE 27.**

LOUISIANA COMPLAINTS □ Organizations in that state charge sex, racial discrimination by eight TV and 21 radio stations. **PAGE 28.**

SPOT-TV RATES □ Prices are up and inventory is tight, but rates have not been as inflationary as other elements of the economy. WBC's Seymour makes that point in attempt to allay concern of some agencies and advertisers. **PAGE 30.**

RIGHTING THE RECORD □ NBC study disclaims link between drug commercials on TV and illicit use of drugs by young people. Some 18,000 copies of the three-year

research project are distributed. **PAGE 31.**

FORWARD MARCH □ Broadcast Advertisers Reports says the TV networks billed \$246.1 million in March, up 16.3% from the March 1974 total. **PAGE 31.**

NEW PRODUCT EXPOSURE □ Dancer-Fitzgerald-Sample offers some tips on introductions and recommends 51 markets for testing. **PAGE 32.**

GROCERS CAPITALIZE □ GMA uses Supreme Court ruling against Virginia drug prohibitions as peg in seeking relief from FTC proposal on food advertising. **PAGE 37.**

PAY'S THE WAY □ Communications minister tells Canadian Cable Television Association convention that pay TV on large scale there is "inevitable," and cites its potential benefits to that country. **PAGE 38.**

A WORRIED NAITPD □ Producer-syndicator association asks FCC chairman to "reaffirm" prime-time access rule in face of prospects of expanded network evening news moving into their preserve. **PAGE 39.**

FROM RELIEF TO APPREHENSION □ That's the range of reactions Buffalo broadcasters have to the impact of signals transmitted from Toronto's new CN Tower. **PAGE 42.**

'TELETEXT' □ The British experiment with a new service that lets television viewers punch in informational material in place of regular programs. **PAGE 43.**

STILL ALIVE □ Representative Sisk's subcommittee plans a second try at winning approval for a resolution to permit live broadcasting of House floor proceedings. **PAGE 45.**

REFLECTING □ Speaking as a former TV news director, Lionel Van Deerlin, the chairman of the House Communications Subcommittee, attacks government interference in broadcast news. **PAGE 46.**

COVERAGE PLANS □ With Democratic convention just five weeks away, networks allocate hardware and give correspondents their assignments. **PAGE 46.**

WILL TO WIN □ Former USC quarterback Bob Schmidt has brought his competitive spirit from the sports arena to the NCTA. **PAGE 65.**

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WHEN WE FOUND PEOPLE FROM MENTAL INSTITUTIONS HELPING ELECT OUR NATION'S LEADERS, WE TOOK IT TO THE CAPITOL.

Election Day 1974. Mrs. John Smith* walked into her local polling place to vote. When her name was checked against the list of registered voters, Mrs. Smith noticed a signature card on file for her daughter.

Impossible. Since her daughter is a mongoloid. A grown woman who cannot read or write and is a full-time patient in a local institution. And according to her mother, "wouldn't know a governor from a street sweeper."

Election fraud? Mrs. Smith wondered enough to contact our Call For Action operator who referred her to the WROW news department.

In a short time we found a story that made headlines all over the state.

It seems that the staff of the institution had helped patients register with absentee registration forms.

To top it off, a local civic group had come in to help these patients vote. Since most of them didn't know their own name much less the name of the person they were voting for, members of the group guided them in filling out their ballots.

Even though many were mental incompetents who couldn't make an "X".

Our disclosures rocked the New York State Board of Elections that election day.



Since mental competence is not a requirement for voting, there had technically been no violation of the law.

So that it won't happen again, lawmakers in the State Capitol are now considering re-

forms suggested by the Board of Elections.

They already have our vote.

WROW
Albany

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

*Actual name withheld on request.

The Carolinas Made History in the American Revolution.

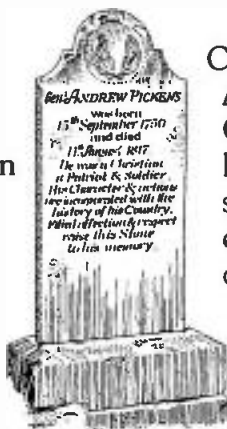
The Greenville-- Spartanburg-- Asheville Market Is Still Making It.



Bicentennial Note: He Fought Indians, Loyalists, Redcoats and Other Congressmen

General Pickens, called Skyagunsta ("Wizard Owl") by the Cherokee, was one of the great soldiers of the South Carolina frontier.

He fought Indians in 1761 as a lieutenant, defeated a Loyalist band on Kettle Creek in 1779, although outnumbered 2 to 1, rose to brigadier after the Battle of



Cowpens, helped capture Augusta later in 1781. Congress also honored him with an ornamental sword for his Cowpens exploits. Active politically after the war, he served in Congress from 1793 to 1795. He died in 1817 and was buried in the yard of Old Stone Church, built in 1797.

WSPA-TV's Area of Dominant Influence, which includes the Old Stone Church and

scores of other historic sites, consists of 481,800 TV households* in 31 counties of the Carolinas and Georgia. The area, much of it up country where rivers tumble from forests and turn turbines that power mills, abounds in present-day industry. Textile mills, rubber, chemical, electrical and ready-to-wear factories vie with farming and tourism to make Greenville-Spartanburg-Asheville a thriving market. It ranks 36th* in the U.S. and is effectively reached via WSPA-TV. For availabilities, check our national reps.



wspa-TV

Owned and Operated by Spartan Radiocasting Company.
Walter J. Brown, President.
TV 7 • AM 95 • FM 98.9

CBS Affiliate in the Nation's 36th Market.

National Reps: H-R Television, Inc.

*Arbitron TV ADI Book '75-'76



WIOD RADIO WINS

In the last Florida Associated Press Broadcasters News Awards, WIOD Radio, Miami, dominated the field in the top award categories.

At the head of the list, WIOD was selected "Best Overall" for radio news coverage in Florida, the first

time this award has ever been presented.

In the Group Three category (metro population over 50,000) WIOD won First in: news reporting, news feature, and sports. The station was also cited for outstanding documentary, editorial,

and public affairs programming.

At WIOD quality news is an integral part of local involvement.

WIOD
610 RADIO-MIAMI

WSB-TV-AM-FM, Atlanta; WHIO-TV-AM-FM, Dayton; WSOC-TV-AM-FM, Charlotte; WIBC-TV, Pittsburgh; KTVU-TV, San Francisco-Oakland; WIOD, WAIA-FM, Miami; KFI, Los Angeles

COX
Broadcasting

Closed Circuit®

Insider report: behind the scene, before the fact

Political capital

What would happen if Ronald Reagan or Jimmy Carter became President? Does either have it in for broadcasters? To that, one top Reagan aide responded last week: "Are you kidding?" Mr. Reagan did daily syndicated show on radio until he started campaigning, he pointed out, and owes some of his living before that to TV. For many years, he was host of TV series, *Death Valley Days*. Furthermore, Mr. Reagan "is satisfied" with media's treatment of his campaign this year.

There's no chip on Mr. Carter's shoulder, either. Starting back in pack early this year, he found money scarce until radio and TV started giving lots of play to his campaign. Mr. Carter credits broadcasting with his election in 1970 to Georgia governorship. "Every newspaper in the state opposed him," one of his top advisers said last week, "but because of the fairness of broadcasting, he was given a good shot." Mr. Carter thinks coverage of his campaign has been excellent, thinks broadcasters have done much to take politics out of hands of bosses and union leaders.

Lawyers at work

American Bar Association committee on communications, after two-year study of applicability of First Amendment to broadcasting, has completed report that will get mixed reviews from broadcasters. One conclusion, attributed to Henry Geller, former FCC general counsel and committee member, is that FCC ought to quit looking at fairness complaints case by case and review them only at license-renewal time. Another, which broadcasters will resist, is that FCC ought to require percentage of station time to be devoted to controversial issues that trigger fairness problems.

Chairman of committee is Marcus Cohn, Washington lawyer, and members include former FCC Chairman Dean Burch; former Commissioners Lee Loevinger and Kenneth Cox; former Office of Telecommunications Policy general counsel, Henry Goldberg; former Citizens Communications Center director, Albert H. Kramer, and Donald Zeifang, executive VP, National Association of Broadcasters. Mr. Cox will issue separate views supporting fairness doctrine as now applied and urging it be extended to cable television.

Delay on reruns

Question of what if anything FCC should do about limiting number of reruns television networks may schedule, pending before commission for several

years, may not be reached until fall. Matter had been on calendar for May 26, but was pulled off when staff ran into problems drafting proposed order dealing with completed inquiry on subject. But there is little suspense over issue. Vote counters at FCC are hard-pressed to identify single commissioner who would support proposal that commission regulate number of reruns, as unions engaged in program production have urged.

Action over

Senate Communications Subcommittee is for all intents finished this year. Since its chairman, John Pastore (D-R.I.), announced he will retire at end of this year, subcommittee has undertaken no major issues or bills save maybe sports antiblackouts. And it has no plans to start any now. "There is nothing really pressing now," Senator Pastore said last week. "We've been under tremendous pressures here," he added, referring to his other assignments as chairman of one Appropriations subcommittee and of Joint Atomic Energy Committee. "All these things have to be put in proper priority." Senator will take one last shot at FCC, before he's through, however, in oversight hearing yet unscheduled.

Assignment from FCC?

FCC is expected to deal with what could be precedent-setting fairness-doctrine matter this week. At issue is complaint that WHAR(AM) Clarksburg, W. Va., violated generally overlooked provision of doctrine that imposes affirmative obligation on stations to deal with controversial issues of public importance. And commission staff is said to be recommending that FCC find station in violation for its failure to cover strip-mining issue.

Complaint was filed by Representative Patsy Mink (D-Hawaii). She had sent taped messages opposing strip mining to stations in West Virginia and received rejection from WHAR along with explanation that it has not covered issue and does not intend to.

Market makers

Independent stations are said to be talking more seriously than ever with Hollywood production companies to get them to supply programming directly for what could end up as "viable fourth market." One independent station executive says that if MTM Productions' new 60-minute talk-variety strip, *The Lorenzo and Henrietta Music Show*, joins Norman Lear's *Mary Hartman, Mary Hartman* in chalking up decent ratings, "there'll be a deluge of worthwhile, fresh, first-run programming

aimed directly at stations." Other sources say MCA TV is thinking of setting up special division to develop properties, working on premise that 35% of its off-network business already comes from independents alone, even though they make up only 10% of TV stations universe. And one ad hoc group of independent stations, these sources say, is pushing companies like MCA TV and 20th Century-Fox TV to take over up to 90 minutes of original programming on one night each week.

Promised land

Canadian cable interests, exulting over signs of reversal of their government's go-slow policy on pay TV (story, page 38), see U.S. as market for Canadian production. Theory is that once Canadian cables turn to pay operation, production ventures will start up in expectation of domestic sales and export to U.S. where pay-cable operators are hungry for new product.

Winner

Radio Television News Directors Association's highest award—Paul White memorial—will be given to Theodore (Ted) Koop, retired CBS Washington vice president, at association's annual conference in Miami Beach Dec. 11-18. Mr. Koop headed CBS News Washington bureau before becoming corporate VP.

Recount in Chicago

NBC and Nielsen decided to go it alone on independent test of Nielsen's new metered rating service in Chicago, which shows NBC-owned WMAQ-TV's ratings in worse light than they're accustomed to (BROADCASTING, Jan. 26, ct seq.). They hired Statistical Research Inc. to do telephone coincidental study spanning four days of April-May sweep, and basic field work has been completed. If test shows meaningful difference from meter measurements, NBC will insist Nielsen do something about meter systems. If it doesn't show differences, NBC will accept meter results without further challenge. Report from SRI is expected in three or four weeks.

NBC and Nielsen went ahead with test after industry Committee on Local Television and Radio Audience Measurement (COLTRAM) decided not to accept NBC-Nielsen invitation to supervise independent measurement ("Closed Circuit," April 5). They decided that if they waited to find another impartial group to oversee, it couldn't be done before fall—and that controversy needs resolution sooner.

Ziebart International □ Rustproofing product (for auto bodies) will be showcased via spot TV flight in about 60 markets, beginning in early November and lasting five weeks. Ross Roy, Detroit, is seeking time periods catering to men, 25-49.

Borden Inc. □ Chocolate milk is recipient this summer of extensive spot TV campaign to continue for two months, starting July 19. Tracy-Locke Advertising & Public Relations, Dallas, will target commercials in more than 70 markets toward women, 18-49, and children, 2-11.

A&W Distributing Co. □ Boston-based firm is scheduling three-week spot TV flight for A&W root beer in about 45 markets, principally in Far West and Midwest. Humphrey Browning MacDougall, Boston, is pinpointing commercials, which start June 21, toward women, 18-49, and to teen-agers.

J.H. Filbert □ New TV campaign (after test in four markets) begins June 14 continuing through summer for Filbert's Spread 25, new margarine-like product. Day and fringe 30's targeted to women, 18-49, in approximately 35 markets, use theme: Spread 25 has 25% less oil than regular margarine. Young & Rubicam, New York, is agency.

Hormel □ Bacon and cured ham products will be spotlighted in spot TV drives running last two weeks of August. Bacon will be featured in 13 markets and cured ham in 21. BBDO, Minneapolis, is zeroing in on women, 25-49.

Fram Corp. □ Automotive division is newest sponsor for D.I.R. Broadcasting's *King Biscuit Flower Hour*, FM rock broadcast syndicated in 187 markets. Oil filter product is targeted to men, 18-34, previously reached through sports programming. S.F.M. Media Corp., New York, is buying service. First flight begins this summer in 13-week series, "The Way It Went Down." Other sponsors of *King Biscuit*, (now entering the fourth year on air), are Pioneer high fidelity equipment, Scotch recording tape by 3M Co., Lee jeans and jackets and Toyota.

National Coal Association □ Spot TV will be backbone of public information campaign being blueprinted for run of three weeks in more than 30 major markets. Radio will supplement TV in New York and Washington areas; campaign begins in mid-September. Richard Newman Associates,

Rep appointments

- WMOJ(AM)-WXLO(FM) Berlin, N.H.: Kadetsky Broadcast Properties, Boston, appointed regional representative.
- WKBK(AM) Keene, N.H.: Kettell-Carter, Boston, appointed regional representative.
- WDMJ(AM) Marquette, Mich.: Neil Group, Troy, Mich., appointed regional representative.

Champaign, Ill., is putting together creative and media placement elements to reach adults, 18-49, via commercials on news and fringe-time programs.

Burroughs-Wellcome

□ Pharmaceutical company, through Rolf Werner Rosenthal, New York, will plug its Empirin Compound pain reliever and Sudafed decongestant on weekly syndicated barter series, *Medix*. Half-hour series has built up backlog of 78 episodes on topics from human sexuality and heart disease to acupuncture and alcoholism. Seventy-four stations (for 70% U.S. coverage) carry *Medix*. Among new stations agreeing to take show are WCIX-TV Miami, WBAL-TV Baltimore and WJCL(TV) Savannah, Ga. Burroughs-Wellcome takes two national minutes and allows stations three minutes to sell to local advertisers. Sources at Syndicast Services, New York, which distributes *Medix*, say most stations play it on Saturday or Sunday afternoons.

GTE Sylvania Entertainment

Products □ Campaign devoted exclusively to Sylvania GT-Matic line of color receivers will be kicked off on Sept. 11 with sponsorship of one-hour Perry Como special on NBC-TV. Spot TV



promotion in 40 to 50 major markets will start on same date and continue until shortly before Christmas, major TV set buying periods. Tying in with TV is local radio promotion to be placed by local dealers. Doyle Dane Bernbach, New York, is tuning in on men and women, 25-49.

R.J.R. Foods □ Campaign for Hawaiian Punch Drink Mix in new powdered form begins June 28 to run 12 weeks. Prime-time and daytime network TV plus spot TV in top 100 markets use familiar "Punchy" theme. Additionally, campaign uses three Spanish language radio markets. Women, 25-49, are target audience. BBDO, New York, is agency.

Jos. Garneau □ Jos. Garneau, division of Brown-Forman Distillers Corp., Louisville, Ky., begins eight-week flight June 28 to promote Cella Lambrusco wine. Fringe and access TV 30's are targeted to adults, 18-34. R.K. Manoff, New York, is agency.

Larsen □ Makers of vacuum-packed and frozen vegetables will cultivate Freshlike vegetables in five-week campaign to begin Sept. 9. Day-time, early and late fringe 30's are geared to women, 25-49. Campbell-Mithun, Chicago, is agency.

Murray Chaney □ Mr. Smithers plant accessories will be in month-long campaign to begin Sept. 9. Day-time, early and late fringe 30's are geared target audience. TV 30's and 60's in day and fringe times are being placed by S.F.M. Media, New York.

California and Hawaiian Sugar

□ Spot TV sweetens eight-week effort in more than 30 markets, primarily in Midwest and Far West, starting in late June. Foote, Cone & Belding/Honig, San Francisco, is seeking time periods slanted toward women, 18-49, and 25-49.

J.B. Williams □ Company, through Parkson Advertising, New York, will promote Rose Milk facial and hand cream (manufactured by its Century Creations division) in five one-minute spots on Saturday's (June 12) Grand Floral Parade telecast. J.B. Williams joins Georgia Pacific (through McCann-Erickson, Portland, Ore.) as sponsors of two-hour telecast, which is billed as climactic event of Oregon's Rose Festival at Portland. Georgia Pacific is expected to emphasize agricultural products. Special is being carried on regional network put together by Hughes Television Network and is geared to adults, 18-49. Region comprises four states (California, Washington, Oregon and Utah). Fourteen stations have agreed to take show so far, among them KTTV(TV) Los Angeles, KTVU(TV) San Francisco, KGW-TV Portland and KFMB-TV San Diego. Both sponsors are compensating stations for two hour block

of time (10 a.m.-12 noon, California time). In addition, stations are given one 60-second station break for sale to local advertisers.

Balm Barr □ Various skin and hair care products will be featured on spot TV for 13 weeks, starting in late September, in approximately 20 markets. Marvin H. Frank & Co., Chicago, is buying daytime, evening fringe and weekend periods to zero in on women, 18-49.

Bristol-Myers □ Company (direct), pitching various of its products, has joined Association of Baltimore Corporations (Van Sant, Dugdale, Baltimore) as major sponsors of *The Great American Celebration*. Barter special will be syndicated by Ray Beindorf Productions, Los Angeles. Special will run 12 hours in all, from 7 p.m. Saturday, July 3, through 7 a.m. Sunday, July 4. Bulk of show will encompass live pickups from locations like Fort McHenry in Baltimore and U.S. carrier Constellation moored off coast of California. Ed McMahon is host, and celebrities such as Kirk Douglas, Dinah Shore, Mary Tyler Moore, Helen Hayes, Mike Douglas and Lennon sisters will put in appearances. More than 100 stations have already agreed to take special, among them WNEW-TV New York, KTTV(TV) Los Angeles, WGN-TV Chicago and KYW-TV Philadelphia. There will be five national minutes in each hour; stations, which get special free, will be given two minutes in each hour, plus station breaks, to sell to local advertisers. Stations will also be permitted to cut away at 10 or 11 p.m. for their local newscasts. In other Bristol-Myers activity, Sunshine Harvest shampoo receives extensive spot radio coverage in early July flights lasting seven weeks. Major markets on schedule include Boston, Chicago, Houston, Los Angeles, Miami,

New York, Washington, Milwaukee and Philadelphia. Foote, Cone & Belding, New York, is zeroing in on teen-agers via spots in afternoon and evening periods.

Schick Sun Classic Pictures □ Spot TV will continue to be mainstay of "four-wall" campaign (film distributor pays for all advertising promotion and, in effect, rents theater for length of engagement) to unveil three new feature films, but for first time company will tap radio, too. Schick Sun ordinarily allocates 100% of ad budget to TV for exploitation films; Media Buying Services International, New York, suggested radio test to offset "unprecedented cost increases of TV in some markets." TV and radio flights will each last about 12 days, starting in mid-June and running through August. Commercials are slanted towards men and women, 18-49.

Pfizer □ Company's Roerig division, which markets tranquilizer prescribed mainly for elderly people, has bought half-hour on 50 stations so far for one-shot special called *What Do You Want To Be When You Grow Old?* Syndicator is Y&R Ventures, New York; agency is Young and Rubicam. Special focuses on interviews with older Americans who discuss "successes and satisfactions" of old age. Lorne Greene is host, Dick Cox is executive producer (for DCA Productions, subsidiary of Y&R Ventures) and William Peters is producer-director. Stations that have agreed to take series, which will be aired over next four months, include KTTV(TV) Los Angeles, WLS-TV Chicago, WPLG-TV Miami, KTRK-TV Houston and KRON(TV) San Francisco.

Shulton □ Old Spice deodorant will begin four-week summer flight June 14. Fringe TV 30's are geared to men, 18-49. Norman, Craig & Kummel, New York, is agency.

BAR reports television-network sales as of May 16

ABC \$334,248,900 (31.2%) □ CBS \$378,237,400 (35.3%) □ NBC \$358,055,300 (33.5%)

Day parts	Total minutes week ended May 16	Total dollars week ended May 16	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.	143	\$ 698,100	2,577	\$ 13,878,800	\$ 12,452,300	+11.5
Monday-Friday 10 a.m.-6 p.m.	1,012	12,416,600	19,558	235,956,100	204,677,200	+15.2
Saturday-Sunday Sign-on 6 p.m.	314	5,537,000	6,264	127,477,500	99,784,100	+27.7
Monday-Saturday 6 p.m.-7:30 p.m.	101	2,787,400	1,984	57,592,100	49,348,600	+16.7
Sunday 6 p.m.-7:30 p.m.	21	918,900	433	18,651,900	8,418,000	+121.5
Monday-Sunday 7:30 p.m.-11 p.m.	429	28,668,100	8,099	544,438,400	490,743,800	+10.9
Monday-Sunday 11 p.m.-Sign-off	207	3,865,400	3,895	72,546,800	60,335,600	+20.2
Total	2,227	\$54,891,500	42,810	\$1,070,541,600	\$925,759,600	+15.6

Source: Broadcast Advertisers Reports

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Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
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Broadcasting® TELEVISION®

The newsworthy of broadcasting and allied arts

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

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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.
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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.



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"GENERATES GENUINE EXCITEMENT..."

... says WOTV, owner of first *Compositor I*
Titling/Graphics System.



WOTV

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April 23, 1976

Mr. Paul Warnock
President
TeleMation, Inc.
P. O. Box 15068
Salt Lake City, Utah 84115

Dear Paul:

The new TeleMation TCG3000 Character Generator has proven to be a very delightful surprise. It seems to measure up to just about all of our expectations and then some. I thought you would like to know that it has generated more genuine excitement and enthusiasm on the part of our employees than any other piece of equipment that I have purchased for the station in the last seven years.

May I extend our thanks to you and to those members of your staff who have contributed so much in the preparation, design and provision of this forward looking equipment and especially to Dennis Fraser, Tom Meyer and Leo Lewis. It was great having those people work with us on this project and we hope that they will continue to support us as we come to be more knowledgeable and familiar with the equipment.

I just thought you might appreciate our words of thanks.

Sincerely,

R. C. Smith
Chief Engineer

RCS:rg

Introduced at the '76 NAB, the first *Compositor I* Titling/Graphics System was delivered to Time-Life station WOTV, Grand Rapids, Michigan, on April 17.

The results?

WOTV Chief Engineer R.C. Smith writes that the *Compositor I* "has generated more genuine excitement and enthusiasm on the part of our employees than any other piece of equipment that I have purchased for the station in the last seven years."

We wish to thank Mr. Smith for his appraisal, and extend an invitation to all Broadcast Managers and Engineers to compare these *Compositor I* features with any other multifont character generator:

- **Mixed-Font Pages.** Some "multifont" systems can display only one font at a time. The *Compositor I* allows the operator to mix fonts on a single page, within a row or within a single word.

- **High-Capacity Disk Memory.** Some character generators require a disk change between font changes, page storage, and program loading. In the *Compositor I*, all fonts, as well as the computer program and up to 800 composed pages, are stored on a single disk and are always available — from any keyboard location.

- **Camera Quality Characters.** The *Compositor I* obtains maximum character smoothness by using character "elements" smaller than the limiting resolution of the television system itself. It incorporates line-by-line vertical resolution and provides horizontal elements of only 29 nsec width — in contrast to the 45 to 65 nsec element width typical of other comparably priced systems. The *Compositor I* thus provides on-air characters that are virtually indistinguishable from camera reproduced artwork.

- **Automated Election Reporting.** With the addition of the TED (Television Event Display) software package, the *Compositor I* automatically compiles, formats, totals, and displays election returns. No additional hardware is required.

- **Selection of 28 Colors.** With the EC-3000 Colorizer/Background Option, characters and/or backgrounds can be colored any one of seven hues, with each hue available at any one of four luminance levels. Black, white, and two levels of gray are also keyboard-selectable. Each character can be colored separately. Background colors can be changed in four-scan-line intervals and background color can be substituted for character color to provide multi-hued characters.

- **Selectable Character Edging.** The basic edging option (EO-3000) provides a selection of border, "drop" shadow, or outline; while the EO-3001 Expanded Edging Option adds "slope" shadow and multiple border/outline widths proportioned to the font size.

For more information about the *Compositor I*, send us the coupon below or call TeleMation Broadcast Sales collect at (801) 487-5399.



Compositor I



Please send additional information on the *Compositor I* Titling/Graphics System.

TeleMation, Inc., P.O. Box 15068
Salt Lake City, Utah 84115

Name _____ Title _____

Station or Organization _____

Address _____

City _____ State _____

Zip _____

☐ Please add my name to your mailing list.

Monday Memo[®]

A broadcast advertising commentary from Anna I. Zgorska, media manager, ITT Continental Baking, Rye, N.Y.

The media manager: riding herd on buying advertising time

Throughout the 60's and into the early 70's, broadcast buying and reporting became complex and sophisticated. As costs escalated, large companies began to ask whether they were really getting the most for their money. ITT Continental Baking Co. was no exception.

ITT's Bakery Division spends most of its advertising dollars in TV with radio as a secondary medium. In 1974, with TV costs continuing their rise, ITT-CBC's vice president and marketing director, Randall W. Hackett, decided to use media buying services in a test to determine if spot-television cost efficiencies could be improved. It soon became apparent that someone with media experience was needed within the company to establish a central control system for all planning, buying and budget control. The result was the creation of a media manager's position in May 1975 and my arrival to fill that slot.

The company gave me an office, a telephone, a secretary and freedom to organize the operation as I saw fit. It was a welcome challenge, and if it was never easy in those early months, it was never dull. During the course of a year the job kept evolving according to current needs, and it will, most likely, continue to do so for some time.

But basically, there are two spheres of action in my job as media manager. One is internal. It requires interacting inside the marketing department structure with group product managers and product managers to evaluate, recommend and coordinate media programs. These functions also call for involvement with the accounting department.

The other sphere is external—supervision of media planning and execution by our agencies and buying services, and direct contact with the media.

One of the first things that had to be done was to establish specific media procedures to govern planning, execution, post-buy reporting and analysis. A direct link was originally set up during the planning phases with Continental's product groups and our two agencies, Ted Bates and Grey Advertising, to involve the media manager in development of media objectives, strategies and budgets. Since all Continental television and radio plans are directed against specific target audiences, goals had to be carefully established in order to reach the correct group of prime prospects. It is a part of the media manager's job to assist in this just as much as it is to assure optimum efficiency of every media dollar.



Anna I. Zgorska has been media manager at ITT Continental Baking Co., Rye, N.Y., for the past year. She has had 17 years of experience in the media field and has worked at Gaynor Media International, New York, as media director; Vitt Media International, New York, as senior associate; Ted Bates & Co., New York, as managing buyer and Needham, Harper & Steers, New York, as estimator and buyer. She was born in Poland and educated in England.

Exercising control over planning costs is the most challenging of my responsibilities, since it involves predicting what is going to happen next year. In order to answer various questions—from the general such as what increases in TV and radio can be expected, to more specific ones such as network versus spot efficiencies in different dayparts and for different target audiences—many things must be considered: the situation within the industry, the economy, politics, etc. In this area close cooperation with our agencies and Vitt Media is needed. Especially good input is received from Ted Bates, which handles the largest portion of our budget and does most of Continental's media planning. Other lines of communication throughout the industry are also kept open with station people, TV and radio reps, network executives, people from various agencies and other companies. In fact, keeping abreast of the cost situation consumes considerable time, but it is essential. After examining past patterns and all current input a more accurate picture emerges.

When planning costs (benchmarks, as we call them) are approved, the agency develops the media and presents it for review to the product group. The media manager takes an active part in the discussion and final approval of this plan including evaluation of various proposals such as syndicated programs, network packages, sports programs and media merchandising

opportunities.

Once the plan is approved, we are ready for execution. When go-ahead is given to the planning agency, the agency must issue proper input to the buying units. Ted Bates handles all of Continental's network buys. Bates and Grey also buy spot for some of our brands, but a considerable portion of spot negotiation is done by Vitt Media. This arrangement works very well as it provides us with spot cost information from three different sources. This allows for comparison and creates a healthy competitive incentive. All buying guidelines come from the office of media manager.

ITT-CBC's spot buying is done on a quarterly basis. Before each quarter's media plans are authorized for execution, the benchmarks are again reviewed and adjustments are made to accommodate individual situations on a market-by-market basis.

After the goals, budgets and guidelines have been delivered to the buyers, meetings are set up with the buying groups. The actual executors of our schedules should understand as much as possible of the strategy and nature of each brand and its campaign. All media people are aware that there are many ways of achieving the same rating goal, yet they are not all equally effective in selling the product. At the same time, buying guidelines should not be made so exacting that they do not allow sufficient flexibility to adjust for individual market conditions. Those finer objectives of quality in schedules can best be obtained by direct dialogue with the buyers, who are, after all, intelligent, creative people, capable of producing the best results if treated as such. I always remember that when I was a buyer, I was too often given pure numbers, while other vital information was rarely discussed with me. I try to make sure that Continental's campaigns are not handled that way.

The use of Donovan Data computer service by all of our suppliers for producing schedules, salesman's sheets and various other television reports is most helpful in providing uniformity to our total operation and record keeping systems.

Post-buy performance reports for network and spot buys are submitted when appropriate books become available. These reports are done for each quarter based on affidavits of performance. Delivery of target audience ratings and C-P-M's are always reported by brand, by daypart and by market (in the case of spot). These reports are then analyzed and provided to the marketing directors with a summary and an evaluation of Continental's quarterly media effort. When this is accomplished for all four quarters, a full yearly cycle of media managing is concluded.

Datebook

■ indicates new or revised listing

This week

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 7-8**—*National Cable Television Association* board of directors meeting. Marriott hotel, Lincolnshire, Ill.

■ **June 8**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker will be Kathleen Nolan, president of the Screen Actors Guild, Beverly Wilshire hotel, Beverly Hills, Calif.

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 9-10—*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, Wash-

ington, and Ed Godfrey, KGW-AM-TV Portland, Ore., and Radio Television News Director Association committee member. Little America hotel, Flagstaff.

■ **June 10-11**—Conference on "Issues of Advertising: The Economics of Persuasion," sponsored by the *Center for Research on Advertising of the American Enterprise Institute for Public Policy*. Sessions will include Thursday panel on advertising and the public interest, moderated by John Charles Daly, former ABC News executive, and featuring Joan Z. Bernstein, acting director, Bureau of Consumer Protection, Federal Trade Commission; Thomas Dillon, chairman, BBDO; Robert H. Bork, solicitor general of the U.S., and Representative Benjamin Rosenthal (D-N.Y.). Among other speakers will be David M. Blank, CBS Inc., vice president and chief economist. International Inn, Washington.

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 Programming Conference (TVPC)*, Marco Island, Fla. Contact: Tay Voye, secretary for TVPC, WTVJ(TV) Miami.

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

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

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

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

Also in June

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

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Doubleday Media

Brokers of Radio, TV, CATV and Newspaper Properties
13601 Preston Rd., Suite 417 W, Dallas 75240

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 in *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. Keynotes are Senator Hubert H. Humphrey (D-Minn.); FCC Chairman Richard E. Wiley and Joel Chaseman, president, Post-Newsweek Stations. 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—*National Public Radio* board of directors meeting. Open to public participation. Crown Center hotel, Kansas City, Mo.

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

■ **June 18-19**—Board of trustees meeting of *The Educational Foundation of American Women in Radio and Television*. Sheraton Inn, Skyline East, Tulsa, Okla.

■ **June 18-20**—Board of directors meeting of *American Women in Radio and Television*. Sheraton Inn, Skyline East, Tulsa, Okla.

June 19—Annual election meeting of *Missouri Public Radio Association*. KSOZ(FM) Branson, Mo.

June 20-22—*New Jersey Broadcasters Association* 40th annual convention. Speakers will include Senator Harrison A. Williams Jr. (D-N.J.) and Barry Farber, WOR(AM) New York. 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 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**—FCC's deadline for comments on pro-

Major meetings

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

posal to allow circular polarization for TV transmissions (Docket 20802). Replies are due July 6, FCC, Washington.

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, Gallatinburg.

■ **June 28-30**—*Georgia Association of Broadcasters* annual convention. Speakers will include Robert Wussler, CBS-TV, and Bob Keeshan, CBS-TV's Captain Kangaroo. Lake Lanier Islands, Ga.

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. Scotsland 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**—*Maryland-Delaware Cable Television Association* summer meeting. Hilton Inn, Annapolis.

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.

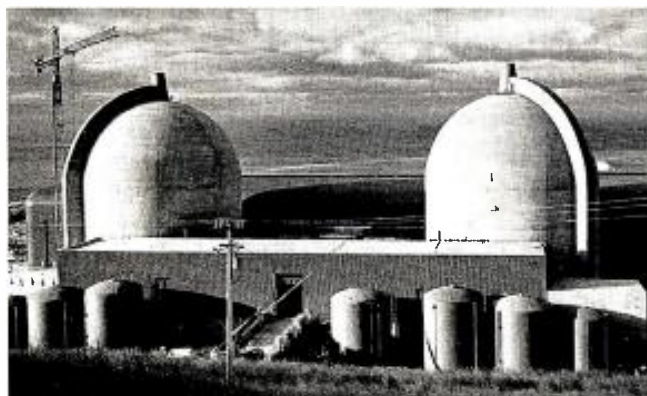
July 15—Idearama, sponsored by *Radio Advertising Bureau* for salespeople. Holiday Inn, Fargo, N.D.

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.

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Don Curry
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July 17-23—National Association of Farm Broadcasters Summer convention. Activities planned on three islands of Oahu, Maui and Hawaii.

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 21-23—Broadcast Computer Services users

conference of *Kaman Sciences*. Anlier'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. 11—FCC's new deadline for comments on its proposed rule amendment to permit the use of automatic transmitters at AM, FM and TV stations (Docket 20403). Replies are now due Sept. 13. FCC, Washington.

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 nonprofit 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. 18—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. 10-12—Annual conference of NBC Television and Radio Networks and NBC Radio's News and Information Service news directors. Hotel Drake, Chicago.

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.

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

Sept. 21—FCC's new deadline for comments on AM clear channel proceedings to allow 1-A clears to operate with greater than 50 kw (Docket 20642). Replies are now due Nov. 22. FCC, Washington.

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

Sept. 28-29—Nebraska Broadcasters Association convention. Lincoln Hilton, Lincoln.

Sept. 28-29—Nevada Broadcasters Association convention. Stockmen's Motor Hotel, Elko, Nev.

Sept. 29-Oct. 2—Information Film Producers of America film and video communicators conference, trade show and Cindy Awards festival. Palm Springs Spa hotel, Palm Springs, Calif. Information: IFPA, 3518 Cahuenga Boulevard West, suite 313, Hollywood 90068; (213) 874-2266.

October

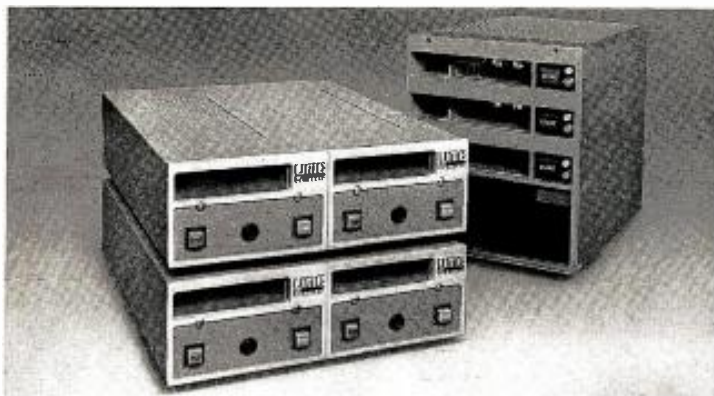
Oct. 1—Deadline for entries in media awards program of American Cancer Society. Categories include multiple classifications in local and network radio-television. Information: ACS Mass Media Awards Committee, 801 Second Avenue, New York 10017; (212) 749-8038.

Oct. 1-3—Massachusetts Broadcasters Association annual convention. Sheraton-Boxborough Inn, Boxborough. Contact: Douglas Rowe, MBA, 16 West Main Street, Marlborough, Mass. 01752.

Oct. 8-8—Indiana Broadcasters Association annual membership meeting. Executive Inn, Vincennes.

Oct. 7-10—Women in Communications Inc. national

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1976-1977 newspaper circulation analysis

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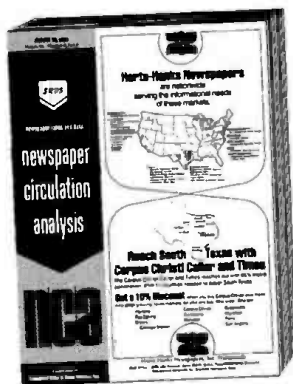
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newspaper circulation analysis

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meeting. Marc Plaza hotel. Milwaukee.

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

Oct. 13-16—*Western Educational Society for Telecommunications* conference. Sheraton Anaheim. Anaheim, Calif.

■ **Oct. 15-16**—*Chicago chapter of Society of Broadcast Engineers* Midwest regional convention. Holiday Inn. Elk Grove Village, Ill.

Oct. 17-22—*Society of Motion Picture and Television Engineers* 118th technical conference and equipment exhibit. Americana hotel. New York.

Oct. 18-19—*Advertising Research Foundation* 22nd annual conference. Waldorf-Astoria hotel. New York.

Oct. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency hotel. Houston.

■ **Oct. 19-20**—*Alabama Cable Television Association* fall workshop meeting. Site to be announced. Birmingham.

Oct. 21-22—*National Association of Broadcasters* regional conference. Brown Palace hotel. Denver.

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

Oct. 24-30—*First World Jewish Film and Television Festival*. Jerusalem. Contact: Melville Mark, 52 rue de Moillebeau, 1211 Geneva 28.

Oct. 25-26—*National Association of Broadcasters* regional conference. Thunderbird Motor Inn. Portland, Ore.

■ **Oct. 27-30**—*Missouri Broadcasters Association* fall meeting. Crown Center hotel. Kansas City.

November

■ **Nov. 7-8**—Annual convention of the *Society of Broadcast Engineers*. Holiday Inn. Hempstead, N.Y.

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

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

Nov. 11-12—*National Association of Broadcasters* regional conference. Waldorf Astoria hotel. New York.

Nov. 15-16—*National Association of Broadcasters* regional conference. Omni International hotel. Atlanta.

Nov. 18-19—*National Association of Broadcasters* regional conference. Hyatt Regency O'Hare hotel. Chicago.

■ **Nov. 21-23**—Sixth national symposium on children's television, held by *Action for Children's Television* in cooperation with *Harvard Graduate School of Education*. University Law School, Science Center and Gutman Conference Center. Cambridge, Mass.

Nov. 22-23—*National Association of Broadcasters* regional conference. Statler Hilton hotel. Washington.

December

■ **Dec. 1-4**—*Western Cable Television* show and convention. House minority leader, John J. Rhodes (R-Ariz.), will be featured luncheon speaker. Disneyland hotel. Anaheim, Calif.

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

Open Mike®

The Bill Paley story

EDITOR: I once heard someone admiringly attribute CBS's strong position over the years to the fact that their famous cuff links were just a little bit *smaller* than those of most other communications companies. BROADCASTING's profile of William S. Paley reminded me that this shrewd bit of whimsy overlooked the *man* who wears the cuff links.

Thanks for a great, special feature on a great, special man. — *William O'Shaughnessy, president, WVOX-AM-FM New Rochelle, N.Y.*

EDITOR: Heartily congratulations on the splendid Paley piece in this week's issue (BROADCASTING, May 31). I read every word of it last night and enjoyed it immensely. — *Jerome R. Feniger, president, Horizons Communications Corp., New York.*

Too many can do so little

EDITOR: As the program director of a small-market adult rock station, I see the major problem such a station faces in finding jocks who can consistently do even the simplest tasks and show up for work.

Having advertised extensively for air talent and having received several hundred replies, I frequently found only a few who can even be considered for jobs available. The first thing I look at is how many jobs the applicant has had during his time in the business; this eliminates about 80% right off the bat. When you do hire someone whom you've checked out as thoroughly as possible, you're lucky to get one in three who is very dependable—meaning that they can follow format, show up for work and get a record cued up, not to mention keeping a log accurately.

At the recent National Association of Broadcasters convention, I found a lot of other PD's and managers of stations who

were having the same problem; in fact, the majority I talked to. I really feel that this is the primary reason so many stations now are going to automation. There's a real surplus of "talent" in the jock job market. And most of them claim to know more than the people they work for.

These "stars" all want to go major market or network; if they can't even show up for work and keep a log at a small-market station, what's going to happen if they finally do get to the pressure of a major market? — *Bud Andrews, program director, WXQR(FM) Jacksonville, N.C.*

Off the wall

EDITOR: Regarding the letters from Messrs. Wain (April 12) and Wolff (May 10) on radio receivers in hotel rooms.

I have stayed in quite a few motels and I can remember few that had radio receivers. Those that did had wall sets, which cannot be moved around by the guest.

In addition to that inconvenience, the sets I'm speaking of had only five "channels" available. The innkeeper decides which stations will be switched into which channel. Out of the five channels available in my most recent encounter, the innkeeper had switched in two classical music stations, two MOR stations and one blank channel. My main gripe is that the innkeeper did not have the common sense to switch in a variety of different radio stations.

There was a regular random-channel TV set in the room. Why no random-channel radio? — *Fred K. Baur, St. Charles, Mo.*

EDITOR: Your editorial ("And At Those Rates," May 17) touched a sore spot—the accelerating disappearance of radio receivers from hotel rooms. We're pleased to learn that the American Federation of Television and Radio Artists is also deeply

concerned. Doing something about this alarming trend is indeed "worth an old-school try" and, never having been noted for avoiding seemingly impossible problems, we'll have a go at it. We hope that the unions and other broadcast organizations will join us to put radio back into hotel rooms. — *Abe Voron, executive director, National Radio Broadcasters Association, New York.*

AP backgrounder

EDITOR: A small historical footnote in reference to your story in the May 10 issue regarding the admission of broadcasting representatives to the AP Board:

There had been agitation for the inclusion of broadcasters for some time, especially after AP started actively pursuing the notion of active state associations and after the inception of national AP broadcaster meetings in 1971.

In 1972 at the annual meeting of the AP Broadcasters Association in Chicago, Don Keough, then news director of WDAF-TV Kansas City and I, then news manager for WNBC(AM) New York, drafted a resolution calling for the inclusion of broadcasters on the AP board.

The resolution was opposed by Wes Gallagher. He felt the newspaper executives weren't ready for the move. Mr. Keough and I circulated the resolution, secured signatures from delegates and forced the item to the floor. What came out of that meeting was a resolution setting up a committee that was charged with working on the problem and reporting back regularly.

As time went by, Tom Powell of WDAU-TV Scranton, Pa., the APBA president, secured observer status for broadcasters. And now Tom Frawley is on the board. — *Tony deHaro, newscaster, KCMO-TV Kansas City, Mo.*

The Good Guys, the Bad Guys and the First Amendment: Free Speech Vs. Fairness in Broadcasting by Fred W. Friendly. Random House Inc., 1976, 268 pp., \$11.95.

Through an extensive analysis of the FCC's fairness doctrine that includes reviews of the cases that have shaped it—Red Lion and *Pensions: The Broken Promise*, among them—the former president of CBS News who now teaches journalism at Columbia University attempts to illuminate what J. Skelly Wright of the U.S. Court of Appeals in Washington meant when he said that, in the debate over the First Amendment and the broadcast media, it is difficult to tell the good guys from the bad guys. Mr. Friendly comes to the same conclusion, even after he reports on what he says was an attempt on the part of Kennedy and Johnson administrations to use the doctrine against stations broadcasting right-wing political programs.

But regardless of the value readers find in the conclusion, the book provides an example of investigative reporting in reaching it. Mr. Friendly extensively researched the Institute for American Strategy-sponsored study, *TV and National Defense: An Analysis of CBS News, 1972-73*, and found less, and more, than met the eye. The study purported to show that CBS News had violated the fairness doctrine by underplaying the Soviet and Chinese Communist threat to U.S. security. But Mr. Friendly found the analysis was constructed in a way certain to show that CBS devoted comparatively little time to the view IAS supported—that the administration is not doing enough to develop the country's defenses. (Defense Department views were regarded as not sufficiently hawkish, and stories that did not contain any viewpoint—80% of the national security stories—were not counted.) What's more, Mr. Friendly found that although the study claims that two years of CBS News programming was examined, the researchers, in studying CBS News programs of 1973, did not rely on videotapes which were available from the Vanderbilt News Archive, but on the abstracts of the programs Vanderbilt provided, or on Vanderbilt's categorization of the 1973 programs.

Mr. Friendly says the omissions and distortions "far exceed" any charge made.

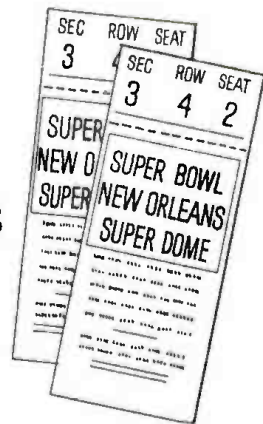
Braddock's Federal-State-Local Government Directory. Braddock Publications Inc., 1028 Connecticut Avenue, N.W., Washington, 20036. 256 pp. \$4.35.

A compendium of names, addresses and telephone numbers of officials in federal departments, agencies and Congress; mayors of cities over 500,000 population; governors and state legislative leaders; national and state political-party officials, it also contains protocol forms of address and lists government and quasi-government publications.

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Who's living together in Washington and making big news?

Film and tape at WTOP.

"Film and electronic journalism both have their strengths and limitations," says Dave Daughtry, assistant news director of WTOP-TV in Washington, D.C.

"Each complements the other—and we often use them together on the same story. With great results.

"But we do know there's a lot that we can do easily with film that's difficult for us to do with videotape. For example, we shoot and edit a complicated feature piece on film with an editor or the cameraman himself. Once when we tried to do a five-part series on tape, using IVC one-inch equipment, we found it was much too time-consuming.

"The bulk of our news work is shot on Eastman Ektachrome video news film 7240. We've had good luck pushing as much as two stops in processing, under low-light conditions.

"Not long ago, we covered a story

from two locations at the Philippine Embassy, simultaneously. We covered it live on the outside of the building, and we had a film cameraman on the inside filming the Ambassador's news conference. Then, when the film was processed, we were able to do the live report from the outside and roll the film of the inside into the piece. Worked just great.

"Most of the time, we cover an event with both film and the Mini-Cam because once you're set up for a live hookup with the ENG truck, you can't move it around. The film crews have mobility, and get into places we can't reach with the electronic cameras.

"Last December, when that airline crashed into the mountain, we sent out the videotape truck and two film crews. But the truck couldn't get a live signal through the mountains. And we couldn't get the truck up the fire road to the scene of the crash. So we sent up one of our film crews. And got a good story on film.

"So you see, in a market like ours, both film and electronic equipment are necessary. We haven't locked into either one. And using both has opened a new dimension in news coverage.

"You might say, at WTOP-TV, we think togetherness is making good things happen with the news."

Film is good news.



Top of the Week

FCC sends its message to Congress on obscenity and indecency

Commission submits draft bill that would ban broadcast of offensive material and give it some control over cable

The FCC last week completed work on a task it took on more than a year ago under the lash of congressional and public concern over offensive material on radio, television and cable television. It approved and sent to Congress a draft bill designed to prohibit the transmission of obscene or indecent material by those media.

If the measure is enacted into law, broadcasters or cablecasters presenting the kind of material it specifically bans—an "act of sexual intercourse," for instance, or a "lewd exhibition of a human genital"—might be liable to criminal penalties of up to \$10,000 or a year in prison (two years for repeaters) or both. FCC forfeitures of up to \$10,000 would also be possible for broadcasters (the commission does not yet have the authority to fine cable operators).

The broadcast of obscene, indecent or profane material is already barred by a section of the U.S. criminal code. But that section was drafted at a time when radio was the only electronic medium, and it refers to "utterances" and "language." The proposed bill would bring the law up to date with its opening words: "Disseminating obscene or indecent material by means of radio communication or cable television. . . ."

Another sign of the times would be the disappearance from the law of any reference to "profane" material. The commission, in a memorandum accompanying the proposed bill, says it would drop the word because of the few cases in which courts have construed it and the "sparsity of decisions which have upheld it against constitutional attack."

The draft bill, which resembles in most details one that the commission considered in September (BROADCASTING,



Changing horses. President Ford's broadcast campaign is turning from the institutional to the hard sell. Three new 30-second commercials employing the "slice of life" technique started last Tuesday (June 1) in six California markets. In the one pictured here, two women, out shopping, talk about food prices and praise Mr. Ford for cutting inflation in half. In another, a father and son are in the crowd at a Ford campaign appearance. The little boy asks if Mr. Ford ever tells lies, and the father replies, "I don't know for sure, Billy, but I don't think so. He's not the kind." In a third, two "hard hats" talk about Mr. Ford, one saying he has put three million people back to work. All three end with a frame proclaiming "President Ford. He knows the way."

The new spots were designed by James J. Jordan, president of BBDO, New York, working as an unpaid volunteer (BBDO does not handle political accounts). He was brought into the campaign at the urging of Don Penny, a former comedian and comedy writer now a White House consultant, and David Kennerly, the President's photographer. Peter H. Dailey, the California agency president who had been president of Campaign '76 Media Communications, set up to handle the re-election campaign, has resigned, presumably in protest to the slight. The commercials he designed strike a more "presidential" posture.

Officials of Campaign '76 were confident the new approach will be effective but said it was still too early to tell. The California primary is tomorrow (Tuesday).



Sept. 15, 1975), establishes even stricter standards for determining "morally offensive material"—both obscene and indecent—than the Supreme Court created in the landmark obscenity case, *Miller v. California*, which involved the mass mailing of unsolicited sexually explicit advertising for several "adult" books.

The court in that case defined obscene material as referring to "patently offensive" material which, "taken as a whole,

appeals to the prurient interest of the average person applying contemporary community standards" and lacks "serious literary, artistic, political or scientific value." The commission would insert after "standards": "for radio communication or cable television."

The commission contends the "uniqueness" of the electronic media—radio and television use a "scarce" resource, the federal interest in them "is legitimately

greater than in other forms of communication" and they are "intrusive" because they enter the home and occupy a large percentage of the time of many individuals, including children—warrants stricter standards.

The specific types of behavior defined as obscene are "an act of sexual intercourse, including genital-genital, anal-genital, or oral-genital intercourse, whether between human beings or between a human being and an animal; of masturbation; or lewd exhibition of a human genital or excretory organ."

Although "obscene" material might be "redeemed" if it does not appeal to prurient interest or if it has serious value, it could still be barred if it is "indecent." For indecent material is defined as "a representation or verbal description of a human sexual or excretory organ or function, which under contemporary community standards for radio communication or cable television is patently offensive." The language is lifted from the commission's decision holding that a George Carlin comedy record broadcast by Pacifica Foundation's WBAI(FM) New York was "indecent"—a ruling that has been appealed to the U.S. Court of Appeals in Washington.

The proposed bill does not state whether consideration of the material should be based on local, state or national standards, or how and by whom they should be applied. Those questions would be left to the courts.

The commission, in its memorandum, acknowledges that the law dealing with "indecent" is fraught with uncertainty. Nevertheless, it says, "it has a strong interest in controlling morally offensive material which is less than obscene and believes that it is compelled to act in this area despite these uncertainties."

And the commission makes it clear its concern is in the dissemination of "indecent" material to children.

For it proposes as an "affirmative defense" to a charge of indecent programming the fact that it was disseminated "for a per-program charge or in any other manner as to minimize the risk of exposure to children under the age 12 or to persons who choose not to be exposed." (A locked channel or comparable protective device is also suggested in the memorandum.) Thus, the commission says in its memorandum, society's interest in protecting children from indecent material and the interest of adults in access to the widest possible range of programming is balanced. This approach, the commission believes, "avoids the First Amendment problems inherent in a standard which would totally suppress indecent material."

(The memorandum also says the commission contemplates that, to minimize the risk of exposure to children, broadcasters and cablecasters would promote "offensive material" only through "non-sensational techniques," and only late at night [after 11 p.m.] or early in the morning [before 7 a.m.].)

There is also an affirmative defense against a charge of transmitting obscene as well as indecent material: If it is dissemi-

nated as a result of federal law or commission rules prohibiting program content control—as in the case of a cable system retransmitting a television signal, for instance. However, the defense does not apply to the person actually speaking or acting in an obscene or indecent manner. The bill also specifies that dissemination carried out during cable television access programming "is a bar to any action against a cable television operator." The operator would not be criminally liable for the presentation of a "blue" movie in the access channel.

However, the commission could hold cable system operators civilly liable for the transmission of such material. Although commission rules prohibit operators from exercising control over the content of access programming, they also require operators to establish rules to bar obscene or indecent material. And last week, in an effort to reduce the ambiguity of those apparently conflicting rules, the commission issued a "clarification," asserting that operators are responsible to the commission for obscene or indecent material on access channels and stating that liability is measured on a standard of reasonableness. (The commission said the rules contemplate a system operator prescreening access-channel material if there is reason to believe it is obscene or indecent—if, for instance, a supplier had provided "morally offensive" material on a previous occasion. The commission also said a cable operator could refuse to present a program if the supplier declined a request to eliminate a portion the operator believed would violate the law).

The draft bill was promised by the commission in the report on steps it was taking to deal with allegedly offensive material on radio and television that was submitted to Congress in February 1975 (BROADCASTING, Feb. 24, 1975). The report had been demanded a year earlier by Senate and House Appropriations Committees.

The public, too, has made itself heard. Last year, the commission received 24,000 complaints about programming regarded as offensive, a drop from the 32,000 complaints received the previous year but about 12 times the number received in 1972.

The promise of a bill updating the obscenity statute was not all that was contained in the report. Another item was an accounting of the steps the broadcasting industry was taking to adopt the family viewing plan—a plan that emerged after FCC Chairman Richard E. Wiley conferred with industry leaders on what he said was the need for greater self-regulation to protect children against exposure to programming not designed for them.

The vote on both the proposed legislation and the clarification was the same—6 to 0, with Commissioners Benjamin L. Hooks and Glen O. Robinson concurring in the result and Commissioner Charlotte Reid absent. The commissioners voting were Chairman Richard E. Wiley and Commissioners Robert E. Lee, James Quello and Abbott Washburn.

All candidates but Mr. Ford say they'll participate in TV debates

ABC's Sheehan tells AP Broadcasters that commitments are in hand; Wiley backs equal-time repeal; Wasilewski goes after all-media togetherness

Except for President Ford, all candidates for the Presidency—both Democratic and Republican—have agreed to engage in TV debates if they win their parties' nominations. This was revealed by William Sheehan, president of ABC News, in keynoting the Associated Press Broadcasters sixth annual convention in Minneapolis last Friday (June 4). And in the case of the President, Mr. Sheehan said, judgment has been reserved.

That was but one of the headlines that emerged last week. Among the others:

- FCC Chairman Richard E. Wiley came out for repeal of the equal-time elements of Section 315 of the Communications Act. He remains steadfast in support of the fairness doctrine.

- National Association of Broadcasters President Vincent Wasilewski criticized print media for standing by, if not encouraging, outlawing of cigarette advertising in broadcast media, and urged that the media stand together in the future.

- Senator Hubert Humphrey (D-Minn.) underscored the responsibility of all journalists in reporting the news accurately—even precisely. He alluded to the late Edward R. Murrow's expose of the late Senator Joseph McCarthy (R-Wis.) on CBS as the kind of "precise, responsible and accurate journalism" that should be emulated by all.

Keith Fuller, deputy general manager and president-designate of the Associated Press, reported that AP Radio's audio news service, launched less than two years ago, now has 380 stations. He said it hopes to have at least 500 a year hence. Mr. Fuller said that the present roster isn't yet enough to pay the freight. Asked if AP has plans to inaugurate a television counterpart, he said it's not in immediate view, and alluded to several other attempts at similar news services in recent years as having proved "croppers."

Mr. Fuller, like Senator Humphrey, emphasized the importance of factual reporting, especially in an election year, saying that "campaigns are more than a pretty face on the television screen." While he noted that broadcast journalism has come of age since World War II and is taking a leadership role in American journalism, he warned that "covering the news in the advocacy tradition is not a license to maim. It is not a hunting license."

Mr. Fuller also told the convention about AP's campaign issues bank in which

presidential candidates' positions and comments are stored in a computer, available on print-outs to AP members and staff in 110 AP bureaus.

Wiley makes another appeal for revision of equal-time law

FCC Chairman Richard E. Wiley pictured the commission last week as restrained and reasonable in its regulation of broadcast journalism. But he suggested that Congress could advance the cause of broadcast coverage of election campaigns by repealing the equal-time law.

Mr. Wiley, in his appearance before the Associated Press Broadcasters, said that the commission's fairness policies—despite his reservations as to their application in major radio markets—“have struck a reasonable balance between the interests of the public and those of the broadcaster.”

But, Chairman Wiley said, the equal-time law still presents problems which Congress should consider. While congressional action in an election year may not be possible, he said, he expressed the hope that Congress next year—“in the tranquility of a nonelection year”—will “face up to the fact that this adventure in program regulation has not been a success, that it has inhibited the broadcast coverage of candidates and that a repeal of the law—not only for President and Vice President—but for all political offices—should be carefully considered.”

Keynoter Sheehan: a quick plug for longer news and warnings on show-biz news and hidden perils of investigative reporting

In his keynote address to the Associated Press Broadcasters convention, William Sheehan, president of ABC News, covered a range of television news topics including, ever so lightly, longer network newscasts.

“In television we need more time for the national news, and we're working toward that end,” he said. In times of crisis the media rise to meet the challenge, Mr. Sheehan said. “But it's the answer to the daily challenge that has yet to take final form. We will have longer news programs on the network and they will not be expanded versions of what we do now.”

The circumstances of the news business in general have changed radically in the space of a decade, he said, adding that newsmen have ascended “from the position of beleaguered defenders in the late sixties to a near state of idolatry today.” However, he continued, “the remarkably improved status of the reporter and the press in general has brought with it some abuses on our part.”

Those abuses, Mr. Sheehan said, amount to a willingness “to accept as solid journalism a lot of rubbish that wasn't worth collecting in the first place. It's investigative journalism and advocacy journalism gone awry. There's a place for both but it's not the province of the neophyte

and it's not the kind of journalism that can be turned out by quota.” He acknowledged the “painstaking” work of *Washington Post* reporters Bob Woodward and Carl Bernstein, “but,” he warned, “if a medium-sized newspaper or a radio or television station think they can win instant acclaim by setting up an investigative unit and turning them loose, we're on a binge that is sure to lead to a hangover that will make the Agnew illness look mild.”

Mr. Sheehan devoted attention to a new television news program, *MetroNews*, *MetroNews*, on Metromedia's KTTV(TV) Los Angeles, which he described as designed to capitalize on the success of *Mary Hartman, Mary Hartman*. The program is “funny and irreverent and outrageous” and, Mr. Sheehan said, “at the risk of spoiling the fun—I'm going to admit it disturbs me... because it just might set off a chain reaction that strikes another blow at the credibility of broadcast news.”

Such a threat illustrates, Mr. Sheehan said, that “the line between show-biz flair and making the news broadcast interesting must not be crossed.” Through editing techniques, exaggerated copy, misleading sound and other ways, it is possible to distort the news, making it a series of robberies, stabbings and shootings at the expense of the significant stories, he said.

Addressing himself to the issue of checkbook journalism, Mr. Sheehan first noted that the anchorman's salary is not the focal point—“paying news sources is... And I say the standard should be a flat-out ‘no.’ No cash. No trips to exotic loca-

tions for interviews. No gratuities, gifts or other considerations.” Once such enticements are used to inspire a story, he said, the probability is that credibility “goes down the drain.”

On the subject of politics, he defended the manner of media coverage, faulting instead the “process that does not take full advantage of the means available... It's the fault of the politicians who are skittish about getting involved where they don't have total control.” While it may be said in the future that the media missed the story and concentrated on the wrong things, Mr. Sheehan said “I don't see any evidence of it now. I've watched what we've been doing as closely and as critically as most, and I cannot see that we are going astray.” Although an incumbent President has “a great deal of leverage,” the news media can do something about it, he said: “We can shout out a little bit to try to get some of our restrictions removed, and we can say out loud some of the things that we think that the candidates should do to try to inch them towards using radio and television the way broadcasting can be most effective.”

Wasilewski on the need for unity among news media against threats to the First Amendment and on the need for press responsibility

National Association of Broadcasters President Vincent Wasilewski harshly scolded the print media last week for not standing with broadcasters in their fight to



News to them. *MetroNews*, *MetroNews*, the KTTV(TV) Los Angeles program ABC's Bill Sheehan criticized in his speech to the AP Broadcasters (see this page), is “a newscast for people who hate newscasts,” according to the program's co-anchor, Charles Rowe (r). The Metromedia station says its ratings for *MNMN* prove there's plenty such people around, at least in Los Angeles. Mr. Rowe's co-anchor on the show is Charles Ashman (l), formerly a talk-show host for the station. The 11:30-midnight show features kicker-type stories often from the AP and UPI B wires. At first the show was heavy on sex items, but, according to News Director Charles Riley, that has been toned down. “We emphasize human interest angles, and out here in L.A.,” he says, “there's plenty of that type of material.” Some of the items on the show: stripper Fanne Foxe delivering the weathercast; a piece on famous illegitimate children; a story on a man who pops out of cakes nude for a living. Mr. Riley says the show was conceived to hang on to the audience for *Mary Hartman, Mary Hartman*, which runs at 11: “We could almost hear the sets clicking off after *MHMH*.” He says the “pretty zany” newscast filled a need, but he doubts it would play in other markets. Of his anchorman, he says, “I don't know how many other cities could find two like them, or would want them.”

prevent Congress from taking cigarette commercials off radio and TV.

The issue, which broadcasters lost in 1971, was not just economic, Mr. Wasilewski said. It involved a fundamental question of press freedom, about which newspapers should have been concerned. But "newspapers let us down badly on that," Mr. Wasilewski said. "The glittering dollar signs in their eyes caused them to perceive great moral and ethical differences between advertising cigarettes on radio and television, as opposed to newspapers."

"It was not a high point in American newspapering," he continued. "But the important lesson to learn is that it should not be allowed to happen again, for example, in the case of over-the-counter medicines and remedies."

Speaking to the Associated Press Broadcasters meeting in Minneapolis Saturday (June 5), Mr. Wasilewski called on all news media to "forget our competitive differences" when confronted with attempts by government to chip away at press freedom. "We must regard an attack upon one as an attack upon all," he said.

Government and the press "will never be true and trusting friends," he forecast. "There will always be tension; there will always be emotionalism." In short, "we will always have an adversary relationship with government," he said.

Mr. Wasilewski had other suggestions for fighting future government intrusions which he thinks inevitable. First, the media must be accurate. "Mistakes not only provide our enemies with the opening they seek, but undermine our credibility with our friends." Second, he said, "we must be both fair and responsible." But fairness should not be imposed on the media by the government, he added. "The fairness doctrine constitutes intimidation, however subtle and restrained."

Third, he said, the media should avoid advocacy journalism, "a blatant deception of disguising opinion as news." And fourth, "we must be enterprising and not lazy." There are probably more public information people in government than there are reporters, he cautioned—"thousands of them willing to do our work for us if we let them." Mr. Wasilewski also said that the adversary relationship between press and government extends down to the smallest municipality. Officials there, as in big governments, "have the power to assess your house, arrest you, to protect or not protect your property, to repair your streets. It takes the same courage to take them on."

Humphrey says the media helped create 'big government' myth

Senator Hubert Humphrey (D-Minn.) criticized broadcast and other news people last week for permitting presidential candidates to exploit a vague and negative impression in the public's mind of "big government."

Speaking to the Associated Press Broadcasters in his home state last Friday, the

senator said, "When candidates charge that all of government is at fault—that 'big government' has become a monster and made life intolerable—too many members of the press have made virtually no effort to verify the charge or to get the facts straight. . . .

"When they say that they will do away with 'big government' they should be asked how they intend to get us a little government which conceivably can serve the needs of 215 million people in the most complex society on earth."

Senator Humphrey does not think the government is too big, or that the people really think that either. "What they are seeking," he said, "is a government that demonstrates a new competence, a new sense of fairness and a new concern for individuals."

Thayer on what's in store for radio

Describing himself as "a flaming optimist," Jack G. Thayer, president of the NBC Radio Division, addressed the Associated Press Broadcasters convention on the future of radio. In remarks prepared for delivery June 4, Mr. Thayer said radio sales are "booming . . . last year Americans spent \$2.4 billion on radio sets." Some of his predictions: the growth rate for FM will accelerate, the prime mover will be automated beautiful music; radio drama will generate increased interest; competition will produce all-news FM stations; citizen band radio "could become the next FM, a vital new competing medium;" continued growth for cable radio, and the rise of "localized news and information." Mr. Thayer also said news people must become specialists to interpret news precisely. The term "features" may be on the way out, he said.

On bringing the people into the conflict between media and government

Panelists at journalism conference —Monroe, Loevinger, Mitchell—state their cases for allowing greater public participation

Establishment types recruited by professional organizations to discuss the present state of the First Amendment as it affects broadcasting, usually talk about it in terms of the media and the government. But in one session of a conference on the First Amendment the Washington Journalism Center held in Washington last week, there was a looking outward, too. Each of three speakers—Bill Monroe, executive producer of NBC's *Meet the Press*, former FCC Commissioner Lee Loevinger and Maurice B. Mitchell, chancellor of the University of Denver—reflected, in different ways, the feeling that the public's

role in the controversy should not be ignored. (Another speaker at the conference to head off on a different tack was CBS commentator Eric Sevareid; see facing page.)

Mr. Monroe did not give an inch in his long-held view that such FCC regulations as the fairness doctrine violate the spirit and letter of the First Amendment. He blamed government regulation for what he said was broadcast journalism's failure to exhibit the same degree of aggressive reporting that marks print journalism. And he expressed the fear that government regulation of broadcast journalism could be extended to newspapers and magazines.

But while he said broadcasters should struggle against government regulation and muster up the courage to do more investigative reporting, he also said they should "do more to allow their own audience to talk back: experiment with how to establish the broadcast equivalent of letters to the editor . . . There is something arrogant and one-sided . . . for any media not to regularly use their own facilities to allow the public to talk back, disagree, comment, correct and have their say."

Mr. Loevinger, now a partner in the law firm of Hogan & Hartson, also did his thing, in knocking "liberals" he says are on the leading edge of those favoring government regulation of programming: "Broadcasting is the Waterloo of liberals," he said. "They have won control of the media but have lost their principles."

But for lawyers, journalists and others with a professional interest in the problem to discuss the problem—as they were doing in Washington last week—is something of a waste of time. "The courts and Congress will reflect public opinion, and now, public opinion is against broadcasting," he said. So, go to the people, he advised. "Convince them that programing that makes television and radio worthwhile will be interfered with by government—and that's a fact." He said "liberals"—he cited as an example former FCC Commissioner Kenneth A. Cox with whom he jostled vigorously on programing matters when both were on the commission in the 1960's—want to impose "better" programing on the public and "elevate" public attitudes.

But it remained for Mr. Mitchell virtually to place the blame on the media for whatever First Amendment problems they face.

The public is not concerned with the "sophisticated" arguments members of the media use to discuss the First Amendment issue, he said. Indeed, the media are failing to demonstrate that the First Amendment is designed to benefit not them but the public. The press, said Mr. Mitchell, a former member of the U.S. Commission Civil Rights, is seen as "bigoted, racist and insensitive to minority rights." And "if there is a decline in the guarantee of the First Amendment, that's the problem, not that we are losing our freedom." The media, he said, are "not reflecting the people's concerns."

Sevareid criticizes the TV critics

CBS commentator lashes out at print treatment of broadcast; he says writers are wrong about television—in their assumptions, their attitudes and their facts

For most commentators at the Conference on the First Amendment that the Washington Journalism Center held in Washington last week, the adversary relationship that concerned them was the one between government and the media. But the relationship that veteran CBS newsmen Eric Sevareid discussed was the one between print journalism and electronic journalism, and "adversary" was not too strong a word.

He criticized the TV critics. He talked of the "hypocrisy" of publishers in denouncing low-brow television entertainment, and of their lack of consistency in failing to support intellectually superior programming. And he deplored the print media's "inaccuracy" in reporting on events in the broadcasting industry.

Mr. Sevareid was concerned with the printed press's treatment of broadcast journalism in general. But he was specific, too, regarding CBS. In the process, the commentator, who after 37 years with CBS News is approaching retirement, held up CBS News as a shining example of independence and integrity, and heaped a large measure of credit for that state of affairs on CBS Chairman William S. Paley.

He ridiculed the myth that "an ogre" named William S. Paley discourages "idealistic talents down the line" and keeps "news people nervous if not cowardly" at CBS News. That organization has grown in size and effectiveness, has built its "unmatched record of innovation and boldness in dealing with public issues," and waged "repeated wars with the most powerful figures of government and business" largely because of Mr. Paley's presence, certainly not in spite of it, as some suggest, Mr. Sevareid said.

Why the vigorous rebuttal? Why the violation of what he said was Ed Murrow's old precept of never replying to critics? Someone must, he said. "The criticism exchange between print and broadcasting is a one-way street. . . a mythology is being slowly, steadily set in concrete." A new generation of writers, he said, is perpetuating myths in their books that are "being read and believed by a new generation of students and practitioners of journalism." That is what concerns him.

The speech generally was a rebuttal to a broad range of criticisms that have been directed against television for years. He said, for instance, that it is "nonsense" to contend that television is destroying reading habits. Book sales have increased well beyond the increase in population during the lifetime of television, he said. But it was the professional critics that received most of his attention.

Returning the favor of television critics who comment on everything seen on the

screen—drama, soap operas, political coverage—he suggested they stop "trying to be the renaissance man." Newspapers, he said, should assign specialists to dramas and to programs on science, politics and other specific disciplines.

In calling for "a little less hypocrisy" on the part of publishers, he advised them: "Don't publish lofty editorials and critiques berating the culturally low common denominator of TV entertainment programming and then feature on the cover of your weekly TV supplements, most weeks of the year, the latest TV rock star or gang-buster character." Or, he said, they should be honest enough to admit they appeal to mass audiences for the same reason the networks do—"because it is profitable."

Mr. Sevareid made special mention of *TV Guide*, owned by former multiple-station owner Walter Annenberg. He noted that most weeks it not only features the most popular television programs; "it also lectures network news people for our supposed political bias—this from a publication dedicated to the propagation of extreme right-wing ideology. 'Annenberg's revenge,' we call it."

Mr. Sevareid supported his charge of a lack of consistency on the part of the printed press with an example from his own experience. He recalled that last year he did seven hours of conversations with some of the "most experienced, wisest minds around"—former West German premier Willy Brandt and former U.S. dip-



"...many of these critics are simply wrong—wrong in their attitude, wrong in their premises, repeatedly wrong in their facts."

omat George Kennan, among them. And although he had thought the series would appeal to newspaper critics who had deplored the scarcity of such programming, there was from the press, with only a few exceptions, silence. "How do you extract scarce air time from a network for this kind of program if you not only can't show vast ratings, which nobody expected, but you can't even show a good press reaction?" Mr. Sevareid wondered.

What appeared to disturb him even more was what he said was the "image" of the networks that many writers, "mostly young ones," have in their heads of organizations "run by ruthless, money-mad hucksters who crush gallant, socially conscious souls down the line . . . It is bunk."

And he deplored the "myths" he said are being perpetuated by writers who rewrite one another. One he cited was the report that Fred Friendly resigned as president of CBS News in 1966 "over an issue of high principle involving some public service air time"—a reference to CBS's refusal, after devoting two days to the subject, to pre-empt another day's programming for live coverage of a Senate Foreign Relations Committee hearing on the Vietnam war.

(Mr. Sevareid declined to elaborate on that point, other than to say there was "a whole complex of reasons" involved in Mr. Friendly's resignation, including the dispute over the refusal to clear time for live coverage of the hearing. Mr. Friendly, now teaching journalism at Columbia University, said the only other factor was that he was being asked to report to John Schneider, then the new president of the CBS Broadcast Group. Mr. Friendly said he had understood he would report to Mr. Paley and CBS President Frank Stanton. Mr. Schneider's "first decision," Mr. Friendly said, "was not to put the hearings on." As for the reference to "high principle," Mr. Friendly said, "I never called it that. But others did.")

Mr. Sevareid denounced, too, "the myth" that CBS News has been less daring since the ground-breaking programs of Messrs. Murrow and Friendly. Since those early days, CBS dealt "forthrightly with every conceivable controversial issue"—drugs, homosexuality, government corruption, pesticides, tax frauds and the like, he said. There has been no reluctance to tackle such issues.

And again, he cited his own experience to support his contention that CBS News is independent. After 13 years of doing more than 2,000 pieces of commentary on the nightly news, he can count only three scripts that were "killed because of their substance by CBS News executives." Each was killed by a different executive, and none ever did it again, he said. (But he declined to disclose the substance of the killed scripts.)

One reference he does clarify is to a series of articles that "cut . . . to ribbons" a man whom CBS News had recently appointed to a high post. The man is William Small, now CBS News senior vice president, Mr. Sevareid said. And he said the

series of columns and articles he felt were inaccurate and unfair in their treatment of Mr. Small stemmed from a Nov. 25, 1974, "Profile" on him in BROADCASTING magazine.

But the defense made most passionately was that of Mr. Paley, who along with CBS was dealt with in considerable and not always flattering detail by David Halberstam in two articles ("The Power and the Profits") in *Atlantic* magazine. "I have had my differences with him, once or twice acutely," Mr. Severeid said of the CBS chairman. "But we had our differences out, and never once was his treatment of me less than candid and honorable. He is now in the evening of his career; I am now pretty much the gray-beard of CBS News [he is scheduled to retire in November 1977]. I must soon go gently into that good night of retirement. But I shan't go so gently that I shall not say what I think of the mythologists who now surround us, what I think of these ignorant assaults on Paley. It would be cowardly of me not to say that many of these critics are simply wrong—wrong in their attitude, wrong in their premises, repeatedly wrong in their facts."

Bundy criticizes CPB role in public television

He says it is a trustee, not a manager, of the system

McGeorge Bundy, president of the Ford Foundation, took the Corporation for Public Broadcasting to task last week for failing to perceive "its true role is that of the insulating and arbitrating trustee, not that of the bureaucratic manager" of public television.

Mr. Bundy's remarks, delivered at non-commercial WCET(TV) Cincinnati, came down hard on CPB in the ongoing power struggle that has existed between it and the Public Broadcasting Service. A better arrangement of responsibilities among the stations, PBS and CPB is needed, he said, and the place where change is needed most is at CPB.

"As with other grown-up organizations," said Mr. Bundy, "the right place for program decisions is as far from the original source of funds, and as near to the consumer, as it is possible to get. If CPB and PBS resolve their differences by this basic guideline, PBS will be the active agent and CPB the trustee and public defender."

Mr. Bundy also criticized the White House for refusing to produce nominations for the five vacancies on the CPB board. He further charged the administration with not seeking CPB leadership that "remotely approaches" the standard set by James Killian, the first CPB chairman and Carnegie Commission head that helped map out the public broadcasting structure.

In Brief

- **"The cable industry in the United States has not made very much of the opportunities which it had a year ago.** It was out-lobbied at the White House and was out-argued during the recent hearings [of the House Communications Subcommittee] by the broadcasters. The broadcasters have many compelling arguments, and they have been making them in compelling fashion. No convincing effort has been made by the cable industry ... Possibly it is because the industry has already reached its potential and is about to be left behind by even more exciting technologies such as video disks."—*Harry M. (Chip) Shooshan-III*, House Communications Subcommittee counsel and co-author of subcommittee staff report on cable TV, in speech last week before Canadian Cable TV Association, Toronto.
- McGraw-Hill's VHF ch. 10 KGTv(TV) will replace Storer Broadcasting's UHF ch. 39 KCST-TV as **ABC affiliate in San Diego.** KCST-TV is expected to assume KGTv's present NBC affiliation. Question is when. NBC's contract with KGTv runs until November 1977, and network says it will hold station to it. ABC also announced that Garryowen Corp.'s KXLF-TV Butte and satellite KPAX-TV Missoula, both Mont., currently CBS primaries and ABC secondaries, will become ABC primaries Sept. 1.
- FCC has ordered Don Burden's **WIFE(AM) Indianapolis off air** when it grants program test authority to Indianapolis Broadcasting, competing applicant that has been awarded facility. WIFE call will remain temporarily; new licensee has until October to choose another.
- Cosmopolitan Broadcasting has been **denied renewal of its WHBI(FM) Newark, N.J.** FCC agreed with initial decision that held licensee abdicated control over programming by selling "virtually every available minute" of air time to brokers. Also cited were violations involving lottery information, false advertising and improper logging and financial records.
- **Hearing on family viewing and children's TV** planned by House Communications Subcommittee for Denver, July 9, **is on again**, contrary to earlier report (page 40). Los Angeles hearing remains postponed.
- Young & Rubicam seminar in New York last Thursday (June 3) heard **presidents of three TV networks** take common, **hard line** on subject of prices. ABC's *James E. Duffy* said cost-per-thousand rates were at record high because of supply and demand, and that medium had previously been underpriced. CBS's *Robert Wussler* said prices are not likely to fall, or even to stabilize, because of "skyrocketing increase" in cost of entertainment programming and news coverage. NBC's *Robert T. Howard* said current price of single hour for prime time is over \$300,000.
- Indications that **FCC would take harder line on UHF** ("Closed Circuit," April 19) have come true. In order setting for hearing application by VHF WFMV-TV Greensboro, N.C., to improve facilities in way that would increase service in area served by several UHF's, and with unused U's allocated there, commission said opposition would have to bear burden or proving near-term potential of activating unused UHF's in area, or expansion of existing UHF service. Commission posture is that new policy signals UHF's being able to stand on its own, end to need to shelter that segment of medium, and that V's should have chance to show what they can do in such situations.
- **Headliners.** *Anthony L. Conrad*, president and chief executive officer of RCA Corp., named to additional post of chairman of board, filling position vacant since resignation of *Robert Sarnoff* last Dec. 31. ■ *Jerry Rubin*, VP-business affairs for CBS-TV in Hollywood, named VP-business affairs for network over-all, headquartered in New York. He succeeds *Robert Daly*, recently named executive VP. *Michael Marden*, director of feature films, CBS-TV New York, named director of motion pictures for TV and mini-series, CBS-TV Hollywood. *Jerome Dominus*, account executive, CBS-TV New York, named director of daytime sales, succeeding *Dana Redman*, resigned to join General Foods Corp., White Plains, N.Y. ■ *Jack Haley Jr.* has resigned, effective June 30, as president of 20th Century-Fox Television. He'll become independent producer under exclusive contract to Fox. Successor: *Sy Salkowitz*, VP, prime-time programming. ■ *Edward Bleier*, VP-network sales and programming, Warner Bros. Television, New York, named executive VP and assigned additional responsibilities in pay cable, video disks and other electronic technology. ■ *Renee Valente*, VP-talent, Columbia Pictures Television, Los Angeles, named VP for long-form programming. ■ *William T. McClenaghan* resigns as VP-general manager of operations and productions of Arbitron radio and television, New York.

Parting shots from John Eger

OTP acting director sends Congress two draft bills that have little chance of passage, but which he feels deserve scrutiny; one is for cable, one for radio de-regulation

John Eger, the acting director of the Office of Telecommunications Policy, who is expected to depart government service in a matter of weeks, appears to be clearing his desk of legislative proposals and related matters. However, the purpose seems primarily to assure that the items receive some attention; there seems little chance of their enactment in this Congress.

One package, sent to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, is a draft of a cable television bill OTP has been laboring over for several years, along with a comparative analysis of it and the reports on cable television regulation prepared by the Cabinet Committee and the Communications subcommittee staff.

The second item involves a draft bill submitted to the Office of Management and Budget for clearance to Congress that would accord broadcasters a greater measure of freedom from government control. It would provide for a test suspension of the fairness doctrine as it applies to radio stations in major markets, and it would prohibit the FCC from considering format changes or program content when passing on sales of AM or FM stations.

The proposed cable television legislation is OTP's third draft of a bill designed to implement the report of the Cabinet Committee, whose chairman was Clay T. Whitehead, then director of OTP. The first two drafts—one completed in May 1974, the second in January 1975—were taken back for revision after being criticized by the Justice Department, other agencies and the affected industries.

The latest draft, like its predecessors, is aimed at shifting the burden of regulatory authority from the commission to non-federal government and the courts (BROADCASTING, Jan. 20, 1975). However, changes have been made to satisfy some critics of the earlier drafts, particularly the Justice Department. For instance, where the earlier drafts would permit crossownership of cable television and television in the same market, the new draft would authorize the commission to adopt rules banning such crossownership, as it has, if necessary to assure competition. The new rules would also restrict the commission's authority to adopt rules limiting the number of distant signals cable systems could import or protecting broadcasters against the siphoning of programs by pay cable operations.

However, as Mr. Eger noted in a letter to Representative Van Deerlin, the draft bill "does not represent the administration's

position." Rather, he said, it represents OTP's effort to translate the Cabinet Committee Report into a legislative format. It does not address the matter of cable television's economic impact on broadcasting—a subject under study by the Domestic Council's regulatory reform group, which is now in over-all charge of drafting cable legislation.

Mr. Eger sent the draft bill to Representative Van Deerlin because of the hearings his subcommittee is holding on cable television regulation and, it is understood, because he felt the bill worthy of consideration, whether it had administration backing or not.

As for the comparative analysis, the OTP staff found that on most major issues, the similarity among the subcommittee staff report, the Cabinet Committee report and OTP positions "is striking." The main exceptions, it said, are crossownership (the staff report favors the ban on co-located crossownership and the Cabinet Committee would permit it to continue, while the draft bill would authorize the ban only if restraint of trade or restriction of viewpoint would otherwise result) and the so-called separations policy. The cabinet committee reported that, when 50% of the nation's homes are wired for cable, control of cable distribution facilities should be separated from control of programming, although the committee would have permitted an operator to program two channels. The draft bill would establish such a policy as a goal, while the subcommittee staff would support prompt implementation of a separations policy.

The draft bill sent to OMB, dubbed the "Radio Program De-regulation Act of 1976," reportedly has not received enthusiastic support at the White House. However, as in the case of the draft cable bill, Mr. Eger feels it deserves consideration.

The section on the fairness doctrine would eliminate the problem the FCC faced when it was considering Chairman Richard E. Wiley's proposal to suspend the doctrine on a test basis for radio in major markets. There was and remains doubt the commission has the statutory authority to conduct such a test.

The OTP bill would authorize such a test for five years for AM and FM stations in the 10 largest markets. And it reflects Mr. Eger's view that the doctrine, particularly in the case-by-case manner in which the commission now administers it, raises First Amendment questions.

Enforcement of the doctrine, Mr. Eger says in a draft letter to the House of Representatives accompanying the proposed bill, "has resulted in increasing governmental intrusion into the professional journalistic decisions of broadcast licensees." And the proposed suspension, he adds, would test the hypothesis that, with the growth of competitive forces in the top markets in recent years, "economic incentives can accomplish the public interest objectives presently assured through government regulation."

The provision dealing with formats



Replacement logo. The Nebraska Educational Television Commission claims its lawyers conducted an extensive search and have found no competition for this new logo. The commission discontinued use of its previous "N" on April 1, following a court settlement of a trademark infringement suit brought against NBC (BROADCASTING, March 8, Jan. 12). NBC had unveiled a look-alike "N" on Jan. 1 and later paid the Nebraska ETV Commission \$55,000 in cash and in excess of \$500,000 in equipment to gain the rights. The new logo uses the same color red as in the earlier "N".

results from a number of court cases holding that the commission must hold hearings in assignment and transfer cases when groups in the affected community complain that the sale will result in the loss of a "unique" format.

Requiring the commission to pass judgment in such matters is inappropriate, according to Mr. Eger. "The substitution of the programming judgments of a few government officials for those of broadcast licensees is not in the public interest," he says. "It is the licensee, after all, who is located in the community, and who is in a better position to determine the most effective manner in which the tastes and interests of the listeners in his markets can be satisfied."

Mr. Eger also contends that any solution to the problem of insuring diversity of expression that involves governmental analysis of speech and selection of speakers is clearly and specifically forbidden by the First Amendment.

The legislative desk-clearing will probably be among Mr. Eger's last official duties at OTP. The man reported to be President Ford's choice to assume the role of OTP director, former FCC Commissioner Thomas Houser, of Chicago, is expected to be nominated soon, probably this week.

No phone?

Should the FCC change or do away with its license requirements for broadcast station operators? This is one of the questions the commission is asking in an inquiry into the relevancy of its operator rules.

Comments are being solicited on whether current licenses examinations are up-to-date and insure competent operators; whether a "beginner" class of license should be issued for an apprentice

period prior to the issuance of a regular license, and whether all responsibility for proper technical operation of a station should be placed on the licensee, rather than the operator, leaving the licensee free to hire anyone, licensed or not, to run the station.

Comments on the proposal (Docket 20817) are due at the commission by Sept. 1 and replies are due Sept. 15.

BPA gathers next week in Washington

Broadcast promoters will hear from Humphrey, Wiley, Walters; attendance expected at 400

In advertising its 22d annual seminar June 16-18 in Washington, the Broadcasters Promotion Association promises "ideas to steal, brains to pick." But as Gene Davis, WTOP-AM-TV Washington's advertising, sales promotion manager, is making the arrangements, he has a higher goal in mind: to clarify the "identity of the advertising and promotion manager at his station" so "people go back knowing who they are."

Among those that have been lined up for those purposes are keynoters Senator Hubert H. Humphrey (D-Minn.), FCC Chairman Richard E. Wiley and Joel Chaseman, president, Post-Newsweek

Stations; NBC's (soon to ABC's) Barbara Walters; Hal Davis, president, Grey-Davis Advertising; Arthur Hecht, president, Hecht/Vidmer Advertising; Bob Klein, president, Klein & Co.; James Yergin, vice president, research, Westinghouse Broadcasting, and Jane Cohen, program manager, WRC-TV Washington.

Speeches and workshops will be held at the Statler Hilton hotel. The BPA is aiming for an attendance of 400 and, according to Mr. Davis there were about 350 paid registrations by last week. Attendance at last year's Denver convention was 299.

A convention first, Mr. Davis says, is a joint research and promotion session featuring representatives of Arbitron, Neilsen, Pulse and Mediastat. Other sessions will carry such titles as "What the Hell is an Ad Agency," "Cable TV: an Overview," "Developing a Dynamite Radio Contest," "The Trade Publications," "Sales and Sales Promotion," "Promoting the Independent TV Stations" and "The One Man Band."

Election of officers and members of the



Emblem of the BPA convention

Helping hands. In a closed meeting during their convention in Los Angeles ABC-TV affiliates voted to take a more active role in support of stronger legislation than is now in sight for cable television copyright liability. The affiliates voted to assess themselves \$30,000 now and \$20,000 more if needed for legal fees. The cable copyright bill passed by the Senate and legislation marked up by a Judiciary subcommittee in the House (BROADCASTING, May 24) were called "a travesty against us" by Tom Goodgame, KTUL-TV Tulsa, Okla., retiring chairman of the affiliates. Political education of congressional delegations was also pledged by the affiliates.

board of directors of BPA will take place during the BPA seminar. Officer nominees: president, Lynne Grasz, KOLN-TV Lincoln, Neb. and KGIN-TV Grand Island, Neb.; president-elect, Roger Ottenbach, WEEK-TV Peoria, Ill.; vice president, Kenneth Taishoff, WTMJ-TV Milwaukee; secretary, Terry Simpson, WTTV-TV Indianapolis; treasurer, Al Gordon, WITC-TV Pittsburgh. Nominees for board of directors (three years): Tom Smidt, KWGN-TV Denver; Ron Lorentzen, KING-AM-TV Seattle; Gene Davis, WTOP-TV Washington and Bob Edell, Storer Broadcasting Co. Miami. Gord Hume, CHYM-AM-FM Kitchener, Ont. has been nominated for a one-year term. Nominations for a one-year associate-member seat on the board will be accepted from the floor.

Other events are to include the presentation of BPA awards, and the results of a nationwide survey of the state of the broadcast promotion industry, and a banquet and circus performance sponsored by Ringling Bros., Barnum & Bailey.

Aside from the BPA convention, other meetings earlier that week will be drawing promotion directors to Washington. By synchronizing with the BPA, both the CBS and NBC networks have scheduled their fall regional promotion meetings in Washington, as have the ABC affiliates for their promotional meeting. The NBC and ABC gatherings will be held at the Statler Hilton; CBS's at the Mayflower hotel. Several rep firms have also scheduled meetings in Washington near the time of the BPA convention, Mr. Davis said.

Changing Hands

Announced

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

■ WBKO(TV) Bowling Green, Ky.: Sold by Professional Telecasting Systems to Bluegrass Media for \$1.75 million. Principals in seller are D.C. Combs and John M. Berry who have no other broadcast interests. Buyer is owned by Clyde Payne (20%), present general manager, and eight

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67

business and professional men from Bowling Green, none of whom has any broadcast interests. WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 740 feet above average terrain.

■ **WRAW(AM)** Reading, Pa.: Sold by Rust Communications Group to Camelot Communications for \$840,000 plus \$10,000 noncompetition covenant. Seller, William F. Rust Jr., principal, also owns WHAM(AM)-WHFM(FM) Rochester and WFLY(FM) Troy, both New York; WAEB(AM)-WXKN(FM) Allentown and WNOW(AM)-WQXA(FM) York, both Pennsylvania; WKLX(AM) Portsmouth and WRNL(AM)-WRXL(FM) Richmond, both Virginia, and has 34.5% interest in Buena Vista, Va., cable system. Principals in buyer are brothers, Jeffrey and Stephen Levin, who are secretary and general manager, respectively, of Reading Coca-Cola Bottling Works. WRAW is on 1340 khz with 1 kw day, 250 w night.

■ **WBFD(AM)-WAKM(FM)** Bedford, Pa.: Sold by Inquirer Printing to Bedford Broadcasting for \$265,000. Seller is owned by John H. Biddle and Hugo K. Frear. Mr. Biddle is officer and director of WCPA-AM-FM Clearfield, WHUN-AM-FM Huntingdon and WDAD(AM)-WQMV(FM) Indiana, all Pennsylvania. Mr. Frear owns *Bedford Gazette*. Buyer is owned by Paul D. Imgrund who is sports director at the stations. WBFD is 5 kw daytimer on 1310 khz. WAKM is on 100.9 mhz with 3 kw and antenna 205 feet above average terrain. Broker: Blackburn & Co.

■ **WLFA(AM)** Lafayette, Ga.: 60% of Radio Dixie sold by J.A. Gallimore to C.W. Gwyn for \$260,000. Seller also owns 50% of WSNW(AM)-WBFM(FM) Seneca, S.C., and 51% of *Seneca Journal & Tribune* and *Messenger*. Buyer owns remaining 40% of licensee. WLFA is 5 kw daytimer on 1590 khz.

Approved

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

■ **WAPA-TV** San Juan, P.R.: Sold by Columbia Pictures International to Puerto Rican Broadcasting for \$11 million. Seller, New York-based group owner, also owns WYDE(AM) Birmingham, Ala.; WVUE(TV) New Orleans; WNJU-TV Linden, N.J.; KCPX-AM-FM Salt Lake City; WWVA-AM-FM Wheeling, W.Va., and WOLE-TV Aguadilla, P.R. Buyer is owned by Dale Moore and John Price. Mr. Moore owns, through subsidiaries, KSEI(AM) Pocatello and KMVT(TV) Twin Falls, both Idaho; KTVM(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana, and has bought, subject to FCC approval, KIDO(AM) Boise, Idaho. Mr. Price is Utah builder and real estate developer. WAPA-TV is on channel 4 with 53.7 kw visual, 8.1 kw aural and antenna 2,865 feet above average terrain.

■ **KPEL-AM-FM** Lafayette, La.: Sold by Radio Lafayette Inc. to Lafayette Broadcasting Inc. for \$1,025,000. Seller is owned by First National Bank in Dallas as

trustee under estate of Edward L. Francis. Principal in buyer is Ronald J. Gomez, present vice president and station manager. KPEL(AM) is on 1420 khz with 1 kw day, 500 w night. KPEL-FM is on 99.9 mhz with 38 kw and antenna 165 feet above average terrain.

■ Other sales approved by the FCC last week include: KALJ(FM) Yuma, Ariz.; WAFI(AM) Middlesboro, Ky.; WMRB(AM) Greenville, S.C.; KACT(AM) Andrews, Tex.; WCIR-AM-FM Beckley, W.Va.; WGEZ(AM) Beloit, Wis.; WWLA(FM) La Crosse, Wis. (see page 52).

NATO finds welcome mat but lukewarm reception at FCC

Theater-owner group restates its plea for protection against pay cable, complains of Justice's injustice; commissioners indicate economic problems are industry's concern

The National Association of Theatre Owners last week took advantage of the FCC's open invitation to anyone with something to discuss with the commission. NATO's concern, as it has been over the past several years, is pay cable and its possibly adverse impact on theaters. The

commission's reaction seemed generally the same as it has been; it can't be concerned with the economic viability of theaters.

NATO's presentation was made by Martin Newman, chairman of NATO's pay-TV Committee, and Martin Firestone, the association's counsel. For the most part, the arguments were those advanced a week earlier at the House Communications Subcommittee hearing on cable television.

They also presented a study indicating that pay cable poses a real and present danger to theater owners. It indicates that pay TV will in time elbow theaters out of the way in the competition for motion-picture product. What's more, it shows that theaters exhibiting films already seen on pay cable in the market do not do as well at the box office as theaters not facing that kind of competition.

The commissioners, particularly Chairman Richard E. Wiley and Glen O. Robinson, seemed unmoved; the commission was not responsible for the theaters' well being, they said. But Mr. Firestone sought to persuade them otherwise.

When the commission adjusts the relationship between pay cable and television in a way that affects competition by weakening a third industry—theaters—it has a public interest mandate to act, he said.

NATO contends that the commission's rules, in requiring pay cable to select gen-

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erally new films for presentation, works to the disadvantage of theaters. NATO has urged the commission to adopt a rule prohibiting pay cable from exhibiting a film for 12 months after its first theater exhibition or 90 days after the exhibition, within that one-year period, when the film was last seen in the community served by the affected pay cable system.

Messrs. Newman and Firestone also complained of what they said was the unfairness with which theater owners were being treated by the Justice Department. They noted that consent decrees signed with Justice require theater owners to bid for films on a theater-by-theater, film-by-film basis, while pay cable systems are permitted to engage in concerted action to purchase films.

Chairman Wiley suggested NATO take that complaint to the Justice Department. The NATO spokesmen said they have.

And when Commissioner Robinson chided NATO for seeking new government "restrictions" on an industry, Mr. Firestone said, "One man's restrictions are another man's protections."

Sex, racial discrimination charges hit La. outlets

Informal objections filed against 29 stations by blacks, women

Twenty-nine stations in Louisiana are targets of discrimination complaints filed with the FCC.

The Louisiana state chapters of the National Organization for Women, the Southern Media Coalition and the National Welfare Rights Organization charge that eight TV and 21 radio stations are responsible "for a continuing pattern and practice of discrimination" against employees and applicants on the basis of sex, race and national origin.

The groups, in an "informal objection," are asking the FCC to investigate their charges and to designate for hearing—and then deny—the license renewal applications of those stations found in violation of commission rules barring such discrimination.

The groups allege that the stations have unlawfully excluded women and minorities from the top four job categories, have segregated women and minorities into lower paying jobs, and "have excluded blacks totally in employ-

ment or from upper middle and higher level positions."

An analysis by the groups of the total work force of the 29 stations shows that of 707 workers, 11% are minorities, although minorities make up 24% of the work force in the state, and 24% are women, although women constitute 33% of the state's work force. White males constitute 69.2% of all employees and 83.2% of those holding positions in the top four categories.

The stations named in the informal objection are KDBS-AM-FM Alexandria; WLPT-TV, WRBT(TV), WAIL-AM-FM, WBR(AM), WYNK-AM-FM and WLCS-AM-FM Baton Rouge; WIKC(AM) Gogalus; KAJN(AM) Crowley; KDLA(AM)-KEAZ(FM) De Ridder; KEUN(AM) Eunice; KJEF-AM-FM Jennings; KLFY-TV, KLNI-TV and KXKW(AM) Lafayette; KOAK(AM) and KLOU(AM) Lake Charles; KNOE(AM) Monroe; WVUE(TV), WNOE(AM), WNPS(AM), WSHO(AM) and WSMB(AM) New Orleans; KSLA-TV, KTBS-TV, KBCL(AM), KRMD-AM-FM and KWKH(AM) Shreveport, and KVCL-AM-FM Winnfield.

The informal objection against the Louisiana stations is expected to be followed by others directed against stations elsewhere in the country. Kathy Bonk, NOW's national Media Task Force Coordinator, said, "We are planning similar actions against Tennessee, Ohio and Michigan television and radio stations—all of which are up for license renewal in the next year."

Media Briefs

This is a test. FCC has scheduled closed-circuit Emergency Broadcast System test for June 17. Stations participating are radio affiliates of ABC, CBS, NBC, Intermountain Network, Mutual Broadcasting System and National Public Radio and clients of UPI-Audio. Stations will be told of test procedure four days before test.

Music to their ears. American Federation of Musicians membership has approved two-year contract with TV networks and producers of TV programs. Agreement calls for increase in rates and improvement in fringe benefits, retroactive to May 10. Rates have been increased from \$80.50 for half-hour variety show to \$86.50 and \$90 in 1977. Rehearsal rates jump to \$23.25 per hour from \$21 and climb to \$25 in May 1977.

WNEW-TV scholarships. Eight full-tuition scholarships will be sponsored by WNEW-TV New York for undergraduate members of minority groups or women, at St. John's University, Jamaica, N.Y. Two recipients each year over the next four years will be



Bird in hand. Secretary of the Treasury William Simon (l) presented one of three "American Eagle Awards" last week to CBS President Arthur R. Taylor at a Washington luncheon sponsored by the Invest-in-America National Council. He and J. Peter Grace, president of W.R. Grace & Co., and Morris A. Cox, president of the William Volker Fund, were cited for "outstanding service, vision and leadership." Invest-in-America, supported by donations from American business, sponsors seminars on economics (27 in 1975) for college and university teachers.

selected by joint committee from St. John's admission office and WNEW-TV executives.

Trafficking charged. Citizens Committee to Save WEFM is opposing \$1 million sale of Chicago FM from Zenith Radio to GCC Communications and resulting format change from classical to rock (BROADCASTING, April 12). Group has asked FCC to reopen hearing so it can present evidence that GCC is "trafficking" in licenses. Citizens quotes GCC's 1975 annual report concerning its broadcasting properties (including WEFM) as stating, "It is the intention of management of sell these investments." Citizens claims GCC did not tell FCC of this decision to sell and said GCC was "deliberately concealing its intention [to buy WEFM] for the purpose of selling, rather than operating the station."

CPB training grant. First in series of women's training grants have been awarded by Corporation for Public Broadcasting to 14 public radio and television stations. Grants are part of newly established Women's Training Grant Program, which will hold another round this September.

Justice answers. Justice Department defended its right to oppose FCC in court on commission's crossownership rules. National Association of Broadcasters had urged U.S. Court of Appeals to remove

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

Company	Period/Ended	Revenues	Change	Current and change		Per Share	Year earlier		
				Net Income	Change		Revenues	Net Income	Per Share
General Instrument.....	Year 2/29	375,811,000	- 6.3%	7,178,000	+ 2%	78	400,813,000	7,160,000	1.39
International Video.....	9 mo 4/30	19,747,000	+ 1.8%	488,000	"	08	19,385,000	(2,153,000)	(.21)
Kaiser.....	3 mo 3/31	226,760,000	-16.3%	4,163,000	-83.9%	13	270,657,000	25,728,000	27
Tektronix.....	40 wk 3/6	270,914,000	+ 6.4%	21,422,000	+ 9.7%	2.44	254,603,000	19,512,000	2.25

Justice from case saying law prohibited it from taking different position from commission's (BROADCASTING, May 17). "There can be little doubt" that applicable statute "contemplates United States/commission conflict in the appellate courts," department said in its response.

Little goes long way. Rust Craft's broadcasting properties, contributing only 21% of company's net sales and revenues, provided 87% of total income reported for year ending Feb. 29, 1976. Rust Craft operates six TV stations and 11 radio stations along with its greeting card and allied products divisions. Net sales and revenues for 1976 were \$82.9 million and net income was \$2.8 million. That represents .9% and 19% increase respectively over year-end results for 1975. Fully diluted earnings per share remained at \$.40 for both 1975 and 1976. Broadcasting's 87% contributed largest chunk to company's net income since 1974, compared to 82% in 1975 and 63% in 1974.

Negotiating. Officials at American Federation of Television and Radio Artists (AFTRA) and of WETA-TV Washington, WQED(TV) Pittsburgh, KOED(TV) San Francisco, WGBH-TV Boston and KCET(TV) Los Angeles have begun negotiations for contract covering public TV stations. AFTRA has no national agreement covering public stations, and unions and stations have been living under contract covering national production with WNET(TV) New York. That pact expired several months ago. Other public TV stations have been asked to participate in discussions. AFTRA also reported it has filed petition with National Labor Relations Board for representation of on-air personnel in informational programing division of National Public Radio.

Facilities funds to Ford. Bill authorizing \$30 million in fiscal 1977 for improvement and construction of educational broadcasting facilities cleared House last week and was sent to President Ford for his signature. Bill, H.R. 9630, also authorizes \$1 million for demonstrations in telecommunications technologies for distributing health, educational and social service information. Money is significantly higher than \$7 million per year for next five years that administration recommended for educational broadcasting facilities.

Still some left. Peter S. Starr, head of Starr Broadcasting, says company is putting KABL(AM) Oakland, Calif.-KABL-FM San Francisco up for sale. Broadcast group, he continues, needs cash to "pay off a big debt load" and is asking \$10 million. Starr paid \$10.5 million for stations three and a half years ago. Group says it has no prospective buyers. FCC recently granted sale of Starr's WNCN(FM) New York for GAF Broadcasting for \$2.2 million (BROADCASTING, May 10) after three years of ownership. Remaining holdings include: KXLR(AM) North Little Rock, Ark.; KHVO(TV) Hilo and KITV(TV) Honolulu, both Hawaii; KUDL(AM) Fairway-KUDL-FM Kansas City, both Kansas; WTVQ-TV Lexington, Ky.; WBOK(AM) New Orleans;

WWW(FM) Detroit; WLOK(AM) KDTX(FM) Dallas; KYOK(AM) H; WCYB-TV Bristol, Va.

No appeal. United Broadcastin renewal of its license for Washington last year for false ac and broadcasting lottery info (BROADCASTING, Sept. 15, 1975), another round with FCC. Com turned down United's request for relief and rehearing of case. FC since no new specific informatio presented by United there was no pi arguing "matters previously cons. and resolved."

Out to suburbs. Mutual Broadca System has completed first phase of from Washington to larger accomm tions in Arlington, Va. Administrative has been relocated with broadcast sct uled to move in August. MBS moved headquarters to Washington in 1972. new address and telephone number: 17 South Jefferson Davis Highway 22202; (703) 685-2000.

One moves, one stays. Code Authority of National Association of Broadcasters will move headquarters, effective June 14, to 477 Madison Avenue, New York 10022. New telephone: (212) 759-7020. New York office of NAB research remains at 485 Madison Avenue, (212) 688-6285.

Honored. Hanna Broadcast Center, comprising new transmitter and related facilities for Ithaca (N.Y.) College's WICB(FM), has been named in honor of Michael R. and Lola Hanna, major donors to project. Now one of school's trustees, Mr. Hanna has been associated with radio operation since 1940.

For children only. First CBS scholarship awards for children of employees have been announced, 27 in all—24 for college and three for vocational and technical school—with grants ranging from \$500 to \$2,000 annually. Amount originally appropriated for fund was increased 25%, "because of the large number and high quality of applicants." Recipients were selected on competitive basis from among 225 qualified applicants, determined by committees of Educational Testing Service of Princeton, N.J., and amount of each award was based upon applicants' financial need.

1971 to 1973 and who is now the president of Arista Records, pleaded guilty in federal district court in New York to ducking out of reporting \$8,800 in taxable income the year 1972. In return for his guilty plea, the Department agreed to drop the counts of a six-count indictment year. That indictment's r of the department's r charged him with t- bargaining. Mr. Davis, probair Mr. r te'

ing, a zions to Save Altern- radio, claiming 650 members, petitioned the FCC to deny the university's operating authority.

In ousting Mr. Sleeman, the university had claimed that its policies were not being followed. It also had objected to certain public service announcements and had sought to require more sports broadcasts. Mr. Sleeman, however, had charged that the licensee sought only to serve the university rather than the community at large.

According to the university, the station's plug was pulled "to permit internal reorganization and to prevent further jeopardizing" of its FCC license. WGTB-FM's license renewal has been deferred pending inquiry into "sensitive language" used on the air and licensee control.

Davis pleads guilty to tax evasion

It's part of plea bargain; he'll likely receive suspended sentence; CBS suit, however, is still pending

Clive Davis's legal problems—a legacy of the payola-ridden early seventies—continued to make news.

On May 24, Mr. Davis, who was president of the CBS/Records Group from

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Spot-TV rates seen catching up with others now, decelerating later

They still trail other media, though recovering from 1970-75, Westinghouse advises clients

Spot television prices have lagged behind those of other elements of the economy and, in addition, have started their current upturn from a "depressed" condition, Stephen D. Seymour, Westinghouse Broadcasting's vice president for corporate sales and president of its Television Advertising Representatives, told clients last week.

He gave his views to allay "concern" he said some agencies and clients had recently expressed over spot TV costs because of the tight inventory currently existing in television.

"If spot television had followed the inflationary pattern existing elsewhere," he said in a letter to clients, "its prices would be well above the current level."

Mr. Seymour said he couldn't envision the cost of spot TV returning to the depressed levels that prevailed in the 1970-75 period, "or even remaining constant." But he didn't expect the present rate of increase to continue, and said he expected 1977 increases "will more closely reflect the inflationary pressures."

He noted that he had forecast the current tight inventory in a letter last August pointing out that an upturn in the general economy, Olympics coverage, Bicentennial programing and political advertising would have a strong impact on availabilities.

But to put spot rates "in their proper perspective," he said that between 1968 and 1976 the national consumer price index rose 61.4%, a minute on the *Tonight* show increased 86.4% a black-and-white page in *Time*, 55%; a page in the *New York Times*, 106%, and a Super Bowl minute, 397%. By comparison with these increases, he said, a minute in the local early evening news on the five Westinghouse TV stations combined had increased 28.2%.

Between 1970 and 1975, he continued, spot TV pricing was depressed by a number of factors including the loss of cigarette advertising, the emergence of 30 seconds as the standard length for network commercials, the prime-time access rule's creation of additional station inventory and a generally downward economy through mid-1975.

"These conditions," Mr. Seymour wrote, "created an imbalance with the supply outstripping the demand for spot television availabilities. As a result, 18 months ago spot prices were considerably below those of 1968 as well as those pre-

vailing today. In fact, the cost of spot television regressed between 1968 and 1974, countering the inflationary trend.

"The five 60-second announcements in the five Group W early news shows could have been purchased for \$3,390, 34% less than 1968. Agreed the 1973 price is half what it is today, but only 28% above 1968. The sales increases of the recent past have been a product of stations selling more time, not a function of rate increases."

However, he continued, the supply-demand relationship has been altered by other recent developments, including a reduction in station inventory through network expansions into station time, growing acceptance and heavier use of TV by advertisers and an upsurge in new-product introductions and increased use of TV for corporate advertising.

"In addition," he said, "local station costs (e.g., equipment, labor, etc.) have risen significantly in recent years because of the inflationary spiral, forcing stations to demand higher rates for their product."

Although he anticipated a slowdown in spot TV's rate of increase, he said the basic question "is not whether television has become too expensive but rather: Does television produce economic results? Does it do the job? Spot television remains one of the least expensive and most effective media for targeting in on a mass audience. Although costs have increased significantly during the past 18 months, spot has—in reality—only been catching up.

"For [clients'] planning purposes," he added, "we feel modest increases in your 1976 actual spot expenditures should be adequate in executing your 1977 spot plans."

Owens-Corning bows to FTC over ads for home insulation

Consent order will keep firm from making cost-saving claims, require substantiation in future

The Federal Trade Commission has accepted a consent agreement from Owens-Corning Fiberglas Corp., prohibiting the Toledo-based firm from making false and unsubstantiated claims about its home insulation products. At issue were television spots handled by Oglivy & Mather, New York, which promised money and energy savings.

In its complaint, the FTC cited two versions of the basic advertisement in question. One aired in Birmingham, Ala., said: "Insulate your attic yourself with Fiberglass six inches thick. You'll save \$175 a year on air conditioning and heating." Another, broadcast in Flint-Saginaw, Mich., advertised \$150 in fuel savings after insulation. Localized spots ran in 41 markets from September 1974 to March 1975.

Owens-Corning "did not possess or rely upon a reasonable basis for making these representations," the FTC said. It added

KQED fight goes on

The contest for control of noncommercial KQED-FM-TV San Francisco is back in court.

The Committee to Save KQED, an independent group claiming over 10% of the membership of listener-viewers that financially support and vote for directors of the licensee, KQED Inc., has filed suit in California superior court challenging last winter's election of KQED board members. The committee is also seeking access to KQED's membership list and access to air time and KQED's in-house publication, *Focus*, to present its views.

The committee is dissatisfied with KQED management, particularly its programing decisions. The committee claims public affairs programing has been cut back and corporate underwriting has affected some programing decisions.

William Osterhaus, president of KQED Inc., contends the stations broadcast more public affairs now than ever. While the amount of corporate underwriting has gone up over the past, he added, it is still a relatively small contribution to the over-all costs of running the stations. (He estimates less than \$500,000 comes from corporate underwriters compared to about \$6 million spent yearly in station operations.)

KQED Inc. had won a court injunction against the committee last winter during the board elections, barring the committee from using its membership list or identifying itself as part of KQED. (BROADCASTING, Dec. 8, 1975).

that the savings also were based on abnormal conditions.

Owens-Corning has agreed to stop making the claims in question, to substantiate future advertisements and to maintain the substantiating information for three years.

NBC study disclaims link between drug ads, illicit drug use

Report of three-year study of teen-age viewing and drug habits is being widely circulated now

NBC is undertaking a massive distribution of its long-term study rejecting the theory that exposure to drug advertising on TV somehow causes young people to use illicit drugs (BROADCASTING, Dec. 15, 1975).

Some 18,000 copies of the report are being sent to government officials, civic organizations and other opinion leaders, including NBC-TV affiliates, to help counter the widely held but unproved and for the most part untested theory on which some critics have based calls for restrictions if not an outright ban on drug advertising on TV.

Results of the study, conducted over a three-year period among the same lower-income and middle-income teen-age boys in two medium-sized cities, were made public in limited detail last December, and the report itself was subsequently published in the winter issue of *The Public Opinion Quarterly*, where it occupied 25 pages.

But the report is highly technical as well as lengthy, and with it NBC is distributing a summary of major highlights in layman's language. In a covering note, William S. Rubens, vice president, research and corporate planning, calls attention to both the summary and "the carefully documented full report."

"The data—in the first scientific study of the matter—clearly refute the speculation that television advertising of over-the-counter medications leads to the use of illicit drugs," Mr. Rubens asserts.

"In fact, the study shows that teen-agers who are exposed to more TV drug advertising are *less* likely to use illicit drugs. Two unpublished studies, cited in the report, by researchers outside the industry, show similar findings."

One of the unpublished studies is described in the report as having been made by Professor James Hulbert of the Columbia University School of Business Administration, the other by Dr. Denise Kandel of the Columbia University School of Public Health and Administrative Medicine. NBC's summary said "both studies showed similar results: the greater the viewing of television, the less use of illicit drugs."

Of its own findings, the summary reported:

"Use of illicit drugs [by boys in the

study] increased over the course of the study as the boys grew older. The proportion of boys ever having used marijuana increased from under 10% in May 1970 to over 50% in May 1973. Use of other drugs, such as heroin or cocaine, amphetamines and LSD, also increased over time, although the percentage of users of these hard drugs remained relatively small.

"The key finding in the study shows that the *greater the exposure to TV drug advertising, the less the use of illicit drugs—marijuana and other illicit drugs.* This finding is contrary to unsubstantiated charges that greater exposure to TV drug advertising leads to more use of illicit drugs.

"Because this is such an important finding, every effort was made to corroborate this result with research done by others. Two other relevant but as yet unpublished studies were found [by Professor Hulbert and Dr. Kandel, reaching similar results].

"In addition to examining the direct connection between exposure to TV drug advertising and illicit drug use, possible indirect connections were also examined: that is, whether exposure to TV drug advertising leads to some condition which in turn leads to illicit drug use.

"One of the indirect measures examined was whether TV drug advertising led to proprietary drug use which in turn led to illicit drug use. There was a slight tendency for those boys who saw more TV drug advertising to use more proprietary drugs. (This does not necessarily mean that TV drug advertising is causing use of proprietary drugs by teen-agers, who are not the group primarily addressed by the advertising; other factors may be responsible for both greater exposure to TV drug advertising and greater use of proprietary drugs.)

"However, the second link in this indirect path does not exist: Use of proprietaries does *not* lead to use of illicit drugs.

Thus, a pattern of influence from TV advertising to illicit drug use via use of proprietaries can be ruled out.

"The other indirect mechanism examined was whether exposure to TV drug advertising promoted illicit drug use by fostering an attitude of 'readiness' to take proprietary drugs. The data indicated that those who are more 'ready' to take proprietary drugs are more likely to use both proprietary and illicit drugs. However, TV drug advertising and the 'pill popping' attitude are not related. This finding does not support the claim that exposure to TV drug advertising promotes illicit drug use by fostering an acceptance of 'pill popping.'

"The over-all conclusion of the study is that exposure to TV drug advertising neither directly nor indirectly leads young people to use illicit drugs."

NBC said that over the three-year field-work period, 1970-73, information was obtained five different times from the same boys and that additional information was obtained from their friends, schools and parents.

"As part of the basic study," the summary continued, "information was obtained about how often the boys viewed each of many TV programs, and this enabled us to calculate a measure of exposure to TV drug advertising by each boy. Special analysis of this measure indicated that it was indeed a valid measure of actual exposure to TV drug advertising.

"Measures of other aspects of the problem were also devised: These included the amount of illicit and proprietary drug use, knowledge of the effects of proprietary drugs, acceptance of 'pill popping' and several others."

The formal report was by NBC's J. Ronald Milavsky, director of social research; Berton Pekowsky, manager of social research, and Horst Stipp, senior research analyst.

Forward March. Network TV billings in March reached \$246.1 million, up 16.3% from March 1975 levels, according to estimates by Broadcast Advertisers Reports being released today (June 7) by the Television Bureau of Advertising. The March figures brought the network total for the first three months of 1976 to \$703.1 million, a gain of 17% from the year-ago total.

The largest March gain was in weekday daytime, up 30.7% to \$60.1 million. Nighttime gained 14.5% to \$160 million, and weekend daytime remained virtually unchanged, up 0.4%, despite two fewer March weekend days this year. For the quarter, weekend daytime was up 37.5%, weekday daytime was up 17.9% and nighttime was up 13.4% (see table).

In the three-month figures, CBS-TV was first with \$244.3 million, NBC-TV second with \$238.1 million and ABC-TV third with \$220.7 million.

	March			January- March		
	1975	1976	% change	1975	1976	% change
Daytime	\$ 72,156.4	\$ 86,364.4	+19.7	\$203,949.2	\$252,839.1	+24.0
Mon.-Fri.	45,995.2	60,109.3	+30.7	140,979.7	166,269.7	+17.9
Sat.-Sun.	26,161.2	26,255.1	+ 0.4	62,969.5	86,569.4	+37.5
Nighttime	139,412.7	159,689.6	+14.5	397,036.9	450,219.8	+13.4
Total	\$211,569.1	\$246,054.0	+16.3	\$600,986.1	\$703,058.9	+17.0

	ABC	CBS	NBC	Total
*January	\$ 64,331.1	\$ 83,501.1	\$ 78,657.7	\$226,489.9
*February	80,903.9	73,104.1	76,507.0	230,515.0
March	75,444.6	87,717.0	82,892.4	246,054.0
Year to date	\$220,679.6	\$244,322.2	\$238,057.1	\$703,058.9

*Revised.

Note: Figures are in millions.

Where and how to introduce products, plans

DFS lists 51 markets and methods of media use in test programs

Dancer-Fitzgerald-Sample, New York, has issued "A Guide to Test Market Media Planning and Market Selection" to assist advertisers in introducing new products or in devising new plans for going brands.

The guide sets up these standards: There should be a minimum of two markets for a test in addition to a control area; a test should be run for at least six months; the test area should total at least 3% of the total U.S.; markets should be distributed geographically, and for a going brand to test a new weight plan, a minimum of a 50% increase or decrease should be tested.

DFS's recommended test markets total 51. They are Albany-Schenectady-Troy, N.Y.; Albuquerque, N.M.; Amarillo, Tex.; Atlanta; Austin, Tex.; Beaumont-Port Arthur, Tex.; Birmingham, Ala.; Cedar Rapids-Waterloo, Iowa; Charleston-Huntington, W.Va.; Chattanooga; Cincinnati; Cleveland; Colorado Springs; Columbus, Ohio; Corpus Christi, Tex.; Davenport, Iowa-Rock Island-Moline, Ill.; Dayton, Ohio; Denver; Des Moines, Iowa; El Paso, Tex.; Fargo, N.D.; Fort Wayne, Ind.; Grand Rapids-Kalamazoo, Mich.; Greensboro-Winston-Salem, N.C.; Indianapolis; Jacksonville, Fla.

Also Knoxville, Tenn.; Lexington, Ky.; Lubbock, Tex.; Milwaukee; Mobile, Ala.-Pensacola, Fla.; Nashville; New Orleans; Oklahoma City; Omaha, Neb.; Orlando-Daytona Beach, Fla.; Peoria, Ill.; Phoenix; Portland, Ore.; Richmond, Va.; Rochester, N.Y.; Rockford, Ill.; Sacramento-Stockton, Calif.; Salt Lake City; San Antonio, Tex.; San Diego; Seattle-Tacoma; Syracuse-Elmira, N.Y.; Tucson, Ariz.; Tulsa, Okla.; Wichita-Hutchinson, Kan.

Some of the DFS criteria for best-market selection: the availability of three to five TV stations with no single one dominant; availability of at least four radio sta-

tions, a daily and Sunday paper, a supplement and test-market editions of magazines. DFS also decreed that for TV there should be a minimum of 80% of viewing to home-market stations and a minimum of 50% of listening to home-market radio outlets.

The guide includes a detailed description of each of the 51 test markets providing special characteristics; major businesses and industry; major retail outlets; test market usage from 1972 to 1975 and a listing of the media available.

Collaborating on the preparation of the guide were Ira Weinblatt, vice president and associate media director, and Martin Friedman, editor of the *DFS New Product News*. It will be circulated generally this week. Agency management and clients will receive it free of charge. Others will be charged \$250.

The Ones: 'Time' spots

Eight TV and two radio commercials and campaigns have been honored with first-prize gold medals in The Annual One Show sponsored by the Art Directors Club and the Copy Club of New York.

Winners were chosen on the basis of

creative excellence. One team was cited for first-place awards in both the single radio commercial and the consumer radio commercial campaign classifications. These commercials were produced for *Time* magazine, with Dick & Bert Inc., New York, serving as production house and Young & Rubicam International, New York, as agency.

Taking top laurels in both the 30-second single TV commercial and 30-second TV commercial campaign were the team of First Distributors Inc., Englewood, N.J.; Lovinger, Tardio, Melsky Inc., New York, and Carl Ally Inc., New York, the agency. Other TV winners: single commercial campaign—Barnes & Noble Bookstores Inc., New York (EUE Screen Gems Division of Columbia Pictures Television, producer, and Geer, Dubois Inc., New York, advertising agency); 60-second commercial—Xerox Corp., Stamford, Conn. (Lovinger, Tardio, Melsky Inc., New York, producer, and Needham, Harper & Steers Advertising, New York, agency); public service (political single)—National Highway Traffic Safety Administration (Flickers Inc., New York, producer; Grey Advertising, New York); 60-second commercial campaign—Exxon Co., Houston (Griner/Cuesta, Steve Horn Inc., New York, producer, and McCann-Erickson, Houston and New York).

ANA-RAB's one-day radio-sales school

New York seminar at end of month features success stories, how-to's, advice on research and retailers

Close to 1,000 advertiser and agency executives, commercial producers, broadcasters and researchers are expected to be on hand for this year's all-day radio workshop sponsored by the Association of National Advertisers and the Radio Advertising Bureau. The annual event is scheduled June 29 at the Waldorf-Astoria in New York.

The agenda is strong on radio advertising success stories, how-to advice from experienced radio users, tips on research available to sharpen radio's effectiveness as a marketing tool, new looks at creativity in radio commercials and panels on radio in retailing, creativity and media planning. The attendance goal of 1,000 would exceed last year's turnout by about 100.

A.G. Atwater Jr. of Wm. Wrigley Jr. Co., chairman of the ANA radio committee, will open the sessions at 9 a.m., followed by a report on "How Young & Rubicam Uses Radio as a Mainstream Medium," by Alex S. Kroll, executive vice president and managing director of Y&R, USA, and Joseph W. Ostrow, senior vice president and director of communications services.

Warren Rucker, advertising director of Continental Air Lines, will tell how radio's selectivity, reach/frequency and copy flexibility helped carry his company to the highest revenue gains of any U.S. air line, and Bruce Sutherland, vice president and management supervisor of Campbell-

Mithun, will report on the use of local radio personalities to introduce, build awareness and increase sales for three new General Mills package brands.

A. Spencer Bruno of Spencer Bruno Research, Princeton, N.J., will offer do's and don'ts for commercial producers, drawn from analyses based on his technique for pretesting radio commercials. Sales results obtained for Borden's Kava coffee when it turned to radio after four years of TV will be presented by James Barten, marketing director of Borden's beverage products, and Don Bratrude, executive vice president of Campbell-Ewald. Midas International's success in using car radio to sell car mufflers will be recounted by Gerald R. Kerr, advertising director.

Marketing and other material available through special analyses drawn from the data bank of the \$400,000 multi-media All Radio Marketing Study (ARMS II) will be outlined by RAB's President Miles David and Executive Vice President Robert H. Alter. Howard Cohen, chairman of the Cohen, Pasqualina, Timberman agency, will round out the morning program with a look at radio creativity.

Bert Berdis and Dick Orkin, the voices behind *Time* magazine's current radio campaign, will examine the use of humor in selling serious products as principal speakers at the workshop luncheon. Afternoon sessions will be devoted to three concurrent panels: radio in retailing, creative trends and the ARMS II data bank as source for custom-tailored planning material for marketing/research executives.

There's always one. Radio salesmen were advised during a CBS Radio Spot Sales seminar in New York last week "to find the maverick" at the agency or advertiser level in order to clinch a sale. This suggestion was made by Howard Cohen, chairman of Cohen Pasqualina Timberman Inc., New York, at a gathering of 40 sales executives of CBS Radio Spot Sales stations. He ventured that at many agencies radio advertising is given short shrift because of a heavy involvement with TV, but contended that the maverick is willing to take a chance. "If radio sounds right, he'll use it—even if it's never been done before," Mr. Cohen said.

**"The changes
in SPACE: 1999
Year 2 are
unbelievably
great! It's a
different,
much
improved
show!"**

**—Rep. Cooney,
General Manager
KRON-TV, San Francisco**

**"Once I saw it,
I renewed.
You have
performed
miracles! It's
breathtaking.
Everyone
will love it!"**

**—Clark Davis,
Vice President,
WTVQ-TV, Lexington, Ky.**

**"You have
fulfilled all of
your promises
to deliver a
more exciting
product. Without
qualification,
it is an immense
improvement.
All the elements
lacking in Year
One have been
remedied!"**

**—Chuck Gingold,
Dir. of Programming
KATU, Portland, Ore.**

'BRAVO ON MAKING SPACE:

"Barbara Bain is terrific in new interpretation! SPACE: 1999 Year Two is one of the finest productions I've ever seen. Barbara Bain is terrific in her new interpretation of Helena. I think the show now moves twice as fast. Every scene is packed with action."

—Lionel Schaen, V.P. & General Mgr.
KHJ-TV, Los Angeles

"Much better than first season! The new characters work well. Much better than the first season. A lot of care and a lot of dollars have been put into the second season. SPACE: 1999 will be with us for a long time."

—Gordon Bussey, Sales Mgr.
KVAL-TV, Eugene, Ore.

"Catherine Schell new 'Wonder Woman' of sci-fi! There is much more action and better pacing in Year Two. Catherine Schell and Tony Anholt are tremendous assets. You have a new "wonder woman" of sci-fi in Catherine Schell."

—Jack Jacobson, VP, Mgr. Programming
WGN-TV, Chicago

"Greater sci-fi stories! New characters and greater sci-fi stories highlight Year Two. It has all the ingredients of a big winner."

—Bill Franks, Program Dir.
WVTV, Milwaukee

"Fred Freiberger very impressive! There is greater emotional impact in SPACE: 1999 Year Two. Fred Freiberger, who was very successful with Star Trek, is very impressive as new producer."

—Julian Smith, General Mgr.
WBFF-TV, Baltimore

"Weaknesses in scripting and characterizations have been completely corrected! The improvements you promised for Year Two have been delivered. It is a much, much better program. The weaknesses in the scripting and characterizations have been completely corrected. We were very successful with Year One. Based on the improvements, the second year should be more successful."

—Irwin Starr, Program Mgr.
WMAL-TV, Washington, D.C.

"Super! Extremely improved! The first season performed well in Providence, and was very strong among viewers 18-49. Now it's extremely improved. It's super!"

—Gary Dreispul, Program Dir.
WJAR-TV, Providence, R.I.

"New characters, very exciting! Superb production values, fast-paced storylines, and strong new characters, will make a very exciting and successful second year."

—Tom Rose, Program Dir.
WTHR, Indianapolis

"Will appeal to broader audiences! Actors show much more emotion. It will definitely appeal to much broader audiences."

—Don Hess, Program Mgr.
WDSU-TV, New Orleans

"Catherine Schell a big plus! You have enhanced the production qualities and made it more action oriented. Catherine Schell is a big plus."

—Jim Edwards, Program Dir.
WJAC-TV, Johnstown, Pa.

"Much greater than Year One!" Our faith in the show is justified by season two. SPACE: 1999 is much greater than Year One.

"Year 2 an audience winner!" The new production makes Year 2 an audience winner. I am sure it will be a success.

"I loved it!" More action, a stronger character, love relationships developed by Barbara Bain, really care. I like moving it from prime access to prime time.

—WJLH-TV, Orlando, Fla.

"Meaningful improvement!" Producer Fred Freiberger has all the elements of a successful sci-fi series. The new production is a real improvement over the old one.

"Contains much more action!" Very well for us. SPACE: 1999 is more product than the old one. It contains much more action.

SEEING IS BELIEVING!

999 MUCH, MUCH BETTER!"

—N. Neil Kavin, Program Mgr. WXIA-TV, Atlanta

he first year!
ies has been
d year produc-
Year 2 is
the first year."
Booraem, Program Dir.
New York

grabber! New
a stunning
SPACE: 1999
e grabber. I am
ge success."
strik, VP & General Mgr.
TV, St. Louis

andau projects
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ow clearly
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nake viewers
it so much, I'm
ge time to

huyler, Pres. & Gen. Mgr.
Salinas/Monterey

ments by new
erger! You now
needed for a
eries. Meaning-
innovated by
Fred Frei-
t."
Al Holtz, General Mgr.
WPGH-TV, Pittsburgh

action! It did
first year.
2 has even
alues and
re action."
ck Moffitt, General Mgr.
JAB-TV, Cleveland

"Catherine Schell is a big plus.
Characters are more human! You
have succeeded in getting away
from the robot-like quality of the
characters and made them more
human. Greater action. Better
pacing. Addition of Catherine
Schell is a big plus."

—Tom Shelburne, President
WNEP-TV, Wilkes-Barre

"A winning entry for 1976—77! The
series contains new elements
that will make it a winning entry
for the 1976-77 season."

—Tom Bolger, Exec. V.P. & Gen. Mgr.
WMTV, Madison, Wisc.

"Pacing much improved! In SPACE:
1999 Year 2 the action is much
better. The pacing is much
improved. Catherine Schell is
definitely a big asset."

—Jon Ruby, General Mgr.
KVOA-TV, Tucson

"The changes in Year Two are
just right! New cast, new music,
outrageous aliens, and better
stories, make SPACE: 1999, Year
Two come off as the best sci-fi
series ever! The changes in Year
Two are just right." —Art Dorfner, President
WDHO-TV, Toledo

"A much better show all around! It's
much improved. There is more
empathy with the characters.
You have removed the robot-like
qualities of Year One. It is a much
better show all around!"

—Jack Callaghan, Station Mgr.
WSOC-TV, Charlotte, N.C.

"Fred Freiburger, delivers a winner!
The new producer, Fred Frei-
berger, the casting changes, and
the humanization of the charac-
ters, deliver a winner."

—Jack Schaeffer, Program Dir.
KGTV, San Diego

"Second Year is very much better!
SPACE: 1999 worked very well
in our market, especially in the
important 18-49 demographics.
The second year is very much
better as a result of all the
dramatic changes made."

—Jack Decker, Pres. & Gen. Mgr.
WHEC-TV, Rochester, N.Y.

"Catherine Schell fantastic! I'm
very impressed with the im-
proved action and youthful look
of Year Two. The characters are
far more vibrant and alive. The
new music hits the right pace.
Catherine Schell adds a fantastic
new dimension."

—Charles (Chuck) Alvey, Program Mgr.
WUHQ-TV, Battle Creek

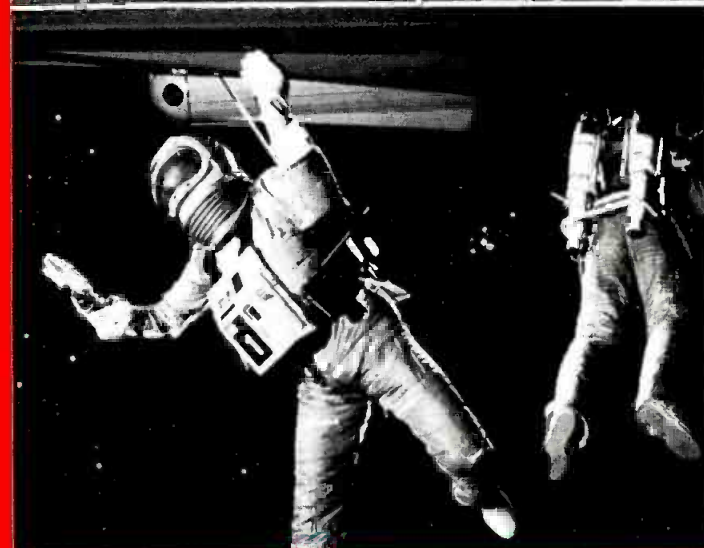
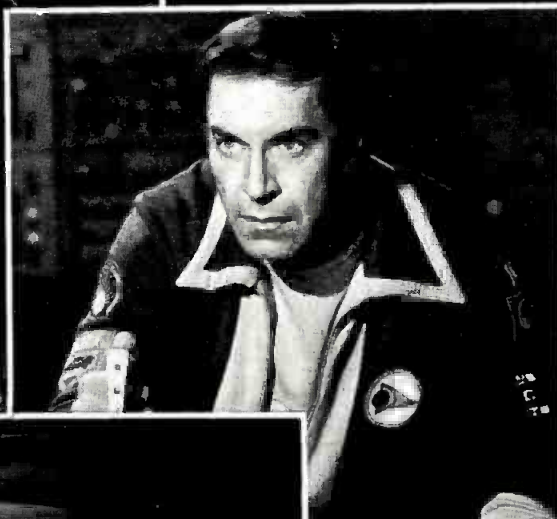
"Scripting much stronger. Characters
more human! Very impressed with
Catherine Schell. The scripting is
much stronger. The characters
are more human."

—Tay Vaye, Program Dir.
WTVJ, Miami

"Exciting. Catherine Schell is
'The Wonder Woman' of sci-fi!
Exciting... may be the best special
effects ever seen. Certain to be
a hit! Catherine Schell is "The
Wonder Woman" of sci-fi."

—Gene McCurdy, Pres. & Gen. Mgr.
WPHL-TV, Philadelphia

SCREEN YEAR 2 NOW!



Starring **MARTIN LANDAU · BARBARA BAIN**

Also starring **CATHERINE SCHELL**

**YEAR
2**

A **GERRY
ANDERSON**
Production

SPACE: 1999

**BIGGER, BETTER, MORE
EXCITING THAN EVER!**



FROM TELEVISION

AN  COMPANY

GMA uses Va. ruling in petition against food ad strictures

Hearings on FTC proposal set in five cities

Now that the Supreme Court has shot down the state of Virginia's ban on prescription drug advertising, the Grocery Manufacturers of America (GMA) is employing the high court's decision in its fight against proposed food advertising rules.

The Washington-based trade association, just four days after the Supreme Court ruling last month (BROADCASTING, May 31), called upon the Federal Trade Commission "to reassess its proposed rule in light of today's controlling First Amendment protections of such commercial expression as food advertising." In its decision, the court, for the first time, held that "purely commercial speech" held some claim to First Amendment protection.

The FTC rule, which has bred controversy since its proposal in 1974, would affect information and claims in food advertising; a staff proposal would also require a partial nutrient profile (BROADCASTING, Nov. 11, 1974 et seq.). In comments filed at the FTC, the proposal generally has met with approval by consumers but the disdain of broadcasters, advertising agencies and manufacturers.

According to the GMA, "there are certain provisions in all 'phases' of the proposed rule which, on their faces, appear to violate the Supreme Court's ruling that the government may not 'suppress the dissemination of concededly truthful information.'" For example, the GMA said, the proposal would "suppress the use" of such "potentially truthful terms as nourishing or wholesome" or "natural, organic and health food." In addition, it said that certain aspects of "affirmative disclosure would halt all food advertising that did not include a commission-required message." The GMA claimed that the FTC now must limit itself to the regulation of "false, misleading or deceptive advertising."

Public hearings on the trade regulation are to begin July 21 in San Francisco and continue in Chicago (Sept. 13), Dallas (Oct. 12) and Washington (Nov. 15). Hearings were to begin today (June 7) in Washington but were postponed to allow more preparation time and since hearings in Washington are expected to last longer.

N.Y. may disallow ad costs in utilities' rate-making

New York TV and radio stations are lined up solidly against a state bill that would exclude the cost of public utility advertising from expenses allowed for rate-making purposes.

The state assembly passed such a bill

two weeks ago and a state Senate version of it awaits action. The New York State Broadcasters Association, which represents more than 25 television stations and more than 100 radio stations, has been trying to persuade legislators that institutional or corporate advertising strengthens the local utilities and enables them to better serve the public. The rationale for the proposed legislation is that it would tend to maintain reasonable and low-cost service to the public.

The association's position is that if utilities are not permitted to show advertising as an expense when they seek rate increases, they will be discouraged from advertising. A spokesman said a similar legislation is cropping up in other parts of the country.

Advertising Briefs

Blair TV expands. Blair Television has opened new office in Minneapolis area at Suite 1438, Midwest Plaza Building-West, 801 Nicollet Mall, Minneapolis 55402. Telephone is (612) 339-8894. Mark Robbins, account executive with Blair's NBC Chicago sales unit, has been named manager of new office.

H-R Television growing. H-R Television has opened three more offices, raising total to 15. Additions are: 5821 Park Road, Suite 116, Charlotte, N.C. 28209, (704) 366-7124, Sam Fuller, manager; 1130 S.W. Morrison, Portland, Ore. 97205, (503) 226-2991, Richard Ohlman, manager; 1411 Fourth Avenue Building, Seattle, 98101, (206) 624-4191, Mick Tacher, manager.

TVB down South. Television Bureau of Advertising will open its fourth regional office in July, this one in Atlanta at address to be announced, under direction of Willard Dougherty. Mr. Dougherty, Southeast territory specialist for TVB since 1973, has been named director of Southeast sales, Atlanta.

Two up, two down. National Advertising Division of Council of Better Business Bureaus resolved four challenges (out of total of 10) to TV advertising in April. Council backed advertisers for Haley's MO laxative (Sterling Drug) and Hertz Rent-A-Car; discontinued were commercials for Miracle White Super Cleaner and Quaker Oats' Cap'n Crunch cereal.

Label clarification. Sound Alike Music Corp., Los Angeles, has agreed to list actual performers or include statement: "This is not an original artist recording" in all radio and TV advertisements for its tape recordings. Federal Trade Commission accepted consent agreement from firm following FTC complaint that, "directly or by implication," Sound Alike claimed tape products featured original artists. According to FTC, typical tape labels include "A Tribute to Ray Price," "The Best of Tom Jones," "A Salute to Chicago" and "Carpenters."

Labunski, Mills advise NRBA sales seminar

Radio station operators have been urged by Stephen B. Labunski, executive vice president, Merv Griffin Group Radio, to pay more attention to nighttime radio.

He reminded an audience at a sales seminar of the National Radio Broadcasters Association in New York that there are some convincing arguments for buying nighttime. Mr. Labunski emphasized that "people are generally doing what they want to, rather than what they must do, so they're obviously more relaxed and in a more receptive frame of mind." He said the composition of the audience is "ideal—everybody is potentially available."

But he warned station executives they must extend some support to nighttime programming. Mr. Labunski said the typical music station uses the youngest disk jockey from 7 p.m. to midnight, pays him the lowest wages, provides him with scant support in the way of news and leaves him unattended. He urged that this period of the day "get its fair share of the station's resources."

Kenneth A. Mills, director of creative services of The Katz Agency, New York, called on stations to work more closely with their station representatives. He said the representative's effectiveness depends on how well he knows the stations and markets under his wing.

He cautioned his audience not to provide material obtainable from such standard sources as government documents, industry publications or rating reports, and added, "What we do need is data that only the station can give us: dramatic developments in your market and information about your sound, your personalities, your news and your promotion that will allow our sales persons to tell your station's story more effectively."

Must log: 'sister' promos

Promotional announcements for commonly owned or "sister" stations must now be logged as commercials. The rule change by the FCC was one of two logging requirements the commission proposed last year (BROADCASTING, Dec. 1 and 8, 1975).

Most of the comments received, the FCC said, were not opposed to the change and many licensees said they were already logging such announcements as commercials. The reason for the change, the commission said, was to promote "full competition" and take away from multiple owners a "substantial benefit and advantage . . . that is not available to the licensee of a single station." Educational stations are exempted from the rule.

The other proposal, that self-promotions by stations also be logged as commercials, met with strenuous objections from broadcasters and was turned down by the commission.

Pay-cable fever strikes Canada

Government's go-slow policy shows sudden signs of shift; boon to domestic production cited

Momentum for introducing pay television in Canada is building, and clear evidence of that could be found in Toronto last week during the Canadian Cable Television Association's annual four-day convention.

A shift in government policy, which has held the introduction of pay cable to be "premature," was forecast in a speech by Communications Minister Jeanne Sauve last Wednesday (June 2). Mrs. Sauve said the introduction of pay TV on a large scale was "inevitable," and she suggested the formation of either a public or private pay-TV network to provide national programming.

The Canadian Radio and Television Commission had opted to hold back on pay television in its policy statement issued last winter (BROADCASTING, Jan. 5), chiefly out of concern that pay TV would bring on an onslaught of foreign (mostly U.S.) programming material to compete with the underdeveloped Canadian TV and movie production industry.

Since that time, pressure has continued

to come from Canadian cable interests for the introduction of pay television. Adding steam to their efforts was the establishment of pay television last month by a master antenna operator serving a Toronto apartment complex ("Closed Circuit," May 10).

Mrs. Sauve outlined no precise plan for how pay TV should be implemented, but she did ask the CRTC to reopen its study and cable operators and broadcasters to update their comments filed with the commission last summer. She invited suggestions for the proper "structural development" of pay TV in Canada.

Any structure for pay TV, she said, must foster a greater range of programming, avoid duplication of what is now being broadcast and refrain from siphoning programming from existing broadcast operations. It must also foster production of Canadian programming for domestic and international sale, she added.

Although Mrs. Sauve characterized her analysis of the pay TV situation as "incomplete," she favored a concept not too different from a proposal issued in the CRTC's original pay-TV position paper (BROADCASTING, June 16, 1975). Accordingly, Mrs. Sauve said cable would be best for delivery of pay TV, but programming responsibilities should lie elsewhere. She favored the establishment of a nationwide pay-TV network to be operated by the public, as a private enterprise or as a mixture of both. It would be operated independently of existing cable operators or broadcasters, she suggested. (Canadian cable operators had opposed such a division in their response to the CRTC's position paper.)

The great advantage in the development of pay television in Canada, said Mrs. Sauve, is its ability to provide financial support to the country's lagging program production industry. Based on a 35% pay penetration among Canada's 2.7-million CATV subscribers and a typical \$8 monthly pay charge, she estimated \$13.5 million would be put back into Canadian production annually, given an automatic allocation of 15% of a cable system's gross pay-subscriber revenues.

While cable would appear the best means to deliver pay television, Mrs. Sauve pointed out that broadcasters might

carry pay programs in noncable rural areas.

Harry Boyle, CRTC chairman, another speaker at the convention, urged cable operators "not to underestimate the minister's remarks." The introduction of pay television is "an important and serious first step toward the repossession of Canadian broadcasting," he said.

The interest in pay television at the Toronto convention was also apparent from the speakers' roster. Key pay-cable figures from the U.S. included: Gerald Levin, Home Box Office Inc.; Alan Greenstadt, Optical Systems Inc.; Robert Weisberg, Telemation Program Services, and Russell Karp, Teleprompter Corp. (see box below).

Another Philadelphia franchisee backs out

Commonwealth Cable TV Co., a subsidiary of Triangle Publications, Radnor, Pa., last week relinquished its franchise to construct and operate a cable television system in Philadelphia and turned it over to the city. The firm had not initiated construction.

Commonwealth Cable was one of six groups granted 10-year franchises in 1966, up for renewal in December, and the subject of dispute by local citizens groups. (Other Philadelphia franchise holders include the *Philadelphia Bulletin*, Comcast Corp., Telesystems and Mid-New York. Jerrold, the sixth, has already turned back its franchise to the city.)

Citizens for Cable Awareness in Pennsylvania and the Philadelphia Community Cable Coalition have alleged in complaints to the FCC that the city's franchise ownerships have been illegally transferred. Lois Brown, chairperson of PCCC, contends that Communications Properties Inc. (parent of Telesystems) has designs to take over all the cable franchises for Philadelphia.

Cable Brief

Score one. New York state senate voted 46-9 to repeal cable TV sales tax that went into effect this month (BROADCASTING, May 24). Similar bill is pending in state Assembly at committee level.

Warner pay. Warner Cable Corp.'s system at Fort Walton Beach, Fla. began providing Star Channel pay service June 1. Advance sign-up for service amounted to 25% of system's 4,800 subscribers. Pay service initiated at Warner's Hampton, Va., system in April netted over 3,000 subscribers out of 12,000.

Boogie-woogie pay. Home Box Office, pay cable network, will present two-and-one-half hour taped performance June 19 and 21 by pop singer Bette Midler, as part of *On Location* series. Performance, taped at Cleveland Municipal Auditorium during Ms. Midler's recent 20-city tour, will be presented unedited.

QUALITY TALKS FOR KYW

Philadelphia, Pa.



Continental's 317C is the best measure for any 50 kW AM transmitter purchase. Performance, 125% positive modulation and reserve power capabilities are unbeatable. Today's best sound in 50 kW AM is Continental.

Continental Electronics

CONTINENTAL ELECTRONICS MFG. CO.
BOX 270879 DALLAS, TEXAS 75227

Something for everybody. Russell Karp, president of Teleprompter Corp., has urged pay-cable operators to develop three new categories of programming, each requiring its own channel. Speaking in Toronto at the Canadian Cable Television Association's annual convention, Mr. Karp suggested the establishment of a family-programming channel, a drama channel including musical performances and a news and public-affairs channel. "Our early experience with pay cable has shown that there is a huge, pent-up demand in America for programming with a broader appeal than can be found on advertiser-supported television," Mr. Karp said. "This is undoubtedly true in Canada also."

Network talk of expanded news worries NAITPD

Producer-syndicator association asks FCC to make sure that access time isn't disrupted

The increasing speculation that the television networks will expand their nightly news programs into access time—7:30 to 8 p.m.—is causing uneasiness among independent producers and syndicators who depend on that half hour for a large part of their sales. A measure of their uneasiness was revealed last week in a letter their counsel sent to FCC Chairman Richard E. Wiley, asking that the commission "reaffirm" its intent to preserve the access rule—designed to reserve the second half hour of prime time for nonnetwork programming—against "further erosion."

Executives at CBS and ABC have talked about increasing their half-hour news programs, either to 45 minutes or an hour. Precisely how this might be done has not been pinned down, but tacking the additional time on to the end of the 7 p.m. programs has not been ruled out.

As a result, Katrina Renouf, counsel for the National Association of Independent Television Producers and Distributors, said in her letter to Chairman Wiley that the association "is gravely concerned about the implications" of the reported network plans. "Such a programming change on a national basis would constitute a mortal blow to the entire prime-time access principle," she wrote, adding: "The networks ought not to be encouraged to proceed on the assumption that a commission waiver is a mere technicality to be satisfied after they have formalized their plans to enlarge the network news by invading access time."

Ms. Renouf said NAITPD "applauds commitments by stations and networks to serious coverage of the news." But, she added, the exemption from the prime-time access rule that the commission has provided for network news at 7 p.m. "does not envision a revamping of program schedules throughout the country by network fiat."

She noted that there are "many other ways" the networks can expand their evening news programs within commission rules. The networks could run longer news programs in mid-evening, late evening, "or in the various time periods now programmed by the networks," she said. Television news, she added, is not the "loss leader" it was once considered to be, so "economic considerations need not dictate scheduling plans."

Accordingly, she said, NAITPD asks the commission to "reaffirm, in letters to the networks, firm intent" to preserve the rule as amended "against further erosion through general waivers."



Bicentennial leader. Among NBC's specials keyed to America's Bicentennial celebration is "1776" (based on the Broadway production), a musical tracing events connected with the Declaration of Independence. The film premiere is June 29 (8-11 p.m.), under full sponsorship of Borden Inc. through Conahay & Lyon Inc.

NBC which claims to be presenting more hours of Bicentennial programming than the other two networks combined, is still building toward its "unprecedented day-long schedule" of televised events on July 4. By NBC's count, the three-network totals for Bicentennial-oriented fare through March 31, 1976, are: NBC, 142 hours; CBS, 33 hours, 30 minutes; ABC, 24 hours. NBC's leadership claim in that area is not challenged by the other networks, who declined to furnish their own Bicentennial tabulations.

L-r: Howard de Silva (Benjamin Franklin); Ken Howard (Thomas Jefferson), and William Daniels (John Adams), all retaining their roles from the stage version.

Can TV do something about alcoholism?

That's question senator is asking of TV producers and networks

Senator William Hathaway (D-Me.), chairman of the Senate Subcommittee on Alcoholism and Narcotics, met privately last week with a dozen Hollywood television producers to talk about what TV might contribute to the stemming of alcohol abuse.

The meeting, arranged with the help of Motion Picture Association of America President Jack Valenti, and another one like it to be held next month with network executives, are part of an effort by the senator to "raise the consciousness of alcohol depictions" in TV shows and to secure voluntary help from TV people, according to one of his aides. They stem from hearings his subcommittee held earlier this year on alcohol abuse (BROADCASTING, March 15).

No formal agreements emerged from last Tuesday's meeting, held at the Beverly Hilton hotel in Beverly Hills, Calif., but according to the aide, it was "amicable and productive." He added: "We're not trying to make the broadcast industry the scapegoat for the problems of alcoholism." The producers, he said, afford "a pretty potent pool" of talents for an attack on alcoholism.

Present at the meeting with Senator Hathaway were Dennis Stanfill of 20th Century-Fox Television; Frank Price and David Victor of Universal Television;

Sterling Silliphant, independent screenwriter; John Mitchell of Columbia Pictures Television; Sidney Sheinberg of MCA TV; Bud Yorkin of Tandem Productions; Al Burton, representing Norman Lear, and Mr. Valenti.

The Hathaway aide said the senator will meet with the networks' program-practice executives in the first week in July. He has no plans currently to meet with advertisers or agencies. For the moment he is focusing on programs rather than commercials.

Around the world with Paramount, ICM

Two firms announce joint operation to sell TV programs internationally

Paramount Television and International Creative Management last week announced the creation of a joint distribution venture.

The new entity will be called Paramount International Television Sales.

"We'll basically be in business to syndicate television products worldwide," said Alvin Schulman, president of Marvin Josephson Associates Inc., the parent company of ICM. As of now, that product comprises off-network reruns of hit Paramount series such as *Star Trek*, *The Brady Bunch*, *The Untouchables* and *Mannix*, and various packages of the more than 700 theatrical movies in the Paramount catalogue.

Sources at Paramount said the company expects to draw on the expertise of ICM in putting its finger on network and syndica-

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tion trends. ICM has developed this expertise, these sources said, in years of successful dealing with networks and syndicators for the services of its talent pool of actors, writers, directors, producers, etc.

A spokesman for ICM said it expects to increase the revenue of its various clients by giving them more lucrative distribution outlets for the movies and TV series they become involved in.

This spokesman added that the new joint venture will not become directly involved in film production and that it will be completely separated from the agency's dealings with major studios and independents for the employment of its clients.

But when it comes to future worldwide syndication rights to various movies and TV series made with or without ICM's clients, the spokesman said, the joint venture will aggressively seek to obtain those rights.

ABC's NCAA line-up

Nine of the 13 national and 28 regional National Collegiate Athletic Association football games to be broadcast by ABC-TV this year were announced during the ABC-TV affiliates convention in Los Angeles (BROADCASTING, May 31).

A 10th game, University of California at Los Angeles versus Arizona State on Tuesday, Sept. 7 at 8 p.m. New York time, had been announced earlier. The others will be scheduled during the season. Those announced (all New York time):

Saturday, Oct. 9, Oklahoma-Texas at Dallas, 3:30 p.m. (national); Saturday,

Nov. 13, Alabama at Notre Dame, 12:30 p.m. (national or regional); Saturday, Nov. 20, Michigan at Ohio State, 12:30 p.m. (national) and UCLA-University of Southern California, 4 p.m. (national); Friday, Nov. 26, Oklahoma at Nebraska, 2 p.m. (national) and Penn State at Pittsburgh, 9 p.m. (national); Saturday, Nov. 27, Army-Navy at Philadelphia, 12:30 p.m. (national) and Notre Dame at USC, 4 p.m. (national); Saturday, Dec. 4, Arkansas at Texas, 9 p.m. (national).

Family viewing hearings are still on, says Van Deerlin

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will follow through on his commitment to two of the subcommittee's junior members to have hearings on family viewing in their home districts. The chairman said last week the hearings, requested by Representatives Henry Waxman (D-Calif.) and Timothy Wirth (D-Colo.), will probably be in August or later.

Mr. Van Deerlin is personally not enthusiastic about the project. He told BROADCASTING shortly after he became chairman he would not be an "apostle" for involving Congress in the issue of violence on television. If hearings are to be held, however, he said he wants to insure that subcommittee members of both parties are represented. Because both Republicans on the subcommittee have other commitments, however, tentative hearing dates of July 7 and 8 in Los Angeles, July 9 in Denver, were scrapped.

A further difficulty in scheduling the

TIO tells true story on child viewing

The Television Information Office, attempting to correct misinformation published in the *New York Times* and picked up by an "authoritative medical journal", last week released Nielsen viewing-time figures.

TIO said criticism of television in the medical journal cited "Nielsen data that children view 54 hours a week," with a footnote naming the *New York Times* as the source. The *Times* article, according to TIO, actually quoted a nursery school teacher attributing the "statistic" to

Nielsen. However, TIO said Nielsen data shows the most recent year-round average of viewing by children (age 2 to 11) at 24:07 hours per week. TIO added that, "Even in the heaviest viewing report period, February, children spend on the average only 30 and one quarter hours with television per week, considerably below the claimed 54 hours."

The year-round average hours of viewing per week by persons in the various dayparts is detailed in the Nielsen figures in the chart below:

	Total persons	Women	Men	Teens	Children
Sat.-Sun. day (7 a.m.-7:30 p.m.)	3:56	3:25	3:53	3:43	5:14
Prime time Mon.-Sun. 7:30-11 p.m.)	9:22	10:33	9:32	7:57	7:33
Early fringe (Mon.-Fri., 4:30-7:30 p.m.)	3:54	4:12	3:15	3:22	4:45
Late fringe (Mon.-Sun., 11 p.m.-1 a.m.)	2:23	2:55	2:51	1:51	0:45
Mon.-Fri. day 10 a.m.-4:30 p.m.)	4:02	6:15	2:04	3:06	3:49
Other*	1:42	2:02	1:25	1:12	2:01
Total	25:19	29:22	23:00	21:11	24:07

Nielsen, May, July, Nov. 1975 and Feb. 1976.

*Includes Mon.-Fri., 1-10 a.m.; Sat.-Sun., 1-7 a.m.

Programing Briefs

For mature audiences. David L. Wolper Organization has been slapped with \$25,000 lawsuit by mother of one of 20 young girls in Georgia who agreed to pose topless for slave-auction scene in new made-for-TV mini-series called *Roots*. Wolper's company apologized and said it dismissed casting person responsible for using girls as extras without permission of their school. *Roots* is planned as 12-hour movie to be played on ABC-TV beginning next January in pattern similar to *Rich Man, Poor Man*.

Variety of vignettes. Kaiser Broadcasting is entering program syndication field with its Peabody Award-winning series, *Snippets*. One-minute public service shows for children have covered topics such as nutrition, art, metric system and ethnic pride. No distribution company has yet been chosen.

Making music. Production has been completed on *Epic of the 70's*, six-hour music special featuring stars and songs. Century 21 Productions, Dallas, announced that more than 50 stations have purchased show, many planning first run during Fourth of July weekend.



Emmy for community-service. WBBM-TV Chicago was named winner of Academy of Television Arts and Science's "National Award for Community Service" for its telecast of half-hour documentary, *The Forgotten Children*. Special was originally aired on May 18, 1975, and repeated Tuesday night, May 25, on station. Accepting award was Lee Philip (in photo), show's narrator, and Judy Muntz, who produced it.

Son of Superfun. Blanc Communications Corp., Beverly Hills, Calif., is producing *Superfun II*, follow-up on *Superfun* syndicated comedy series. New product will include "Story Lady" series, one-liners and other material. Mel Blanc will star.

Economical. Corporation for Public Broadcasting will fund development of *The Economic Society*, proposed 13-hour series on U.S. economic system, to be produced this summer by Time-Life Television for distribution by public television next season. Projected cost of total project is \$2 million, which will be shared by CPB and various corporate underwriters and foundations, not yet announced.

Equipment & Engineering

Broadcasting reaches new high in Toronto

CN tower at 1,815 feet, improves signals of five FM and five TV stations and causes some headaches for stations in nearby Buffalo

Five television stations and five FM's in Toronto last week began transmitting from the CN (Canadian National) tower, which is being acclaimed as the tallest self-supporting structure in the world.

Beginning last Monday (May 31), viewers and listeners on both sides of the border began enjoying the improved reception they had been promised. A 20-30% increase, depending on the station, had been anticipated, but according to Earl Beall, vice president and general manager of WGR-TV Buffalo, N.Y., the Toronto signals have "basically doubled in strength." Buffalo broadcasters have varying reactions—from relief to continued apprehension.

Built at a cost of \$52 million, the CN tower rises 1,815 feet in the air, with the transmitting mast making up the top 335 feet. Hooked up to the tower are television stations CBLFT, CBLT, CFTO-TV, CICA-TV and CITY-TV. The radio stations—which formed Master FM Antenna Ltd. in 1973 to explore ways to improve reception—are CBL-FM, CKFM-FM, CHIN-FM, CHUM-FM and CHFI-FM.

Although "I had prepared myself for the worst," Philip R. Beuth, WKBW-TV Buffalo vice president and general manager said it's too early to know the effect of the stronger Canadian signals crossing the border. Topmost in Mr. Beuth's mind, as with other Buffalo broadcasters, is the subject of pre-release—the policy of Canadian release of U.S. network programs prior to domestic telecast.

Mr. Beuth said he called ABC (with which his station is affiliated) last week to let them know that "we are no longer an exclusive franchise." Although Buffalo stations had long been experiencing pre-release problems, the seriousness appears to have increased with the improved reception. Mr. Beuth worries about a Buffalo viewer watching the *Six Million Man* at 8 p.m. on Sundays when an acceptable Canadian signal brings it across the border an hour earlier. He also said that each network may end up competing against itself. As an example he said in the fall, ABC's *Happy Days* and *Laverne and Shirley* will be on WKBW-TV and ABC's *Bionic Woman* on CFTO-TV from 8 to 9 p.m. Tuesdays.

WGR-TV's Mr. Beall feared that the increased Canadian strength can "potentially fragment our market." However, he claimed, "we're not apprehensive as long as we have free exchange." What Mr. Beall finds "a little tough to live with" is a

Canadian policy that cable systems delete commercials from U.S. stations they pick up and a proposed law denying Canadian advertisers a tax deduction for time bought on U.S. stations.

Bruce Kaplan, general sales manager at WBUF(FM), however, was optimistic. "Everybody's breathing a sigh of relief... It [the tower] ain't what it's cracked up to be." He said he had feared competition from CHUM-FM (which features a progressive, album-oriented format similar to his) but found that the station came in at "practically zero penetration in the city." He did admit to better reception in the northern Buffalo suburbs, however.

John Hayes, WGRQ(FM) station manager, claimed, however, that both CHUM-FM and CBL-FM had greatly improved their reception.

Wes Armstrong, vice president of CHUM Ltd. claims that his station is getting better clarity but that "we don't give a damn about crossing the border." He explained that several Toronto broadcasters had boasted about cashing in on the Buffalo market but that their real motive was improvement north of the border. According to Mr. Armstrong, the five FM's organized as Master FM Ltd. each will pay \$75,000 during the next 10 years to transmit from the tower including an equipment investment and rent to CN. The television stations made their arrangements with CN individually.

Presently the transmitter complex consists of five separate systems, four for television and one with a circularly polarized antenna capable of servicing 11 FM channels. The system has the potential to transmit eight television signals.

The tower will also have land mobile, microwave and point-to-point radio facilities. It opens to the public June 26 with the added attractions of observation towers and revolving restaurants.



Dominating the skyline. Toronto's new CN Tower dwarfs neighboring structures with its 1,480-foot concrete base and 335-foot transmitting system. It also supports observation towers and revolving restaurants.

British piggyback reading material on TV signals

Spare lines on scan, special encoder used in 'teletext' experiment

British television is experimenting with a new television service, popularly called "teletext," that offers viewers the option of supplanting regular programs with magazine-type information on their TV set screen. Both the British Broadcasting Corp. and the Independent Broadcasting Authority (IBA) have been providing the over-the-air service since last year under experimental authority granted by the government.

Essentially, the service allows viewers with special decoders to get visual news summaries, weather reports, gardening tips, recipes and other digital or graphic data on home sets. The data is inserted in the vertical interval of a television picture transmission in the spare lines that make up the TV picture's 625-line standard. Viewers without special decoders watch the regularly transmitted program and cannot see the encoded data.

The magazine format enables a viewers to choose the pages or topics the person wants to read and then push buttons to allow only those pages to be accessed. A single page can be held on the TV screen for an indefinite period of time or be automatically changed after a predetermined reading time. Letters, numbers and simple graphics can appear in six colors plus white. The basic information on a page is transmitted as a series of coded electronic impulses and requires a special calculator type decoder for pick-up. News information is regularly updated by network editorial teams using computer system technology.

Both BBC's "Ceefax" (see facts) system and IBA's "Oracle" teletext system are under an experimental license that will expire later this year. British industry groups have formulated a standard for data broadcasting that enables decoders used with the Ceefax system to also be used for the Oracle system.

Manufacturers of the decoders must be waiting to see what happens when the experimental authorizations terminate. As a result, there has not been widespread consumer use of the new data broadcasting system. The decoders, presently manufactured in limited quantities, generally are too expensive for the average home TV watcher. Most demonstrations have taken place in public places along with business and institutional use. Nevertheless, some of Britain's leading TV set manufacturers have announced their intention of building more sets with the decoder option.

No such experiment in over-the-air TV data transmission to date has been authorized in the U.S. by the FCC. However,

there is a rulemaking, initiated by the Public Broadcasting Service, that would permit coded use of line 21 on the TV screen for insertion of captioned information to help the hearing impaired (BROADCASTING, May 17).

One individual, prominent in the broadcast electronics industry, suggested there is an inherent conflict of interest for commercial networks here to implement a similar teletext system. Advertisers would not want the viewer to be able to punch out commercials and punch in news and feature material at will, he said.

Technical Briefs

Over there. Scientific-Atlanta has been awarded \$700,000 contract by General Electric Space division for satellite ground station to be installed in Iran. Scheduled to be operational by early 1977, ground station will receive, record and display data from both Landsat Earth Resources Satellite and NOAA Meteorological Satellites for scientific use.

TV transmitters. Acrodyne Industries, Montgomeryville, Pa., has developed new line of TV transmitters for both VHF and UHF operations. VHF models are offered in various powers from 100 w to 2.5 kw. UHF models are available in 100 w and 1 kw. Depending on size, transmitters use either one or two tubes.

Tape heads. Beaucart division of UMC Electronics Co., North Haven, Conn., has introduced line of mono and stereo audio tape heads for use with all major broadcast cartridge tape machines. Tape heads meet all cart machine standards set by National Association of Broadcasters. Models with screw, pin, bracket or plug-in mountings are available.

Battle of 770 khz moves to appeals court

As expected, the FCC was premature in describing its last action in the 35-year-old KOB case as "settling" the matter (BROADCASTING, April 26). Hubbard Broadcasting, licensee of KOB(AM) Albuquerque, N.M., has gone back to court in an effort to reverse the commission's action.

At issue is the controversy between ABC and its WABC(AM) New York and KOB over their respective nighttime operating rights on 770 khz, the clear channel on which both are located. The commission in April established WABC as the Class I-A dominant station—the role to which it has clung throughout the dispute. It reduced KOB from a I-B, required to protect WABC at night if that station would suppress radiation toward Albuquerque (which it never did), to a II-A, required to protect WABC at night and not entitled to reciprocal protection.

Hubbard, in its suit in the U.S. Court of Appeals in Washington, will oppose the commission actions renewing WABC's license and establishing the station as a I-A and declaring KOB a II-A.

Justice ideas for N.J. draw rebuttal from AMST

The FCC's inquiry into how to provide New Jersey with more local TV service has drawn comments from a number of parties (BROADCASTING, May 10), among them the Justice Department which wants some VHF frequencies dropped-in to the state. It also recommended that "all of the various restraints imposed upon the availability of cable television" be removed.

The Association of Maximum Service Telecasters filed a short statement with the FCC which rebutted Justice's comments and said they are "unsupported" by the facts and "would be shown to be incorrect if subjected to technical and economic analysis."

AMST also said that Justice "left unexplained" how further UHF development in New Jersey would be helped by removing the cable carriage rights of local UHF stations there, allowing the unlimited importation of distant VHF and/or UHF stations and unlimited pay-cable operations.

Sound backing

The National Council on the Arts has recommended that the National Endowment for the Arts join the Public Broadcasting Service in developing a system for delivering improved television sound. The council urged that manufacturers, common carriers, broadcasters and the FCC to cooperate in improving TV audio at the studio and in the home set.

Council members met earlier with PBS officials in a briefing on PBS's Digital Audio for Television system (DATE). The system has been in development at PBS for several years and enables TV networks to distribute up to four channels of high fidelity audio to TV stations.

"Improvement of sound," the council said, "is essential if the potential of arts programming on television is to be realized."

IBEW studies CBS pact

The International Brotherhood of Electrical Workers is considering a CBS proposal for a new, three-year contract covering approximately 1,300 technicians employed in New York, Washington, Boston, St. Louis, Los Angeles, San Francisco and Chicago.

Neither management nor the union would divulge the terms of the contract proposal. Most technicians at CBS now earn a basic weekly salary of \$358.15 per week. The new agreement reached by NBC and the National Association of Broadcast Employees and Technicians called for approximately 33% in wage hikes over four years, raising the weekly pay in the final year to \$500 weekly (BROADCASTING, May 31). Since the CBS offer is for three years, the wage provisions will not reach those at NBC.

The Broadcasting Playlist™ Jun 7

Contemporary

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Silly Love Songs (5:54) Paul McCartney & Wings—Capitol	1	1	1	2
2	2	Love Hangover (3:40) Diana Ross—Motown	2	2	2	1
5	3	Shannon (3:50) Henry Gross—Lifesong	3	3	3	4
3	4	Welcome Back, Kotter (2:48) John Sebastian—Reprise	4	4	4	3
6	5	Get Up and Boogie (4:05) Silver Convention—Midland Int'l.	6	5	5	5
7	6	Boogie Fever (3:25) Sylvers—Capitol	5	6	7	8
9	7	Misty Blue (3:38) Dorothy Moore—Malaco	8	8	6	7
4	8	Theme from "Happy Days" (2:40) Pratt & McClain—Reprise	9	10	8	9
12	9	Sara Smile (3:07) Hall & Oates—RCA	10	7	9	6
8	10	Foiled Around and Fell in Love (2:58) Elvin Bishop—Capricorn	7	9	11	10
11	11	Shop Around (3:23) Captain & Tennille—A&M	11	11	13	12
10	12	Rhiannon (3:45) Fleetwood Mac—Reprise	12	12	14	13
18	13	Never Gonna Fall in Love Again (3:45) Eric Carmen—Arista	13	13	10	11
19	14	More, More, More (3:02) Andrea True Connection—Buddah	14	17	12	14
13	15	Bohemian Rhapsody (5:55) Queen—Elektra	15	14	16	15
14	16	Right Back Where We Started From (3:16) Maxine Nightingale—United Artists	16	15	18	16
20	17	Kiss and Say Goodbye (2:24) Manhattans—Columbia	17	16	17	17
26	18	Afternoon Delight (3:10) Starland Vocal Band—Windsong	18	18	20	23
29	19	Moonlight Feels Right (3:38) Starbuck—Private Stock	19	20	21	24
24	20	A Fool to Cry (3:59) Rolling Stones—Rolling Stone	32	37	15	18
30	21	Movin' (3:49) Brass Construction—United Artists	20	19	23	19
21	22	Let Your Love Flow (3:16) Bellamy Bros.—Warner Bros.	21	21	25	25
25	23	Love in the Shadows (3:18) Neil Sedaka—MCA	29	22	26	20
27	24	Making Our Dreams Come True (2:29) Cyndi Grecco—Private Stock	22	24	27	28
22	25	Takin' It to the Streets (3:20) Doobie Bros.—Warner Bros.	34	36	19	21
23	26	Rock N' Roll Love Letter (2:52) Bay City Rollers—Arista	25	23	32	22
28	27	Today's the Day (3:15) America—Warner Bros.	24	25	28	30
31	28	Take the Money and Run (2:48) Steve Miller Band—Capitol	27	26	29	29
32	29	Love Is Alive (3:24) Gary Wright—Warner Bros.	26	28	31	31
16	30	Disco Lady (3:50) Johnny Taylor—Columbia	23	31	30	40
37	31	Let Em In (5:08) Paul McCartney & Wings—Capitol	28	29	33	32
33	32	The Boys Are Back in Town (3:26) Thin Lizzy—Mercury	*	*	22	27
—	33	Rock N' Roll Music (2:26) Beach Boys—Reprise	*	*	24	26
—	34	You'll Never Find Another Love ... (3:36) Lou Rawls—Phila. Int'l.	31	27	36	34
—	35	I'll Be Good to You (3:30) Bros. Johnson—A&M	35	30	35	37
34	36	You're My Best Friend (2:49) Queen—Elektra	40	32	34	35
—	37	Turn the Beat Around (3:21) Vicki Sue Robinson—RCA	33	38	37	38
—	38	Let Her In (3:03) John Travolta—Midland Int'l.	38	33	40	33
35	39	I Want You (3:35) Marvin Gaye—Tamia	39	35	*	36
36	40	Theme from "Baretta" (3:06) Rhythm Heritage—ABC	36	39	39	*

There've been some changes made. "Playlist" is faster. This week's contemporary list—BROADCASTING's own "Top 40"—has been revised to reflect what America's leading radio stations are playing today, as opposed to what they were playing last week or the week before. The change was accomplished: (1) by converting our ballots-by-mail system to a ballots-by-phone system, (2) by concentrating calls late enough in the week to catch reporting stations after they had shifted to the playlists still current on the Monday of publication, and (3) by pushing the results through a computer fast enough to get to typesetters early enough to make a form printing late enough to produce the kind of "Playlist" you see here. **We've started naming names, too, as well as call letters.** Jerry Steele of WIFE(AM) Indianapolis says the Beatles re-release of *Got to Get You Into My Life* "will definitely make it." Capitol version features Paul McCartney as lead vocal, softer drums and *Helter Skelter* on flip side. "I think it will come home," adds Jimmy Dean of WTOB(AM) Winston-Salem, N.C., where it's had immediate phone response. **Summer sure shot.** Another favorite of WIFE's Mr. Steele is *Good Vibrations*, original Beach Boys tune out and moving by Todd Rundgren on Bearsville. It has been added this week by WSAI(AM) Cincinnati, WCOL(AM) Columbus and KILT(AM) Houston. **Alone in splendor.** Starbuck is soaring with *Moonlight Feels Right* (Private Stock), rates this week's only bolt. It's "really popping" in Newark, Del., says John Patrick of WNRK(AM).

Country

Over-all-rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
2	1	One Piece at a Time (3:10) Johnny Cash—Columbia	1	2	1	1
5	2	After All the Good Is Gone (2:56) Conway Twitty—MCA	3	1	7	3
4	3	El Paso City (4:13) Marty Robbins—Columbia	6	3	2	9
—	4	All These Things (3:07) Joe Stampley—ABC/Dot	4	4	4	10
—	5	Here Comes the Freedom Train (3:25) Merle Haggard—Capitol	2	9	3	7
1	6	I'll Get Over You (3:12) Crystal Gayle—United Artists	5	5	5	2
6	7	Lonely Teardrops (2:56) Narvel Felts—ABC/Dot	7	7	9	5
11	8	You've Got Me To Hold On To (3:04) Tanya Tucker—MCA	8	8	10	8
—	9	Suspicious Minds (3:57) Waylon Jennings & Jessi Colter—RCA	11	6	8	4
10	10	Hurt (2:05) Elvis Presley—RCA	9	10	6	6
3	11	That's What Made Me Love You (2:48) Bill Anderson & Mary Lou Turner—MCA	10	11	13	13
8	12	Come On Over (3:38) Olivia Newton-John—MCA	12	16	11	16
7	13	What I've Got in Mind (2:39) Billie Jo Spears—United Artists	14	17	12	12
12	14	I'd Have To Be Crazy (3:24) Willie Nelson—Columbia	13	15	16	19
13	15	She'll Throw Stones At You (2:58) Freddie Hart—Capitol	17	14	17	11
9	16	Don't Pull Your Love ... Goodbye (3:18) Glen Campbell—Capitol	18	12	14	18
20	17	Together Again (3:56) Emmylou Harris—Reprise	20	13	15	15
14	18	The Door Is Always Open (2:42) Dave & Sugar—RCA	16	18	19	14
16	19	Forever Lovers (3:42) Mac Davis—Columbia	15	21	18	17
17	20	Walk Softly (3:02) Billy "Crash" Craddock—ABC/Dot	19	20	22	23
15	21	Stranger (3:10) Johnny Duncan—Columbia	24	19	21	22
19	22	What Goes On When the Sun ... (2:51) Ronnie Milsap—RCA	21	23	20	20
—	23	Homemade Love (2:50) Tom Bresh—Farr	23	22	23	25
—	24	Your Picture in the Paper (2:29) Statler Bros.—Mercury	25	24	24	21
24	25	Red, White & Blue (2:14) Loretta Lynn—MCA	22	*	*	*

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A (▲) indicates an upward movement of 10 or more chart positions.

Broadcasting in the House: Sisk refuses to let it die

His subcommittee lays plans for getting resolution through Rules and to the floor for a vote

Representative B.F. Sisk's (D-Calif.) ad hoc subcommittee on broadcasting will try again to sell the House Rules Committee on its resolution to permit live broadcast coverage of House floor proceedings. Although it failed once, the subcommittee will continue to push its original version providing that the networks would be primarily responsible for the broadcast system.

The subcommittee's resolution (H.Res. 875) failed to muster enough votes in the Rules Committee last March to be sent to the House floor (BROADCASTING, March 29). It was instead returned to the subcommittee where observers presumed it would remain the rest of this year.

But Representative Sisk persists. The adversaries to the resolution, he is convinced, are the leaders of the House, primarily Speaker Carl Albert (D-Okla.) and

Majority Leader Thomas P. O'Neill (D-Mass.), and not the majority of the House members, who he thinks would pass a broadcasting measure.

Subcommittee member Claude Pepper (D-Fla.), who is given credit for having been the first to introduce a resolution to permit broadcasting in Congress when he was a senator in 1944, recently completed a poll of House members showing a majority in favor of sharing their chamber with TV cameras (BROADCASTING, May 17). Of 346 responding to his questionnaire, 238 favored broadcasting in the House. Of those 238, 141 said they favored letting a pool of the networks and the Public Broadcasting Service perform the coverage. The pool is the method provided in the ad hoc subcommittee resolution; it drew more support than any other alternative, including an in-House system or a system run by PBS alone.

Mr. Sisk's subcommittee met two weeks ago and decided to continue their quest for House broadcast coverage. Their original goal of having the system working by July 4 this year is unattainable. Instead they are now aiming for the beginning of next year.

At their meeting the members of the ad hoc subcommittee talked openly about how to maneuver around the leaders, even though the leaders have denied trying to stop the resolution. Mr. O'Neill particularly has repeatedly denied accusations that he had worked behind the scenes to ensure the resolution would not pass the

Rules Committee in March.

The ad hoc subcommittee's strategy now is to provide the Rules Committee members with a smorgasbord of approaches to broadcasting in the House. The subcommittee's staff is in the process of drafting three different resolutions, with arguments for each. One, the subcommittee's favorite, is the current resolution providing for live coverage by the network-PBS pool; another would opt for a PBS-run system; a third would provide for a system run with House equipment and by House personnel.

Using lobby-style techniques, the Sisk subcommittee members will then seek a majority on the Rules Committee for one of the alternatives, and having found that will put it before the Rules Committee for another formal vote. The panel hopes to be back before the full committee by summer's end.

Scheduling another vote before the Rules Committee will require the cooperation of its chairman, Ray Madden (D-Ind.). Mr. Madden, long opposed to House broadcasts, reversed that stance during his recent campaign for renomination to Congress. He lost his bid, however (BROADCASTING, May 10), and told a colleague recently he is, as before, steadfastly opposed to broadcasting in Congress. He had qualified his endorsement during his campaign, saying he would vote for a PBS-run system. But of the three alternatives for House broadcast systems, that is the

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least likely to win.

PBS itself does not want the job. In a May 24 letter to Representative Sisk, PBS President Lawrence Grossman and Ward Chamberlin, president of noncommercial WETA-TV Washington, urged acceptance of the network-PBS pool plan.

Freedom of press extends to air, says Van Deerlin

On interview show he talks
as one old newsman to another

Lionel Van Deerlin (D-Calif.) doffed the mantle of chairman of the House Communications Subcommittee for a moment last week and, in a radio interview, talked a while as Lionel Van Deerlin the former local TV news director.

"In so many places you get the feeling that the televised news shows are really just a reflection of the newspaper, that there isn't any original reporting," Mr. Van Deerlin said.

But if he finds local TV news spotty, Mr. Van Deerlin thinks "network news is just superb now, in my opinion."

In an interview last Monday (May 31) on *McCaffrey's Washington* with Joseph McCaffrey on WMAL(AM) Washington, Mr. Van Deerlin recalled his days as news director at XETV(TV) Tijuana, Mexico (San Diego) in the 1950's and early 1960's when he "had one full-time cameraman, one part-time cameraman who also did sports, and I wrote the entire script for a half-hour news show, did the news gathering. And I see some of these news departments today, which are 20-, 25- or 30-people operations, and I look with great envy."

He noted that the notion that the media are responsible for disenchantment with government. "The media, although they may zero in in a way that pleases or disappoints, are no more than a reflection of what they are reporting," he added. "Let's take the reporting on Congress itself. When a member of Congress does something to disgrace himself, it's usually not simply because a newspaper decided to make trouble for him; it's because he made trouble for himself."

Mr. Van Deerlin came down hard against government interference in broadcast news. "I haven't yet seen any general reporting or editing that is so bad that I would want to change the way we go at it," he said. "Every now and then, you know, someone in the Senate, or in Congress, or in the White House, or in the Vice Presidency gets impatient and calls for new laws, which surely, as far as newspapers go, would be clearly unconstitutional. But if we believe in freedom of the press we have got to believe in freedom for the electronic news media, which would be equal to that which is accorded the print media. And I have yet seen anything that would make me want to establish any level of government with the power to be look-

ing over the writer's or the editor's shoulder."

Speaking as a congressman, Mr. Van Deerlin turned to the hearings his subcommittee held over two weeks on cable television regulation (BROADCASTING, May 24, 31). On pay cable, he said, "Congress will be reluctant to do anything to permit anything that would take from the free air, things like the Super Bowl and World Series that people are enjoying now, [but] I think you do reach a point where you have to agree that the American free enterprise system says that if technology can deliver a product to the consumer that the consumer wants and can afford, that you have to have pretty good reasons for imposing artificial barriers to say you can't have it."

Before his election to Congress in 1962, Mr. Van Deerlin had never before held office. Recalling his first days in Washington, he said: "I came back here without even a law degree or anything, and feeling, without any experience in public life, that I was inferior. I spent a lot of time listening and waiting to see some brilliant leadership around me and get guidance... What I found out was not being a lawyer or not having been a legislator was not too great a disadvantage once the uncertainty wore off. I think a lot of lawyers get by with a pretty good con job on the rest of us."

"I think that—I hate to put it this way—but I think maybe Van Deerlin's career proves that anybody can be a congressman."

Networks begin Garden setups for the Democrats

Correspondents get assignments
as masses of hardware are moved in

The circus is gone from Madison Square Garden in New York, and as of last week, the networks were well on the way to entrenching themselves for the Democratic convention, now only five weeks away.

CBS News announced some details of its convention coverage, which for the first time will use all-electronic news gathering equipment—some 30 ENG cameras inside and outside the halls and in four mobile units.

Correspondents have been assigned as follows: Walter Cronkite will anchor at Madison Square Garden for the Democrats July 12-15 and at the Kemper Arena in Kansas City, Mo., for the Republican convention Aug. 16-19. National correspondent Eric Sevareid will provide analysis, as will political consultant Theodore H. White. Bill Moyers, recent addition to the ranks of CBS correspondents, will report on activities at the rostrum.

Floor reporters for CBS News at the Democratic convention will be correspondents Morton Dean, Roger Mudd, Dan Rather and Bob Schieffer. The floor team for the Republican convention will

be Messrs. Dean, Mudd, Rather and Mike Wallace, with Bob Schieffer reporting on the activities of President Ford.

Additionally, Ed Bradley, Lesley Stahl, Richard Threlkeld, Connie Chung and Sylvia Chase have been designated relief correspondents with Ms. Chung covering the activities of Vice President Rockefeller.

Hour-long special reports on Sundays before and after each convention, anchored by Mr. Cronkite, will pre-empt 60 Minutes (7-8 p.m.) on four occasions.

The floor team for ABC News's coverage will be Frank Reynolds, Sam Donaldson, Ann Compton and Herb Kaplow. Harry Reasoner and Howard K. Smith will co-anchor for both conventions (Barbara Walters will not join the team until September). As announced earlier, Republican Barry Goldwater and Democrat George McGovern will serve as guest commentators for the opposing party's conventions and pollster Lou Harris will help with analysis. Two half-hour specials are under consideration depending on the news issuing from the platform committee and the rules and credentials committee hearings prior to the conventions. Two hour-long specials will preview each convention on Sunday evenings, 7-8 p.m., July 11 and Aug. 15.

ABC's coverage will use all-electronic

equipment inside the halls with a mixture of film and ENG (predominantly ENG) on the street. Stan Opatowsky, director of TV news coverage, ABC News, said the number of correspondents this year will be more than double that of recent years since, "for the first time since Eisenhower and Taft vied for the nomination [1952] it will be an open convention with changes ballot to ballot." That will necessitate full-time correspondents covering state delegations.

The NBC News floor reporters, announced previously, will be Tom Pettit, Catherine Mackin, Tom Brokaw and John Hart. The John Chancellor-David Brinkley anchor team will call on 30 correspondents assigned to major state delegations and off-the-floor interviews (probably by Edwin Newman), but will not employ guest commentators/analysts.

Twelve unilateral cameras will be scattered around Madison Square Garden for NBC News; a remote unit will be stationed at the Democratic headquarters at New York's Statler Hilton hotel, and seven vans will provide remotes from the hotel-headquarters of major candidates; similar remote capabilities are scheduled in and around Kansas City and at the airport, for the Republican convention. An NBC spokesman said two hour-long specials are planned prior to each convention with the

Chancellor-Brinkley team, at times to be announced.

ABC will handle the radio-television pool in Kansas City; NBC is pool network in New York.

Agronsky is key in new PBS series

WETA-TV production will be part of network's public-affairs emphasis

The Public Broadcasting Service is working out final details of a contract with Martin Agronsky for a new public affairs series to begin this fall. WETA-TV Washington will produce the series of 34 half-hour shows with \$350,000 in support from PBS.

The yet untitled interview program with Mr. Agronsky, another journalist and an individual in the news, is expected to replace *USA: People and Politics* after the November presidential election. It will be part of PBS's planned Friday evening back-to-back news and public affairs schedule (BROADCASTING, May 31).

Mr. Agronsky is also expected to appear in other WETA-TV productions, but it is those details that have not yet been finalized.

His *Evening Edition* program will finish the end of this month after a five-year run.

Fates & Fortunes

Media

David Ruleman, general sales manager, KOWN-AM-FM Escondido, Calif., named VP of Tri Cities Broadcasting and general manager of its KKOS(FM) Carlsbad, Calif.

John R. Corporon, VP news, WPIX(TV) New York, named to board of directors of WPIX Inc. there.

Bernard Gold, assistant general attorney, West Coast, NBC, elected VP, Law there. He succeeds Richard Graham, who retired May 31 after 38 years with NBC.

Harry P. Stephenson, sales manager, WEZK(FM) Knoxville, Tenn., named station manager.

Dave Harper, sales manager, WPOX-AM-FM Clarksburg, W.Va., appointed general manager, WATO(AM)-WUUU(FM) Oak Ridge, Tenn. **Gary Drum**, creative director for stations and FM program director, named operations manager for both.

Joan Zucker, on communications staff of Illinois Governor Dan Walker, named press information manager, WBBM-TV Chicago.

Roberta Altman, reporter, WMOD(FM) Washington, named public affairs director.

Sheila Bryan Butler, public affairs director, WJZ-TV Baltimore, joins WCBM(AM) there as promotions director.

Earl Ling, promotion manager, KQVR(TV) Stockton, Calif., appointed station manager of

co-owned KOH(AM) Reno, succeeding **Hewitt Kees**, retired.

Roger H. Coleman, general manager, WGIL(AM)-WAAG(FM) Galesburg, Ill., has resigned.

Gloria Van Ham, acting director of development, University of Maine at Portland-Gorham, appointed director of development and audience relations, Maine Public Broadcasting Network, Orono.

Arthur R. Hook, general manager, WLVI-TV Boston, joins noncommercial KJUD-FM-TV Moscow, Idaho, in same capacity.

George Foster, managing news editor, non-commercial KQEO(TV) San Francisco, appointed public affairs director for KQEO-FM-TV and co-owned noncommercial KQEC(TV) there.

Robert C. Glazier, executive director, St. Louis Educational Television Commission/general manager, noncommercial KETC-TV there, will resign from both positions, effective Dec. 31.

Robert Uttenweiler, station manager, non-commercial WRTI(FM) Philadelphia, appointed general manager noncommercial WGTB-FM Washington.

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Florence M. Monroe, station manager/assistant director of broadcasting, noncommercial WNYE-FM-TV New York, joins noncommercial WBBM(FM) Birmingham, Ala., as director and general manager. Station is scheduled to go on air by end of year.

Stephen Goffreda, technical/program staff member, noncommercial WRSU-FM New Brunswick, N.J., named general manager. **Michael Blisshak**, news director/election night producer, appointed assistant general manager.

Broadcast Advertising



Antelo

Joseph G. Antelo, VP, WGN Continental Sales Co. and general sales manager of WGN-TV Chicago, assumes additional responsibility as director of television sales for rep firm. **John P. Fendley**, national sales manager, WGN-TV, named sales manager, succeeded by **Anthony C. Colosimo**, account executive, Major Market TV Sales, New York. Appointments were prelude to WGN Continental Sales expansion this month to cover Detroit, St. Louis, Philadelphia, Atlanta and Dallas, where WGN-TV was formerly represented by Petry Television.

Ronald DeLuca, creative director/executive VP, Kenyon & Eckhardt, New York, named chairman of management committee. **Robert Flori**, creative director, Wells, Rich, Greene, and **William F. Suchmann**, K&E senior associate creative director, appointed creative directors, domestic operations, K&E. **Stephen O. Frankfurt**, president, Frankfurt Communications, K&E subsidiary, assumes additional responsibility as director of creative planning and development for K&E worldwide.

John Maher, senior VP, J. Walter Thompson, New York, appointed general manager of JWT's Washington office.

John J. Caggiano, and **Michael Uris**, VP's/art supervisors, and **Robert W. Mackall**, VP/copy supervisor, Doyle Dane Bernbach, New York, elected senior VP's/creative management supervisors.

Howard L. Davis and **George W. Malcolmson Jr.**, account supervisors, NW Ayer ABH International, New York, elected VP's.

Stephan J. van Ophuijsen, Western sales director, Mutual Broadcasting System, Arlington, Va. (Washington), appointed VP, Western sales.

Al D. Kitchen, account supervisor, McDonald & Little Advertising, Tampa, Fla., promoted to administrative assistant to president, Atlanta office.

John S. Miller, **Bob Shen** and **William A. Sommerschild**, account executives, Leo Burnett U.S.A., Chicago, appointed account supervisors.

Nancy C. Widmann, account executive with CBS Radio Spot Sales, appointed New York sales manager of unit, replacing **Charles D. Schwartz**, who has been appointed general

sales manager of CBS-owned WBBM(AM) Chicago.

Michael Miglino, account executive, Harrington, Righter & Parsons, New York, named sales manager of firm's Philadelphia office.

Richard B. Taylor, Midwestern sales manager, ABC TV Spot Sales, Chicago, appointed general sales manager of ABC-owned WXYZ-TV Detroit.

Mark Conrad, sales director, WFBC-TV Greenville, S.C., transferred to co-owned WLWT(TV) Cincinnati as general sales manager, succeeded by **Dave McAtee**, WFBC-TV assistant general sales manager. **John Scott**, WFBC-TV sales representative, replaces Mr. McAtee as assistant general sales manager there.

Don Bates, with sales staff of KOCO-TV Oklahoma City, appointed general sales manager.

Joseph J. Ahern, account executive, WLS-TV Chicago, appointed local sales manager.

Jay Jordan, account executive, Radio Advertising Representatives, New York, appointed sales manager, KFWB(AM) Los Angeles.

Clint Culp, account executive, KLIF(AM) Dallas, appointed regional sales manager.

J. Michael Henderson, local sales manager, WRIF(FM) Detroit, promoted to general sales manager.

Todd Branson, general manager, WGIV(AM) Charlotte, N.C., appointed general sales manager, WCCB(TV) there.

Eddie Weiss (Charlie Brown), local sales manager, WKIX(AM) Raleigh, N.C., joins WRAL(FM) there as general sales manager.

Dick Green, sales representative, WLIX(AM) Islip, N.Y., joins WGLI(AM) Babylon, N.Y., as sales manager.

Programing

Norman Powell, executive producer of various comedy programs, CBS Television Network, Hollywood, named director, comedy program development there, reporting to Andrew Siegel, VP-comedy program development.

Jean Goldberg, research department manager, Viacom Enterprises, New York, promoted to director of research. **Robert T. (Bud) Donnelly**, Western division manager, assumes additional responsibility as marketing director, West Coast.

William J. Urbanic, production assistant, Group W Productions Video Tape Center, Pittsburgh, promoted to program distribution supervisor. **Raymond E. Porter**, syndication coor-

dinator, Television Production Center there, joins Group W Video Tape Center as operations supervisor.

Warren Baker, executive producer of programming, KNBC(TV) Los Angeles, named programming director.

Richard Citron, independent producer of *Great Adventure* series, appointed president, R.D. Citron Associates, Miami, distributor of *Great Adventure II*.

Tony Lee Creamer, president/general manager, Kansas Midwestern School of Broadcasting, Wichita, assumes additional responsibility as program director, KFHM(AM)-KBRA(FM) there.

Irv Brown, head baseball coach, University of Colorado, Boulder, and NCAA basketball referee, named sports director, KHOW(AM) Denver.

Chuck Taylor, staff meteorologist, WTEV(TV) New Bedford, Mass., joins WHAS-AM-TV-WNNS(FM) Louisville, Ky., as weather expert.

Jonathan Rice, manager/program director, noncommercial KQED(TV) San Francisco, begins semi-retirement and continues as staff programming consultant and program manager of KQED and co-owned noncommercial KQEC(TV) there. KQEC is scheduled to return to air early next year. **James Scalem**, senior producer, named assistant program manager of both stations.

Laurel E. Defoe, reporter, WDAF-TV Kansas City, Mo., joins noncommercial KCPT(TV) there as assistant producer in public affairs.

John O'Donnell, technical/program department staff member, noncommercial WRSU-FM New Brunswick, N.J., appointed program director. **Gary Thompson**, public affairs host, named educational program director. **Gregg Tabakin**, sports reporter, named sports director.

Broadcast Journalism

Eric Ober, assistant news director, WCBS-TV New York, appointed news director of co-owned WCAU-TV Philadelphia.

Sue O'Brien, anchor/reporter, NBC's News & Information Service, New York, returns to KOA-TV Denver as managing news editor.

Tripp Frohlichstein, news writer/editor/researcher and sports program producer, KMOX-TV St. Louis, appointed assistant executive news coordinator.

Christopher Ames, community affairs director, KNX-FM Los Angeles, appointed to newly created post of director of news and community affairs.

Greg Caputo, assignment editor, KDKA-TV Pittsburgh, named assistant assignment manager for news, WBBM-TV Chicago.

Larry Gellman, reporter, WTVN-TV Columbus, Ohio, joins WCPO-TV Cincinnati as reporter/writer.

Steve Wasserman, executive news producer, Post-Newsweek's WJXT(TV) Jacksonville, Fla., appointed executive news editor, *Newswatch*, co-owned WPLG-TV Miami. **Dwight Lauderdale**, reporter, WCKT-TV Miami, and **Art Carlson**, reporter, WVCG(AM) Coral Gables, Fla., join WPLG-TV in same positions. **Jim Reynolds**, Broward county bureau chief,

WIOD(AM) Miami, named WPLG-TV reporter in Broward county bureau.

Loran Mann, reporter, KDKA-AM-FM Pittsburgh, joins WIIC-TV there in same capacity.

John P. Bobel, technical news producer, WTHR(TV) Indianapolis, promoted to assignments manager. **Hank Phillippi**, reporter, *Rolling Stone*, Washington, joins WTHR as reporter.

Don Sherry, reporter, WKY(AM) Oklahoma City, joins KOCO-TV there in same capacity.

Tony Bruno, reporter, WFIL(AM) Philadelphia, named anchorman/news producer, WSGN(AM) Birmingham, Ala.

George Osterkamp, news department, non-commercial KQED(TV) San Francisco, appointed news director, KQED-FM-TV and co-owned non-commercial KQEC(TV) there.

Cable

John F. Chapple III, president, LWC Industries, Opa Locka, Fla., subsidiary of Vikoa Inc., Acton Mass., elected Vikoa VP. **George M. Phillips**, Vikoa accounting director, elected controller. **Morton M. Winthrop**, Vikoa corporate communications director, elected secretary. **Lawrence O. Boswell**, director of marketing, Telaction Phone Corp., for Vikoa, named marketing VP for Vikoa's Continental CATV.

George Brownstein, independent cable/pay TV consultant, joins Cinemerica Inc. Beverly Hills, Calif., as VP, corporate development.

Newly elected officers, California Community Television Association: **Ted Hughett**, Monterey Peninsula TV Cable, president; **Gene G. Cook**, General Electric Cablevision, Walnut Creek, programing VP; **Bill Schiller**, Storer Cable TV, Thousand Oaks, technical VP; **M. Christopher Derick**, Viacom Cablevision of San Francisco, secretary, and **David Lewine**,

TM Communications Co., Costa Mesa, treasurer.

Paul Montessoro, operations manager, Guam Cable TV System, promoted to operations VP.

Equipment & Engineering

Juan C. Chlabrando, one of original founders and owners of CCA Electronics, Gloucester City, N.J., and most recently consultant to broadcast industry, rejoins CCA as operations VP.

Thomas B. Jones, with Broadcast Electronics, Silver Spring, Md., joins Multronics, Rockville, Md., as sales engineer.

Allied Fields

Richard R. Collino, assistant VP/deputy director, Intelsat Division, Communications Satellite Corp., Washington, and **Jose Martinez-Villarejo**, head of Space Sector Division, National Telephone Co. of Spain, elected chairman and vice chairman, respectively, of International Telecommunications Satellite Organization, Washington.

Jacques de Suze, reporter, anchorman and news bureau chief for WTEV(TV) Providence, R.I., named account executive for McHugh & Hoffman Inc., communications consultants, McLean, Va.

Paul T. Kraynick, sales representative, WNDR(AM)-WTNQ(FM) (formerly WDDS-FM) Syracuse, N.Y., named Eastern account executive, Compu/Net Sales, New York.

Bruce W. Bertsch, assistant manager, Kansas Midwestern School of Broadcasting, Wichita, promoted to VP/manager.

Gene Hartigan, promotion director, WLVI-TV Boston, appointed to direct media campaign of Patrick H. McCarthy, candidate for 11th con-

gressional seat now held by James Burke (D-Mass.).

Deaths



Slaughter

book company. Survivors include his wife, Gertrude, and three daughters.

Robert F. Kelley, 82, one of founding officers of Radio Liberty, died of congestive heart failure June 1 at George Washington hospital, Washington. He was deputy to president and subsequently VP of Radio Liberty before his retirement in 1967.

Thomas A. Rogers, 74, president/general manager, WCLT(AM) Newark, Ohio, died there May 25 of congestive heart failure. He had been general manager of station since it was founded in 1946.

Ralph A. Knieriem, 54, electrical engineer who designed cable and closed-circuit television systems, died May 24 in Hyattsville, Md., after heart attack. At time of his death, he was consultant to government and worked with electronic and acoustic installations for Defense Department and Smithsonian Institution. Survivors include his wife, Marian, one daughter and two sons.

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 were filed in U.S. Court in Los Angeles in April 1972. Suits were dismissed on ground that networks were denied access to White House tapes and documents they said they needed to support their charge that Nixon administration was politically motivated in bringing suits. However, Judge Robert J. Kelleher permitted Justice to refile suits after President Ford moved into White House, and it did (Cases 74-3599 et al.). Network appeals, contending Judge Kelleher should not have permitted refiling of suits, were dismissed by Supreme Court. Networks 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. Subcommittee decided at subsequent meeting May 27 to keep pushing for essentially same resolution. Its members will lobby other Rules Committee members and as soon as they have enough pledges, will seek another Rules Committee vote this year. Poll of House members showed two-thirds 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 programing, adopted in 1974 (BROADCASTING, Oct. 28, 1974), has been appealed to U.S. Court of Appeals in Washington by Action for Children's Television (Case 74-2006). House Communications Subcommittee has held four days of hearings on broadcast advertising and children, and one member of that subcommittee, Timothy Wirth (D-Colo.), has introduced bill (H.R. 8613) to establish national council to study effects of advertising on children and recommend regulatory reforms if needed (BROADCASTING, July 21, 1975).

Consumer agency. Both houses of Congress have passed bills to create new agency for consumer protection (consumer advocacy is Senate's term for agency), but two bills differ in one respect significant to broadcasters: Senate bill (S. 200) has exemption that prohibits agency from becoming involved in FCC license renewal proceedings, but House bill (H.R. 7575) does not. However, committee report that accompanies House bill says agency's "active participation should be discouraged" in renewal proceedings. Agency would have no regulatory powers; its function is to represent consumer interest in agency and court proceedings. Promised veto by President apparently has stalled conference to resolve differences between two bills.

Copyright legislation. Senate has approved unanimously its version (S. 22) of copyright revision (BROADCASTING, Feb. 23). It provides for a compulsory license for public broadcasters and cable television. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice tentatively completed markup of cable section of its bill, H.R. 2223 ("In Brief," May 24).

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. FCC did, however, deny Justice Department petition seeking to break up crossowned WIBW-AM-FM-TV Topeka, Kan. (BROADCASTING, May 24).

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 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. Commission has received some support for its EEO authori-

ty over broadcasters but not, as it had hoped, over cable operators in Supreme Court decision involving Federal Power Commission (BROADCASTING, May 31).

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 parties could not come to terms (BROADCASTING, May 24).

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.). Oral arguments have been held in that case (BROADCASTING, May 31). 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 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 July 21 in San Francisco, moving later to other cities (see story, this issue).

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 WXP(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. FCC last week approved draft legislation to ban broadcast of obscene or indecent material (see story, this issue).

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

License renewal legislation. 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.). Mr. Frey has also said he thinks bill can go through this session, but with longer renewal term for radio than for TV ("In Brief," May 24). 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). Senator Philip Hart (D-Mich.) and his Senate Antitrust Subcommittee were looking into charges that broadcasters are "throttling" pay cable (BROADCASTING, Dec. 15, 1975), but apparently nothing will come of their efforts in this Congress ("Closed Circuit," May 31). 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, but its chances are rated poor; subcommittee on House has killed duplicate of Scott bill, H.R. 5345 by Representative George Danielson (D-Calif.), as amendment to copyright revision bill pending there (BROADCASTING, May 31).

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

Public broadcasting funding. 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 bill authorizing \$30 million for improvement and construction of educational broadcasting facilities has

cleared House and Senate and awaits President's signature.

■ **Ratings.** Nielsen prime-time averages season-to-date (38 weeks): CBS 18.9, ABC 18.7, NBC 17.4. Thirty-eighth week alone: NBC 16.3, ABC 16.0, CBS 14.7.

Section 315. U.S. Court of Appeals in Washington has upheld FCC's change of its administration of equal-time law. Democratic National Committee had asked for full-court rehearing of decision but was turned down by court (BROADCASTING, May 24). 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 candidates time within 72 hours before election day, opponents must be notified by station promptly (BROADCASTING, April 5).

Sports antiblackout. House/Senate conferees have agreed on a bill to extend permanently the experimental sports antiblackout law that expired at the 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 (BROADCASTING, May 24).

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

VHF drop-ins. In April, FCC adopted inquiry (Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975); 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.

For the Record

As compiled by BROADCASTING, May 24 through May 28 and based on filings, authorizations and other FCC actions.

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

New stations

TV action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KERO-TV Bakersfield, Calif., to Nov. 21 (BMPCT-7628).

AM applications

■ Huntsville, Ark.—Mountain Media Corp. seeks 1190 khz, 250 w-D. P.O. address: Box 621, Huntsville 72740. Estimated construction cost \$21,100; first-year operating cost \$26,000; revenue \$50,000. Format: C&W, gospel. Principals: Orval and Elizabeth Faubus and Felix and Felix II Brashers (25% each). Mr. Faubus is former governor of Arkansas. Brashers have funeral home interests. Ann. May 25.

■ Leland, Miss.—Interchange Communications seeks 1140 khz, 250 w-U. P.O. address: Box 4426, Greenville, Miss. 38701. Estimated construction cost \$121,652; first-year operating cost \$2,590; revenue: none. Format: Soul. Principals: Interchange is licensee of WBAD(FM) Leland. Ann. May 21.

AM action

■ Steamboat Springs, Colo.—Big Country Radio. Initial decision takes effect, which granted Big Country 1230 khz, 1 kw-D, 250 w-N. P.O. address: c/o John H. Gayer, 815 Reed St., Lakewood, Colo. 80215. Estimated construction cost \$39,410; first-year operating cost \$39,300; revenue \$58,000. Format: variety. Principals: Gayer family (parents and three children) own equally. Father, John Gayer, has interests in KFN(FM) Shenandoah, Iowa and KAAT(FM) Denver. Ann. April 25.

AM license

Broadcast Bureau granted following license covering new station:

■ KVRN Sonora, Tex. (BL-14129). Action May 25.

FM applications

■ Hilo, Hawaii—Christian Broadcasting Assn. seeks 97.1 mhz, 100 kw, HAAT—98 ft. P.O. address: 3555 Harding Ave., Honolulu 96816. Estimated construction cost \$130,438; first-year operating cost \$60,000; revenue \$75,000. Format: Classical, religious. Principal: Applicant is nonprofit corporation and licensee of KAIM-AM-FM Honolulu. Ann. May 25.

■ Pana, Ill.—Pana Broadcasting Corp. seeks 100.9 mhz, 3 kw, HAAT 292 ft. P.O. address: c/o Bob Grotts, 110 W. Second St., Pana 62557. Estimated construction cost \$33,049; first-year operating cost \$42,000; revenue \$85,000. Format: Standard pops. Principals: Larry W. Craig and Bob J. Grotts (50% each). Mr. Craig owns antenna service; Mr. Grotts owns real estate and insurance company. No other broadcast interests. Ann. May 27.

■ New Orleans—New Orleans Baptist Theological Seminary seeks 90.7 mhz, 10 w, HAAT 60 ft. P.O. address: c/o Paul Gericke, 3939 Gentilly Blvd., New Orleans 70126. Estimated construction cost \$2,800; first-year operating cost \$1,900. Format: Religious, variety. Principal: Applicant is private educational in-

stitution and nonprofit corporation. Ann. May 19.

■ *Monroe, Mich.—Monroe Public Schools seeks 89.5 mhz, 10 w, HAAT 150 ft. P.O. address: 1275 N. Macomb St., Monroe. Estimated construction cost \$8,750; first-year operating cost \$11,100. Format: Variety. Principal: Applicant is public educational institution. Ann. May 27.

■ *Plattsburgh, N.Y.—State University of New York seeks 91.1 mhz, 1 kw, HAAT 26 ft. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$16,271; first-year operating cost \$12,000. Format: Variety, informational. Principal: Applicant is public educational institution. SUNY is also licensee of various facilities at other branch campuses. Ann. May 27.

FM actions

■ Clarinda, Iowa—Southwest Iowa Stereo. Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 321 N. 3rd St., Burlington, Iowa. Estimated construction cost \$37,400; first-year operating cost \$27,700; revenue \$72,000. Format: MOR. Principals: Kendall Light (70%) owns one-third of KCI(AM) Washington, Iowa. Three others have 10% interest in Clarinda station. Original application was filed by Mr. Light and Dwain Munyon. Application was amended to show new ownership (BPH-9488). Action April 23.

■ Missoula, Mont.—Rex K. Jensen. Broadcast Bureau granted 93.3 mhz, 45 kw., HAAT 2480 ft. P.O. address: 4620 N. Maple Grove, Boise, Idaho 83702. Estimated construction cost \$39,100; first-year operating cost \$47,940; revenue \$36,000. Format: Rock. Principal: Mr. Jensen is general manager and stockholder of KBRJ(AM)-KBBK(FM) Boise. Action May 25.

FM start

■ KLLS Okmulgee, Okla.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action May 13.

FM licenses

Broadcast Bureau granted following licenses covering new stations:

■ **KBLI-FM** Blackfoot, Idaho (BLH-7031); *WMWM Salem, Mass. (BLED-1532); KMSR Sauk Centre, Minn. (BLH-7025); KMCS Gatesville, Tex. (BLH-7038); KACV-FM Amarillo, Tex. (BLED-1510). Actions May 24. *KBDG Turlock, Calif. (BLED-1527); KRAL-FM Craig, Colo. (BLH-6997). Actions May 21. *KRPR Rochester, Minn. (BLED-1517). Action May 25.

Ownership changes

Applications

■ **WLFA(AM)** Lafayette, Ga. (1590 khz, 5 kw-D) — Seeks transfer of control of Radio Dixie from J.A. Gallimore (60% before; none after) to C.W. Gwyn (40% before; 100% after). Consideration: \$260,000. Principals: Mr. Gallimore owns 50% of WSNW(AM)-WBFM(FM) Seneca, S.C. and 51% of weekly newspapers in Seneca. Mr. Gwyn has no other broadcast interests. Ann. May 25.

■ **KBLR(AM)-KLTB(FM)** Bolivar, Mo. (AM: 1130 khz, 250 w-D; FM: 106.3 mhz, 3 kw) — Seeks assignment of license from KBLR Inc. to NPN Corp. for \$190,000. Seller: 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 of KLEX(AM)-KBEK(FM) Lexington, Mo. Ray Neill is employee of West Central Rural Missouri Development Corp., Stockton, Mo., and his son works for radio parts wholesale firm in Springfield, Mo. Ann. May 25.

■ **KJAS(AM)** Jackson, Mo. (1170 khz, 250 w-D) — Seeks transfer of control of Jackson Broadcasting Co. from Robert Neathery Jr. and Ann Rebecca Raymond (100% before; none after) to Rainbow Broadcasting Co. (none before; 100% after). Consideration: \$180,000. Principals: Mr. Neathery also owns 33% of KTGR-AM-FM Columbia, Mo., and has interests (with his father) in KUKU(AM) Willow Springs; KALM(AM) Thayer; all Missouri: KAMS(FM) Mammoth Springs, Ark., and is principal in five Missouri CATV systems. Buyer is owned by James Smith, KJAS sales manager; and three Jackson businessmen — Vernon Werner, owner of plumbing and heating firm; Bruce Dokins, undertaker, and John Ellis, owner of wholesale auto parts company. Ann. May 25.

■ **WKOT(AM)** Kingston, N.Y. (1550 khz, 500 w-D) — Seeks assignment of license from Town & Country Broadcasting to Eagle Broadcasting Co. for \$1,500. Price was incorrectly reported in BROADCASTING, May 24, as \$15,000.

■ **WNNC(AM)** Newton, N.C. (1230 khz, 1 kw-D, 250 w-N) — Seeks transfer of control of Newton-Conover Broadcasting Co. from Earl and Phyllis Holder and Willie Dellinger to Newton-Conover Communications. Consideration: \$255,000 and \$25,000 noncompetition covenant. Principals: 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 employee there. Ann. May 25.

■ **WERE(AM)** Cleveland (1300 khz, 5 kw-U) — Seeks

Summary of Broadcasting

FCC tabulations as of April 30, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,442	3	27	4,472	49	4,521
Commercial FM	2,748	0	58	2,806	125	2,931
Educational FM	795	0	37	832	60	892
Total Radio	7,985	3	122	8,110	234	8,344
Commercial TV	699	1	8	708	56	764
VHF	508	1	4	513	10	523
UHF	191	0	4	195	46	241
Educational TV	231	9	12	252	15	267
VHF	90	3	4	97	7	104
UHF	141	6	8	155	8	163
Total TV	930	10	20	960	71	1,031

*Special temporary authorization

**Includes off-air licenses

transfer of control of Cleveland Broadcasting Inc. from Cleveland Broadcasting (100% before; none after) to Oliva-Neuhoff Broadcasting (None before; 100% after). Consideration: \$3.1 million. Principals: Seller, publicly owned, is licensee of WRYT(AM) Boston, KFAC-AM-FM Los Angeles, and KJTV(TV) Bakersfield and KROY(AM) Sacramento, both California, and owns McGavren-Guild-PGW, New York, station representative firm. Buyer is owned by Paul Neuhoff, present WERE vice president and general manager, and George Oliva Jr., who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and WIPC(AM) Lake Wales and WAKA(AM) Gainesville, both Florida. Ann. May 25.

■ **WRWA(AM)** Reading, Pa. (1430 khz, 1 kw-D, 250 w-N) — Seeks assignment of license from Rust Communications Group to William Jr., William III, Richard and Henry Rust, Roberta Rust Jeffries and S. Robert Ackley then the Camelot Communications for \$850,000. Seller: Rust Communications is first distributing stock of WRWA(AM) to individual stockholders who will then sell station to Camelot. Rust Group also owns WHAM(AM)-WHFM(FM) Rochester, WFLY(FM) Troy, all N.Y.; WAEB(AM)-WXXW(FM) Allentown, WNOW(AM)-WQXA(FM) York, all Pa.; WKLX(AM) Portsmouth, Va. Rusts are expected to buy new AM to replace WRWA. Principals in buyer are Jeffrey J. and Stephen A. Levin (48.8% each). Levin brothers work for Coca-Cola and have real estate interests. Ann. May 25.

■ **KGUL(AM)** Port Lavaca, Tex. (1560 khz, 500 w-D) — Seeks assignment of license from Lewis O. Seibert to Daniel L. Andrus for \$100,000. Seller: Louis O. Seibert who has no other broadcast interests. Buyer is general manager of KVPI-AM-FM Ville Platte, La., and has no other broadcast interests. Ann. May 25.

Actions

■ **KEOS(AM)** Flagstaff, Ariz. — Broadcast Bureau granted acquisition of negative control of CFK Broadcasting by Paul and Constance Knutson, brother and sister (50% each). Third party to application for assignment of license, recently granted, could not meet terms of stock ownership, so original stock issue was never made (BTC-8035). Action May 25.

■ **KALJ(FM)** Yuma, Ariz. (95.1 mhz, 25 kw) — Broadcast Bureau granted assignment of license from Lan-Jol Enterprises (100% jointly before; none after) to Joel E. Pollard (50% before; 100% after). Robert H. Lungill sold his 50% interest in station to Mr. Pollard

for \$135,000 (BALH-2281). Action May 20.

■ **KITT(FM)** San Diego (105.3 mhz, 120 kw [H], 31 kw[V]) — Broadcast Bureau granted assignment of license from Shepard Broadcasting Corp. of Calif. to Melvin L. Wheeler and Russell B. Chambers for \$262,500 and \$45,000 noncompetition covenant. Sellers: John J. Shepard (was 29.2%) also has interest in KVFM(FM) San Fernando, Calif., WLAV-AM-FM Grand Rapids, Mich. and KQAM(AM)-KSAQ(FM) San Antonio, Tex. Gilbert Gans recently sold interest in KALO(AM)-KEZQ(FM) Little Rock, Ark. and retains interest in WGLD-AM-FM High Point, N.C. Three other stockholders. Buyers are Melvin L. Wheeler and G. Russell Chambers (50% each). Mr. Wheeler is director of Bass Brothers Telecasters (no stock ownership) and part owner of applicant, for assignment of license of KROD(AM)-KUOE(FM) El Paso, Tex. Mr. Chambers owns KPLC-TV Lake Charles, La. (BALH-2265). Action May 25.

■ **WKEM(AM)** Immokalee, Fla. — WLEQ(FM) Bonita Springs, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 3 kw) — Broadcast Bureau dismissed applications, at request of licensee, for transfer of control of Jerome Broadcasting Corp. from C.J. Jones Jr. to Emerson McCarty (BTC-7972). Action May 21.

■ **WAFI(AM)** Middlesboro, Ky. (1560 khz, 1 kw-D, 500 w-CH) — Broadcast Bureau granted assignment of license from Tri-State Broadcasters to Country-Wide Broadcasters for \$144,000. Seller: Walter Powell Jr., sole owner of seller, owns Middlesboro coal brokerage firm and has no other broadcast interests. Buyer's principals are William R. Carrigan, Clyde Darnell, Carl Stump, Marc Beaubien and Sandi Lavender. Messrs. Carrigan and Darnell have interests in WECO(AM) Wartburg, Tenn., and WEQO(AM) Whitley City, Ky. Messrs. Stump and Beaubien and Miss Lavender have interests in WEQO. Action May 25.

■ ***WLTI(FM)** Lowell, Mass. (91.5 mhz, 1.7 kw) — Broadcast Bureau granted assignment of license from Lowell Technological Institute of Massachusetts to University of Lowell. No consideration; two schools merged (BALED-35). Action May 28.

■ **WYNG(AM)** Goldsboro, N.C. — Broadcast Bureau granted assignment of license to J. Darby Wood, receiver (BAL-8536, BALRE-2930). Action May 20.

■ **WOBR-AM-FM** Wanchese, N.C. — Broadcast Bureau granted transfer of negative control of WOBR Inc. from Douglas L. Craddock, (50% before; none after) to Jeannine Craddock Clark, executrix of estate of Douglas L. Craddock, deceased (none before; 50% after). Ms. Clark was wife of deceased (BTC-8028). Action May 20.

■ **WHLM-AM-FM** Bloomsburg, Pa. (AM: 550 khz, 1 kw-U, DA-2; FM: 106.5 mhz, 8.8 kw) — Broadcast Bureau granted transfer of control of Magee Industrial Enterprises from estate of Harry L. Magee (62.1% before; none after) to Alice and James Magee, Joanne Kateman (36.6 before; 98.7% after). Principals: Alice is mother of James and Joanne. Transfer reflects will of father, Harry (BTC-8009). Action May 25.

■ **WAPA-TV** San Juan, P.R. — Broadcast Bureau granted transfer of control of WAPA-TV Broadcasting Corp. from Screen Gems Broadcasting Corp. to Puerto Rico Broadcasting Inc. Consideration: \$11 million. Principals: Sale leaves Columbia Pictures International's holdings at three AM's, two FM's and four TV's: WYDE(AM) Birmingham, Ala.; WVUE(TV) New Orleans; WNJU-TV Linden, N.J.; KCPX-AM-FM Salt Lake City; WWA-AM-FM Wheeling, W.Va., and WOLE-TV Aguadilla, P.R. Buyer, new firm owned by Dale Moore, owner of Montana-based broadcasting group and John Price, Utah building and real estate de-

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veloper. Mr. Moore owns, through subsidiaries, KSEI(AM) Pocatello and KMTV(TV) Twin Falls, both Idaho; KTYM(TV) Butte, KCAP-AM-FM Helena, KCFW-TV Kalispell and KGVO-AM-TV Missoula, all Montana. Mr. Moore has application pending to buy KIDO(AM) Boise, Idaho (BTC-7946). Action May 26.

■ WMRB(AM) Greenville, S.C.—Broadcast Bureau granted acquisition of negative control of Paramount Broadcasting Co. by C.F. Cope (36% before; 50% after) through purchase of stock from estate of John A. Ellison, now deceased (28% before; none after). Other principal in licensee, Katherine Simpson, increased holdings from 29% before to 40.3% after. Total consideration: \$60,000 (BTC-8029). Action May 25.

■ KACT(AM) Andrews, Tex. (1360 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from PAM Stations to Zia Broadcasting Co. for \$115,000. Seller: PAM Stations wishes to liquidate assets to pay creditors, and start new business. Buyer: Zia Broadcasting is owned by Allsup's Convenience Stores, owned by Lonnie D. Allsup. Zia also owns KCLV(AM) Clovis, N.M. (BAL-8559). Action May 25.

■ KHFI-FM-KTVV(TV) Austin, Tex.—Broadcast Bureau granted transfer of control of Kingstip Communications from Kingstip Inc. to Kingstip Communications. Publicly-owned corporation is reorganizing; same major stockholders and officers (BTC-8028). Action May 20.

■ KSAM-AM-FM Huntsville, Tex.—Broadcast Bureau granted transfer of stock from James Cauthen (33-1/3% before; none after), now deceased, to wife, Irmadene (none before; 33-1/3% after). Ms. Cauthen shares ownership with family (BAL-8678, BALH-2284, BALRE-3013). Action May 25.

■ WCIR-AM-FM Beckley, W.Va. (AM: 1070 khz, 10 kw-D, 500 w-N; FM: 103.7 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Waldron Broadcasting Corp. to Carper-Southern Broadcasting for \$450,000. Seller: Assignee wishes to retire from broadcast field, no other broadcast interests. Principals in buyer are Ira and Judy Southern (50%) and W. Grady and Ruth Carper (50%). Southern owns electronics stores and Mr. Southern is councilman-mayor of Princeton, W.Va. Mr. Carper has insurance, motel and property interests (BAL-8639, BALH-2264, BALRE-2994). Action May 26.

■ WGEZ(AM) Beloit, Wis. (1490 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Telegraph-Herald to Seehafer and Johnson Broadcasting for \$270,000. Seller: F.R. Woodward family, publishes *Dubuque* (Iowa) *Telegraph-Herald* and owns KDTH(AM)-KFMD(FM) Dubuque; WHBY(AM) Appleton, Wis., and KLMS(AM) Lincoln, Neb. Principals in buyer are Don Seehafer and Robert Johnson, who also own KRBI-AM-FM St. Peter, Minn., and WOMET(AM) Manitowoc and WXTQ(AM) Wausau, both Wisconsin (BAL-8628, BALRE-2988). Action May 20.

■ WWLA(FM) La Crosse, Wis. (93.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from William E. and Louise A. Bruring to Family Radio for \$298,000. Seller: Brurings are selling for health reasons. Principals in buyers are Richard T. Record (22%), William R. Walker, Joseph D. Mackin, Philip Fisher and Charles D. Mefford (15.4% each). Family Radio owns WIZM(AM) La Crosse. Mr. Walker has interest in WYFE-FM Winnebago, Ill., WISM(AM) Madison, Wis., WSJM(AM)-WIRX(FM) St. Joseph, Mich., WYTL(AM)-WOSH(FM) Oshkosh, Wis., WITL-AM-FM Lansing, Mich. and WYFE(AM) Rockford, Ill. Mr. Record has interests in WISM and WIZM. Mr. Mackin has interests in same stations as Mr. Walker as do Mr. Fisher and Mr. Mefford (BALH-2256, BASCA-731). Action May 20.

Facilities changes

TV application

■ WGS-TV Greenville, S.C.—Broadcast Bureau granted modifications of license covering change in studio location to 3409 Rutherford Rd., Taylors, S.C. (BMLCT-806). Action May 25.

TV action

■ KOLN-TV Lincoln, Neb.—Broadcast Bureau granted modifications of license covering decrease in aural ERP to 36.3 kw (BMLCT-805). Action May 25.

AM applications

■ KBAI Morro Bay, Calif.—Seeks CP to add nighttime power with 5 kw, DA-N; increase daytime power to 5 kw; change hours of operation to unlimited; change type trans. Ann. May 25.

■ WILD Garden City, Mich.—Seeks CP to add nighttime power with 500 w; change hours of operation to unlimited; change stations location to Livonia, Mich. Ann. May 25.

■ KOTS Deming, N.M.—Seeks CP to change hours of operation to unlimited and change ant. system. Ann. May 24.

AM action

■ WHHL Pine Castle-Sky Lake, Fla.—Broadcast Bureau granted modifications of CP to change ant./trans. location and studio to DuMont and Castle St., Pine Castle, Fla. (BMP-14,171). Action May 20.

FM applications

■ *KDVS Davis, Calif.—Seeks to change frequency to 90.3 mhz; change studio location to Room 14, Freeborn Hall, University of California at Davis; change trans. and ant.; change TPO; ERP 5 kw and HAAT 149 ft. Ann. May 27.

■ *KVTT Dallas—Seeks CP to change trans. location; install new trans. and ant.; increase height of ant. system; change TPO; ERP 100 kw and HAAT 786 ft. Ann. May 25.

FM actions

■ WQSB Albertville, Ala.—Broadcast Bureau granted CP to redescribe trans. location, studio location and remote control at 2240 Hooper Dr., Albertville, Ala.; install new trans. and ant.; ERP 20 kw (H&V); ant. height 320 ft. (BPH-9889). Action May 21.

■ KVRH-FM Salida, Colo.—Broadcast Bureau granted modifications of CP to change TPO; change ERP to 2.35 kw (H&V) (BMPH-14817). Action May 21.

■ WEEJ Port Charlotte, Fla.—Broadcast Bureau granted modifications of CP to change trans. and

studio location to 100 Gasparilla St., S.E., Port Charlotte, Fla.; change trans.; make changes in ant. system (BMPH-14,819). Action May 21.

■ KRUS-FM Ruston, La.—Broadcast Bureau granted data filed to change frequency to 107.5 mhz (ch. 298); change trans. location: Wesley Chapel Rd., near Ruston, La.; change trans. and ant.; make changes in ant. system (Doc. 19690). Action May 21.

■ WLIF Baltimore—Broadcast Bureau granted CP to change TPO; change ERP to 13.5 kw (BPH-9893). Action May 21.

■ WVCA-FM Gloucester, Mass.—Broadcast Bureau granted CP to change trans. location to Blackburn Industrial Park, Gloucester, Mass.; change studio location; operate by remote control from proposed studio site; install new transmitter; make changes in ant. system; ERP 2.25 kw (BPH-9870). Action May 21.

■ *WMHC South Hadley, Mass.—Broadcast Bureau granted modifications of CP to change studio and trans. location to Mary E. Woolley Hall, Mt. Holyoke College campus, South Hadley, Mass.; make change in ant. system (BMPE-1389). Action May 21.

■ WORS-FM Shelby, N.C.—Broadcast Bureau granted CP to change trans. and studio location to 1511 West Dixon Blvd., Shelby; install new ant.; change ant. height to 440 ft. (BPH-9897). Action May 21.

■ *WVWC Buckhannon, W.Va.—Broadcast Bureau granted modifications of license covering change in studio location to Raleigh County Airport, State Rt. No. 9/9, Beckley; operate by remote control from proposed studio site (BMLED-105). Action May 21.

■ WHEZ Huntington, W.Va.—Commission returned, as unacceptable for filing, application of Greater Media to change operating power and ant. height. It sought to operate with 9 kw power, and ant. height of 1000 ft. WHEZ had requested waiver of rules which require minimum spacing of 40 miles between transmitters of Class B FM stations removed in frequency by 600 khz (three channels). FCC said it would not waive FM minimum spacing requirements to improve station's coverage unless present coverage is "patently inadequate." Since WHEZ's calculated signal completely en-

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compasses Huntington, commission said its coverage is not patently inadequate according to best available information. While WHEZ's request for waiver was denied and its application returned as unacceptable for filing, commission indicated that application could be resubmitted with measurement data showing that station does not in fact provide required principal city coverage (70 dbu). Action May 26.

FM start

■ Following station was authorized program operating authority for changed facilities on date shown: WANS-FM Anderson, S.C. (BPH-9883). Action May 13.

In contest

Designated for hearing

■ Tracy and Carmichael, Calif., **AM proceeding**: West Side Radio and Olympia Broadcasters, respectively, competing for 710 khz (Docs. 9944, 20819)—Commission designated for hearing mutually exclusive applications. Two applications have been before commission for many years (West Side's since August 21, 1950 and Olympia's since March 25, 1960) awaiting compliance with Section 1.569 of the rules. That section was adopted in 1961 and enumerates certain requirements that must be met before applications for frequencies (including 710 khz) within 30 khz of Class 1-A clear channels can be acted on. Action May 25.

Case assignments

Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignments on date shown:

■ *Birmingham, Demopolis and Montgomery, Ala., **TV proceeding**: Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. *10 in Birmingham, ch. *41 in Demopolis and ch. *26 in Montgomery (Doc. 20675-6)—Designated ALJ Ernest Nash to preside at proceeding; set prehearing conference for June 15 and hearing for July 27. Action May 5.

■ WBCW(AM) Jeanette, Pa., **renewal proceeding**: Central Westmoreland Broadcasting Co. (Doc. 20789)—Designated ALJ John H. Conlin to serve as presiding judge; set prehearing conference for June 9 in Washington and hearing for July 15 at Jeanette. Action May 4.

■ WTRA(AM) Latrobe, Pa., **renewal proceeding**: WTRA Broadcasting Co. (Doc. 20788)—Designated ALJ John H. Conlin to serve as presiding judge; set prehearing conference for June 7 in Washington and conference for July 13 near Latrobe. Action May 4.

Procedural rulings

■ Milton, Fla., **AM proceeding**: Radio Santa Rosa, Aaron J. Wells, Jimmie H. Howell and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—ALJ Ernest Nash set hearing for July 14. Action May 4.

■ KPOI(AM) and KHVH(AM) Honolulu, **facilities changes proceeding**: Communico Oceanic Corp. and KHVH Inc. (Docs. 20740-1)—ALJ Joseph Stirmer set hearing for Sept. 8. Action May 18.

■ Mt. Holly, N.J., **AM proceeding**: WJJZ(AM),

seeking renewal, and John J. Earina and John H. Vivan, competing for 1460 khz (Docs. 20738-9)—ALJ Thomas B. Fitzpatrick set hearing for Sept. 20. Action May 20.

■ WSAY(AM) Rochester, N.Y. and WNIA(AM) Cheektowaga, N.Y., **renewal proceeding**: Federal Broadcasting System and Niagara Broadcasting System (Docs. 20791-2)—ALJ set hearing for June 22 in Washington. Action May 14.

■ Norfolk, Va., **TV proceeding**: WTAR Radio-TV Corp. (WTAR-TV Norfolk) and Hampton Roads Television Corp., competing for ch. 3 (Docs. 18791-2)—ALJ David I. Kraushaar set hearing for Sept. 20. Action May 14.

Joint agreement

■ Sault Ste. Marie, Mich., **FM proceeding**: Miami County Broadcasting Co. and Q Communications Corp., competing for 101.3 mhz (Docs. 20627-8)—ALJ John H. Conlin granted joint petition by both parties to merge their interests into single applicant corporation provided reimbursement to Q not exceed \$9,049.54; dismissed Q's application; retained Miami application in hearing; by separate action, granted petition by Miami to amend its application to change name of applicant to Radio Soo and to substitute information concerning new applicant and other data. Action May 7.

Fine

■ WELL-FM Marshall, Mich.—Broadcast Bureau notified licensee of apparent liability of \$1,000 for operating with excessive power. Action May 21.

Other actions

■ KITT(FM) San Diego, Calif.—Broadcast Bureau granted renewal of license to Shepard Broadcasting Corp. of Calif. subject to condition that assignment of license (BALH-2265) be consummated within 60 days of grant. Action May 25.

■ WEBR(AM) Buffalo, N.Y.—Broadcast Bureau granted renewal of license to Queen City Radio Corp. subject to condition that assignment of license (BAL-8587) be consummated within 60 days of grant. Action May 26.

■ *KMPT(TV) Butte, Montana—CP and call letters reinstated. Ann. May 25.

■ WAGI-FM Gaffney, S.C.—Commission renewed license of Gaffney Broadcasting Inc. (GBI). It denied petition to deny renewal filed by Basic Media Ltd., licensee of WISE(AM) Asheville, N.C. Basic Media contended that WAGI-FM does not serve some 715,000 North Carolinians within its service area, and that GBI's survey of community problems was limited to Gaffney, its surrounding area and Cherokee County. Commission said its review of GBI's renewal application revealed GBI did ascertain needs and interests. It said Basic Media failed to reveal specific instances of deficiencies in operation of WAGI-FM or to explain with any specificity errors in ascertainment surveys. Action May 19.

■ Gregory, S.D.—Broadcast Bureau granted petition by Midwest Radio Corp. and rescinded construction permit of West Central Investment Co. (BPH-9215) granted January 29, 1976 for FM station on ch. 268 (101.5 mhz) at Gregory. Action May 21.

Allocations

Petitions

■ Alaska Educational Broadcasting Commission—Seeks to assign ch. 276 (FM Table of Assignments) to Anchorage and reserve it for noncommercial educational use (RM-2696). Ann. May 24.

■ V. Tobl Kanter, Denver—Seeks to amend rules to provide for use of frequencies 530, 1606 and 1612 khz by community access noncommercial stations for locally produced public affairs, musical, dramatic and cultural programming (RM-2704). Ann. May 24.

■ Calumet County Broadcasting Co., Kewaunee, Wis.—Seeks to assign ch. 22 (TV Table of Assignment) to Chilton, Wis. and substitute ch. 68 for presently-assigned ch. 22 at Oshkosh, Wis. (RM-2701). Ann. May 24.

Action

■ Grants Pass and Albany, Ore.—Broadcast Bureau reassigned ch. 260 (99.9 mhz) from Grants Pass to Albany and substituted ch. 262 (100.3 mhz) at Grants Pass, in lieu of deletion. Bureau had proposed deletion of 260 at Grants Pass and subsequent assignment of that channel to Eugene, Ore. It also proposed substitution of Channel 262 at Grants Pass. Action was in response to petition by Matco Inc. In response to notice, counterproposal was received from Linn-Benton Broadcasters (LBB), licensee of KKKT(AM) Albany, requesting reassignment of ch. 260 to Albany instead of Eugene. Bureau said following expiration of deadlines for comments and replies in this proceeding Matco requested withdrawal of its comments and reply comments indicating it was no longer interested in pursuing proposed assignment at Eugene. Action May 18.

Rulemaking

Petitions

■ WCCO-AM-FM-TV Minneapolis—Seeks to amend station identification rules to allow insertion of identifying characteristics such as licensed frequency and channel number between call letters and station location in required announcements (RM-2669). Ann. May 24.

■ Broadcast Interest Group-Pittsburgh, Pittsburgh—Seeks amendment of rule to require licensees on anniversary of filing of its license renewal application to publish in local newspaper list of ten most significant problems placed in its public file (RM-2700). Ann. May 24.

■ Kaiser Broadcasting Co.—Seeks amendment to rules to afford UHF stations (1) uniform channel assignments on cable systems within their "must-carry" areas to maximum extent feasible and (2) local station priority in channel assignments on cable systems that employ more than 12 channels (RM-2703). Ann. May 24.

Actions

■ Commission liberalized requirements pertaining to program logs for AM, FM, educational FM and television stations. Modified rules include: deleting requirement for initialing corrections to program logs and simply requiring person keeping log to certify, when signing off duty that log, with any changes or corrections made before he signed off, is accurate representation of what actually was broadcast; in case of automatically kept logs and of automatic maintenance of logging data, person responsible for keeping log must certify he checked automatic equipment periodically throughout his tour of duty, and that to best of his knowledge, at no time during his tour did equipment fail or malfunction, unless otherwise noted; and, that any part of log which was kept manually, with any corrections or additions made before he signed off duty, was accurate representation of what actually was broad-

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cast; combining into one, present requirements for two entries (1) identifying sponsor of commercial matter, and (2) showing that sponsorship identification was given over-the-air, thereby deleting confusing check mark option. It also said, Idaho's proposal that name of donors be kept in educational station's public files rather than in program log, would best be considered in separate proceeding (Doc. 20600). Action May 27.

■ Commission initiated inquiry to solicit comments and recommendations on relevancy of its radio operator rules to current state of communications industry. Under Section 318 of Communications Act of 1934, actual operation of all transmitting apparatus for which station license is required must be performed only by person holding operator license. However, except for ship, aircraft, broadcast and some common carrier stations, FCC may waive or modify provisions of Section 318, and to large extent, has done so. For example, operator licenses are no longer required for routine operations of stations such as Police, Fire, Business, Taxi and Citizens Band Radio. Only station licenses are required (Doc. 20817). Action May 25.

■ Commission decided it would not restrict alien ownership of cable television systems. In rulemaking notice released October 15, 1975, commission proposed barring aliens, foreign governments and "foreign" corporations from owning or operating cable television system. Corporations controlled by "foreign" corporations also would be excluded where such ownership or control was not in public interest. It determined instead to review annually, or more often if necessary, alien ownership trends based on annual filings of ownership information (Form 325) and information filed with certificate of compliance applications. Action May 19.

■ FCC amended rules to require promotional announcements made on behalf of sister stations—commonly owned stations in different broadcast services serving same community—be logged as commercial announcements. It declined to make any changes in present rule with regard to same-station (self-promotional) announcements. Such announcements now are not considered commercial matter and need not be entered in station's program log (Doc. 20558). Action May 19.

■ Commission denied four petitions requesting amendment of rules concerning political broadcasting. Petitions were filed by Edmund G. Brown Jr. (RM-1689), R. Bruce McLean and Lloyd B. Thompson (RM-1753), Alexander Brown (RM-1863) and Anthony R. Martin-Trigona (RM-1904). A. Brown requested rule to mandate provision of free time to each qualified candidate for office, while E. Brown Jr. requested free time for each candidate for state-wide office. Martin-Trigona urged rule barring short spot announcements by requiring that political material on behalf of candidate be at least four minutes-30 seconds in length. (Including necessary disclaimers, minimum segment would, in effect, be five minutes.) McLean-Thompson asked for both five minute minimum and campaign expenditure limitation. Action May 19.

Translators

Applications

■ Alaska Public Television, North Kenai, Alaska.—Seeks CP for ch. 48 rebroadcasting KAKM Anchorage. Ann. May 27.

■ KO7ID Atascadero, Calif.—Seeks CP to change frequency from ch. 7 (174-180 mhz) to ch. 9 (186-192 mhz). Ann. May 24.

■ Moffat County, Gore Pass and Blue River Valley, Colo.—Seeks CP for ch. 56 rebroadcasting KBTB Denver. Ann. May 27.

■ Translator TV Inc., Pinewood Springs and Estes Park Estates, Colo.—Seeks Ch. 3 rebroadcasting KMGH-TV Denver; also seeks ch. 8 rebroadcasting KOA-TV Denver, ch. 11 rebroadcasting KWGN-TV Denver and ch. 13 rebroadcasting KBTB Denver. Ann. May 26.

■ XYZ Television, Sunetha and Nutria, Colo.—Seeks ch. 66 rebroadcasting KREZ-TV Durango, Colo. Ann. May 27.

■ Clark County Board of Commissioners, Eldorado Valley, Nev.—Seeks CP for ch. 65 rebroadcasting KORK-TV Las Vegas. Ann. May 25.

■ Clark County Board of Commissioners, Searchlight, Nev.—Seeks ch. 2 rebroadcasting KSHO-TV Las Vegas. Ann. May 25.

■ KO6GA and K12HG Searchlight, Nev.—Seek CP's to change frequencies from ch. 6 to ch. 7 and ch. 12 to ch. 4, respectively. Ann. May 25.

Cable

Applications

■ Electronic Systems Co., Box 196, El Granada, Calif. 94018 for Live Oak, Calif. (CAC-06611): KHSL-TV Chico, Calif., KRCR-TV Redding, KCR-A-TV, KVIE, KXTV, KTXL, KMOV-TV, Sacramento; KOVR Stockton, KTVU Oakland, KBHK-TV, KVOF-TV, KEMO-TV, KDTV, San Francisco; KLOC-TV, Modesto, all Calif.

■ Athena Cablevision Corp., of Knoxville, for Knoxville, Tenn. (CAC-06612): WXAT-TV Atlanta.

■ Texas Cablevision, for Winters, San Angelo, Tom Green county, and Goodfellow Air Force Base, Tex. (CAC-06613-6): KXTX-TV Dallas.

■ Texas Cablevision, for Ballinger, Tex. (CAC-06617): KXTX-TV Dallas.

■ Oregon Cablevision Co., for Monmouth and Independence, Ore. (CAC-06618-9): Requests certification of existing operations.

■ Cablevision of Duncan, for Duncan, Okla. (CAC-06620): KXTX-TV Dallas.

■ Fulda Cable TV, Box 777, Hector, Minn. 55342 for Fulda, Minn. (CAC-06621): KTCA-TV, KSTP-TV, KMSP-TV, St. Paul; KEYC-TV Mankato, both Minn.; KTVI, KCAU-TV, Sioux Falls, Iowa; KXON-TV Mitchell, S.D.; WTCN-TV Minneapolis; KELO-TV, KSFY-TV, Sioux Falls, S.D.; KESD-TV Brookings, S.D.

■ Ellendale Cable TV, 6950 Wayzata Blvd., Suite 129, Minneapolis 55426 for Ellendale, N.D. (CAC-06605): KDLO-TV Florence, S.D.; KXJB-TV Valley City, N.D.; KFVR-TV Bismarck, N.D.; WDAY-TV, KTHI-TV, Fargo, N.D.; KABY-TV, KDSD-TV, Aberdeen, S.D.

■ Wilderness Cable Co., Box 65, Mt. Nebo, W.Va. 26679, for Eleanor, Pocahontas, and (town of) Bancroft, all W.Va. (CAC-06606-8): WCHS-TV Charleston, W.Va.; WOWK-TV, WSAZ-TV, WMUL-TV, Huntington, W.Va.; WSWP-TV Grandview, W.Va.

■ Cable Associates, for (borough of) Millersville, Pa. (CAC-06609): Requests certification of existing operations.

■ Kennedy Cablevision, for Reidsville, Ga. (CAC-06610): WATU-TV Augusta, Ga.; WTCG Atlanta; WJWJ-TV Beaufort, S.C.

■ Frederick Cablevision, Box 366, Lawton, Okla. 73542, for Frederick, Okla. (CAC-06622): KFDX-TV, KAUZ-TV, Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KTVY, KWTB, KETA, Oklahoma City, Okla.; KTVT Ft. Worth, Tex.

■ Nation Wide Cable, for Olympia, Lacey, Tumwater, and Thurston county, all Wash. (CAC-06623-6): KPTV Portland, Ore.

■ Warner Cable of Clearfield, for (borough of) Curwensville, Pa. (CAC-06627): Requests certification of existing operations.

■ Warner Cable of Pittsfield/Dalton, for Dalton, Mass. (CAC-06628): WOR-TV, WPIX, New York.

■ Henderson All-Channel Cablevision, for Henderson, Ky. (CAC-06629): WVUT Vincennes, Ind.; WGN-TV Chicago; and delete WDRB-TV Louisville, Ky.

■ Warner Cable of Metter, for Metter, Ga. (CAC-06598): WATU-TV Augusta, Ga.

■ Warner Cable of Claxton, for Claxton, Ga. (CAC-06599): WATU-TV Augusta, Ga.

■ Warner Cable of Delphos, for Delphos, Ohio (CAC-06600): WXIX-TV Newport, Ky.

■ Warner Cable of Ft. Shawnee/Cridersville, for Ft. Shawnee, (unincorporated area of) Allen county, (unincorporated area of) Auglaize county, and Cridersville, all Ohio (CAC-06601-4): WXIX-TV Newport, Ky.

■ Omega of Michigan Cable Co., for Schoolcraft township, Mich. (CAC-06591): WFLD-TV Chicago; and delete WKBD-TV Detroit; WMSH-TV South Bend, Ind.

■ Warner Cable of Union City, for Union City, Ohio and Union City, Ind. (CAC-06592-3): WXIX-TV Newport, Ky.

■ Warner Cable of Wapakoneta, for Wapakoneta and (unincorporated area of) Auglaize county, Ohio (CAC-06594-5): WXIX-TV Newport, Ky.

■ Warner Cable of St. Marys, for St. Marys and (unincorporated area of) Auglaize county, Ohio (CAC-06596-7): WXIX-TV Newport, Ky.

■ Warner Cable of Kenton, for (unincorporated areas of) Hardin county and Kenton, Ohio (CAC-06585-6): WXIX-TV Newport, Ky.

■ Cable T.V. of Constantine, White Pigeon and Mat-tawan Co., for White Pigeon and Constantine, Mich. (CAC-06587-8): WFLD-TV Chicago; and delete WKBD-TV Detroit; WMSH-TV South Bend, Ind.

■ Omega of Michigan Cable Co., for (village of) Schoolcraft and (village of) Vicksburg, Mich. (CAC-06589-90): WFLD-TV Chicago; and delete WKBD-TV Detroit; WMSH-TV South Bend, Ind.

Certification actions

■ Kanawha Cable Television Co., Nitro, W.Va.—Commission denied Kanawha certificate of compliance to add signal of WXIX-TV Newport, Ky., to its existing cable TV system at Nitro. System was also ordered to show cause why it should not be ordered to cease and desist from further violations of commission's signal carriage rules. Lee Enterprises, licensee of WSAZ-TV Huntington, W.Va. requested issuance of cease and desist order for Kanawha's continuing carriage of WHIS-TV Bluefield, W.Va. in violation of 1968 Commission decision denying Kanawha's request to carry WHIS-TV and WDTV Clarksburg, W.Va. Action May 25.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Humboldt Bay Video Co., for McKinleyville, Calif. (CAC-06029R); Moshannon Valley TV Cable Co., for Phillipsburg borough, South Phillipsburg, Chester Hill borough, Osceola Mills borough, Boggs township and Decatur township, Pa. (CAC-06163-68); Moshannon Valley TV Cable Co., for Morris township and Rush township, Pa. (CAC-06169-70); Tele-Media Company of Adill, for Althom, Pa. (CAC-04719); Delaware City Trans-Video Corp., for Delaware City, Del. (CAC-04995); Greater Humboldt-Dakota City Cable TV, for Pocahontas, Iowa (CAC-05797); Teleprompter of LaCrosse, for LaCrosse, Wis. (CAC-05818); Warner-CCC, for Marble Cliff (village of), Ohio (CAC-05827); Cass Community Antenna TV, for Fremont, Mich. (CAC-05866); Crown Communications Corp., for Blacksburg (town of), S.C. (CAC-05867); Big Horn Televents, for Greybull (town of), Wyo. (CAC-05881); Tahoe Systems, for specified unincorporated areas of Washoe county, Nev. and Placer county, Calif. (CAC-05917-8); Blue Ridge Cable Television, for Summit Hill (borough of), Pa. (CAC-05929); Blue Ridge Cable Television, for Nesquehoning (borough of), Pa. (CAC-05930); Ashurst & Kincaid Cable T.V. Co., for specified unincorporated areas of Douglas county, Nev. (CAC-06020); Warner Cable of Roaring Springs, for Freedom township, Pa. (CAC-06027); Cablevision of Gaffney, for Gaffney, S.C. (CAC-06039); Cablevision of Union, for Union, S.C. (CAC-06040); Washington Channels, for Washington, North Franklin township, East Washington borough, Canton township, South Strabane township and Amwell township, all Pennsylvania (CAC-06111-6); National Cable Television Corp., for Scottsdale borough, Mount Pleasant borough, and Everson borough, Pa. (CAC-06117-9); National Cable Television Corp., for Mount Pleasant township, East Huntington township, both Pa. (CAC-06120-1); Highland Video, for Latrobe borough, Youngstown borough, Derry borough, Derry township and Unity township, Pa. (CAC-06145-9); Central Cable System, for Clinton, Ill. (CAC-06157); Bradleys TV Cable Service, for Dansville and Wayland, both New York (CAC-06201-2); Kanawha Cable Television Co., for St. Albans and Cross Lanes, W.Va. (CAC-06213-5); Howard Cable TV, for Howard, Kan. (CAC-06217); Husco Cablevision Corp., for Bar-boursville, East Pea Ridge, West Pea Ridge and Guyan Estates, W.Va. (CAC-06219-22); Husco Cablevision Corp., for Lesage, W.Va. (CAC-06224); Coaxial Communications of Reynoldsburg, for Reynoldsburg, Ohio (CAC-06282); Service Electric Cable TV, for Courtdale borough and Pringle borough, Pa. (CAC-06283-4); Suburban Cablevision, for Maplewood (township of), N.J. (CAC-06295); American Television and Communication Corp., for South Beloit, Ill. (CAC-06424).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

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.

General Manager of small Midwest educational FM station to start September 1, 1976. State salary requirements. Equal Opportunity Employer. Box S-273, BROADCASTING.

Person with managerial experience, sales-oriented to participate as manager-operating partner with minority interest in station soon to go on air in outstanding medium to large market. Limited capital necessary for investment, between \$35,000 to \$50,000. Unlimited opportunity for equity for right person. Reply to Box T-13, 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.

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.

Major market religious station desires general manager. Previous religious experience not necessary. \$25,000 is first-year income with this group-operated station Rick Davenport 312-693-6171, Chicago.

HELP WANTED SALES

Immediate opening for experienced RAB sales manager, in growing market, who can generate own accounts, train, and supervise sales staff. Salary, override, incentives, benefits. Box S-306, BROADCASTING.

Sales Manager. Aggressive leader for medium market North Carolina AM-FM. Needs good track record. Will become member of management team. Compensation negotiable. Box T-19, BROADCASTING.

Denver, high commission, great climate, successful talk format, opportunity for man or woman to make good money. KW8Z, 3 West Princeton, Englewood, CO. Sales Manager, 303-761-1150.

Still looking for the right person to fill top spot in aggressive local sales department. Excellent growth market, opportunity and draw, immediate opening. WBNR, PO Box 511, Beacon, NY 12508, 914-831-1260.

5,000 watt F.T. Class C FM in south Alabama county of 32,000 needs sales manager, to direct two other salesmen. If you have the drive to go out and make calls, and oversee sales dept. send requirements to WK Horington, General Manager, WKYD-WOHO, PO Box 8, Andalusia, AL 36420, EOE.

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, WVVVA Radio, 1015 Main Street, Wheeling, WV 26003. You start to work on July 1, 1976. An Equal Opportunity Employer.

Religious broadcaster with sales experience wanted for full-time religious radio station. Production and air work plus sales. Opportunity to grow with young broadcasting group. Salary plus commission. Call George Anderson, 301-724-7291.

HELP WANTED ANNOUNCERS

Quality announcer wanted for automated station, central Indiana. Training provided for right voice. Send resume. Equal Opportunity Employer. Box S-273, BROADCASTING.

Country music program director needed soon. Must know promotion inside and out. Equal C&W station in top Southwestern market. Send resume and example(s) of promotions you have created to Box S-300, BROADCASTING.

Talk show host. Midwest major market. Please send resume only (no tape). Include telephone number and we will call you. Box S-314, BROADCASTING.

Community minded. Experienced, personable, warm, good voice, adult communicator. Production a must. Third place, AM/FM combination. New York metro area. Box T-23, BROADCASTING.

Announcer-Producer. Must have top commercial voice. Also, produce public affairs, talk show. Midwest NBC, medium market, group owned. Send resume only. Equal Opportunity Employer. Box T-30, BROADCASTING.

Quality air talent, work with large staff of mature professionals in East Texas' largest and most successful radio operation, full time AM and FM with 100,000 watt stereo, one of state's fastest growing small cities, beautiful hill and lake country. Facilities now excellent, but construction under way on new 2 story radio center building with studios to occupy the entire 9,000 square foot ground floor, excellent opportunity for talented air person, good benefits including profit sharing plan. Send tape and resume to Dudley Waller, President, Waller Broadcasting Incorporated, KEBE-KOOI Radio, Jacksonville, TX 75766. All replies confidential.

Immediate opening. First phone, announcer-salesperson. Base and commissions approx. \$750 to start. Contact Butch Luth, Station Mgr., KIML, Gillette, WY. EOE.

Personality MOR Jock, 3rd ticket, no time & temper, good bucks & future. No phone calls. Tape & resume to D.J. MacKinnon, KITE, 8400 Data Point, San Antonio, TX 78229.

Anncr. wanted. Opportunity for experienced announcer who desires to finish college. Tuition paid at Southwestern State University plus \$400 minimum monthly. Third class. Call, write Dick Johnson, Paul Buening, KWEY, Weatherford, OK 73096.

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.

Have immediate opening for adult contemporary for mature announcer with first phone. Looking for a PM drive slot between 7:00 and midnight. Experience and track record in ratings are a must. Good salary. Send tape and resume to James Poston, WCOG, PO Box 8717, Greensboro, NC 27410. No calls please.

DJ Play-by-play. Contemporary format. Experienced only. No phone calls. Air check and resume to WFVA, Box 269, Fredericksburg, VA. EOE.

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. Balkum, WGBR, PO Box 207, Goldsboro, NC.

HELP WANTED ANNOUNCERS CONTINUED

WGST is seeking a radio personality. We require a minimum of two years on-the-air experience in the industry and a current 3rd class FCC operators license with broadcast endorsement. Send tape and resume to Bill Sherard, WGST, PO Box 11920, Atlanta, GA 30355. We are an Equal Opportunity Employer. No phone calls will be accepted.

Coastal Florida Station seeks experienced mature, humorous personality standard pop MOR station must be able to attract and hold majority audience which has made this station leader for the past 25 years. Opportunity for advancement. No floater. Send tape and resume with salary requirements to Randolph H. Miller, WIRA, Fort Pierce, Equal Opportunity Employer.

No. 1 Station playing Country and Western has opening for a disc jockey and production person. If you are qualified to work with the best personnel in the area and have a good personal background, contact Vernon Arnold, Station Manager, WJEM, Valdosta, GA.

We need you but we won't promise anything we can't deliver. Evening MOR announcer-sales person with some experience and exceptional ability, college or commercial. Sharpen your skills in good small station. Reasonable salary-commissions. EOE. Write: Ross Hunter, WJMA, Orange, VA 22960.

Immediate opening for creative, up-tempo morning personality at Central Florida contemporary/personality rock station. Must be good in production. Send tapes, resumes, references to: John Lander, WLOF, PO Box 15746, Orlando, FL 32808. No phone calls accepted. EOE.

Florida coastal station has an opening for a morning personality announcer for WOYV-FM, a rock station. Must be experienced and have at least a third class license. Applicant will be judged strictly upon personality (funny, witty, topical), voice quality, production ability, talent, ability to read with color, enthusiasm and clarity. Send resume and salary requirements to Randolph H. Millar, WOYV-FM, PO Box 3192, Ft. Pierce. We are an Equal Opportunity Employer. No floaters please.

We are seeking a special caliber of person, who has some knowledge of the fundamentals of communication. Prior experience is not required, but a first ticket is, for those of you who want to learn our brand of radio. Call or write Broadcast Enterprises, Box 968, Powell, WY 82435.

Morning Announcer-Production Ass't. Program Director. Two years of commercial broadcast experience necessary. Equal Opportunity Employer. Send salary required, resume and tape to T-H, Inc., Personnel, PO Box 688, Dubuque, IA 52001.

Dedicated morning personality with PBP experience needed by central Nebraska's top sports station. Right person could work into management. Write General Manager, Box 465, Holdrege, NE 68949, include resume and tape, or call 308-995-4020. EOE.

HELP WANTED TECHNICAL

Engineer, North Central Texas FM station, automation, experienced. Some air work, needed immediately. Good opportunity for steady person who wants to settle down. Box T-1, BROADCASTING.

Technical Chief Engineer. WMAD AM/FM Madison, Wisc. AM Daytime directional Class A FM Stereo. Remote Control. Equal Opportunity Employer. Contact Don C. Wirth, Box 4408, Madison, WI 53711. AC 608-271-6611.

Arkansas Company looking for chief engineer and engineer/operator. Contact James Cope 501-376-9292.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer, fulltime engineer. 5 KW-D country. all news "C" FM, mobile units, public address equipment installation. New 4-lower possible. 268th market. Cascade Mountains of Oregon. If you like outdoor living, you'll love this country. Pays better than many larger markets. Lower living costs. EOE. Mr. Smith 503-882-8833 to arrange interview.

HELP WANTED NEWS

News Director for two person midwest department. Personal interview required. Box S-239. BROADCASTING.

News director with talk show experience. Sports opportunity if qualified. Small northeast market. 3 man news staff. 3rd endorsed. EOE. Box S-293. BROADCASTING.

News Director: Chain operation. Excellent opportunity to move into Top 10 market, even though you'll start in mid-size southeast market. Must have good voice, write well and be a hustler. Two years experience required. EOE. Box S-311. BROADCASTING.

News Director for 5,000 watt AM/FM combination; must have good presentation, be aggressive, and know how to use actualities. Strictly local news responsibility; city 25,000, county 50,000; AM-top rated contemporary; FM country; EOE; salary flexible to \$200 weekly, with news car; good references important. J.A. West, KDMS-KRIL, PO Box 1565, El Dorado, AR 71730. 501-863-5121.

WOAI Radio has opening for lead afternoon anchor. Must be experienced journalist with personable delivery. 50,000 watt clear channel, excellent salary. EOE. Tapes to John Barger, GM, 1031 Navarro, San Antonio, TX 78205.

News director who can dig, write, air and direct 2 man staff for growing AM in good medium market. N.Y. state. Tape and resume to PO Box 27, Binghamton, NY 13904.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Beautiful Music programmer wanted by top syndication service. Tremendous opportunity for right person. Send resume to Box S-290. BROADCASTING.

Professional/experienced radio person to teach radio production courses and advise campus radio stations; \$11,500 12/months. MA required. Box S-313. BROADCASTING.

Program Director for top ten market contemporary station. Send resume to Box S-316. BROADCASTING.

Ohio Powerhouse with midwest coverage looking for production/traffic director. A perfect position for the right person. Prior experience is desirable. Excellent benefits, salary. EOE, M/F. Send examples of work, a resume, references and salary requirements to Box T-11. BROADCASTING.

Operations director for upper Midwest medium market adult contemp. Full responsibility for programming and production in addition to air shift. Must be creative and well organized, able to take charge and get the job done. 1st and technical skills a plus. Salary/benefit package commensurate with experience. Send resume with references to: Box T-15. BROADCASTING.

Applicant must have direct production experience. Mature voice required, along with ability to create exciting original production. Send tape and resume to Bill Sherard, WGST Radio, PO Box 11920, Atlanta, GA 30355. We are an Equal Opportunity Employer. No phone calls will be accepted.

Immediate opening for copywriter. Central Florida personality rock station. Send samples, resumes, references to John Lander, WLOF, PO Box 15746, Orlando, FL 32808. EOE.

HELP WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

Copy writer/receptionist. If you are original and creative and are looking for a change, contact WRGI Naples, Marco Island at once. Work with a professional contemporary staff in one of the most beautiful areas in the country. Submit application in writing to WRGI, County Road 31, Naples, FL 33940. An EEO Employer.

Assistant Professor. Teach broadcast law, criticism, management, Doctorate. Write: Chairperson, Speech, Central Michigan University, Mt. Pleasant 48859. Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

N.Y.'s No. 1 producer of radio talk shows wants PD/OD with talk/news station. Box S-225. BROADCASTING.

Experienced group V.P. Consider good G.M. position if group position unavailable. Under 35, family, references. Box S-236. 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.

14 years experience all phases desires management position. Must relocate to lower humidity area. Bob Clark, 24 Clarion Dr., Fredericksburg, VA 22401. 703-371 3840 after 5 P.M.

SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box H-5. BROADCASTING.

Contemporary program director seeks Top 40 jock or programing position at medium or major market station. I'm ready to move now. Box S-265. BROADCASTING.

Avid sports fan seeks opportunity in radio sports. College journalism grad, currently employed at 5000 w NBC Top 40 station. 3rd endorsed, locate anywhere. Box S-268. BROADCASTING.

Female D.J., 6 years experience, excellent voice. Wants large or medium market. Contemporary MOR or rock. I would be an asset to your station. Box S-296. BROADCASTING.

Progressive rock full time position is what I'm looking for. Dependable announcer, 2 years experience. Currently employed part time, at Top 50 market progressive station. 3rd endorsed, will relocate. Box S-301. BROADCASTING.

Attention contemporary stations! A true professional wants to work for a winner. Box T-2. BROADCASTING.

FCC First PD/Morning man with heavy production, copy, news experience. Dedicated, hard worker, good voice. Seeking immediate, permanent position offering good salary and growth. Medium market situated in Northeast. Please be specific about position and salary, first letter. No tiny markets, please. Box T-5. BROADCASTING.

Experienced, creative 3rd phone announcer seeking Top 40 station. Will adjust to your format. Ready to relocate anywhere. Box T-14. BROADCASTING.

Experienced announcer, Top 40, MOR, Country. 3rd. Pa. or neighboring states preferred. 717-248-3646. Box T-18. BROADCASTING.

5 years, 3rd on the way to 1st, seeks top spot C&W in mid or Southwest. Voted Top D.J. in Ohio in 1974. Married looking to settle. News pro with local angle. Soon. Box T-20. BROADCASTING.

Strong professional. Over eight years all phases radio and TV. Medium/Major market. Box T-22. BROADCASTING.

New England Area station needing person with these qualifications: Production, jock, news, music and program direction. Presently employed. Call Dave Macaulay, 617-922-0798. I am an Equal Opportunity Broadcaster.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Versatile announcer, strong voice, bright personality, wants to move up and settle down. PD, country, rock, MOR, production, news, PBP experience. 3rd endorsed. Willing to relocate. 312-741-4081.

Award winning personality, major mkt. experience. Family man. Not a "big voice," but a real entertainer. Jack North 717-764-2908.

H. Taylor. A top 40 rock DJ presently employed looking to move medium to major market. A cooker. 6 yrs. experience. 1127 Columbus St., Ottawa, IL 61350. Phone 815-434-0000.

Pennsylvania, Maryland, Virginia. Communicator willing to do your way. Experienced. 215-256-6330. John LaMonica.

Actor, first ticket, good voice, appearance, writing skills, well educated, stable, mature. Seek local PT or FT outlet for talent. Tape. Huston, 26 High, Rockport, MA 01966.

Hello California Radio! Experienced DJ, newscaster available for any schedule. Call 213-874-7236 mornings.

Small markets!! Young aggressive announcer, deejay, news, copy, production. 3rd endorsed. Some experience. Do anything. Rich Logan, 215-K14-8292 collect.

Young aggressive D.J. w/5 years experience, BA, 3rd, looking for progressive or jazz gig or MD post. Production, news. Resume, memo and references upon request. Neal Monastersky, 26 Bedford Court, Spring Valley, NY 10977. 914-356-7244.

Announcer, ten years experience. Excellent references. Crack copywriting and production. News or D.J. First phone. 404-323-8571.

Articulate, knowledgeable, responsible, well read, bright, well traveled. Seeking position; radio talk show host. Spent 20 years in show business, AFTRA member, know radio well. Was born for this new career. 212-854-8191.

SITUATIONS WANTED NEWS

Total news professional looking for a challenge! I have experience in anchoring newscasts, writing, producing and street work. I want a position that I can get my teeth into. Box S-274. BROADCASTING.

Outstanding interviewer and experienced news professional is seeking a station that needs an aggressive, dedicated and talented man in their news department. Box S-277. BROADCASTING.

Fifteen years experience last five Top Ten TV market. Play by play/color hockey, football, basketball; street, six-eleven strip. Strong investigative, opinion pieces, light scripts. Personable, no nonsense package. 313-352-6672 or Box T-12. BROADCASTING.

Experienced news director and reporter in medium size station seeks greater challenge. Third phone endorsed. Will relocate. Steve Kremer 301-926-5005 or Box T-16. BROADCASTING.

Strong professional. Over eight years all phases radio and TV. Medium/major market. Box T-27. BROADCASTING.

Returning to radio. 20 years experience, sales, management, production, air personality. 609-883-8990.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Looking for small market Texas operation needing PD. Seven years experience, sale included. Box S-64. BROADCASTING.

Experience: major, small market news, medium, small music, B.A. Prefer SW. Whatcha got? Box S-315. BROADCASTING.

1st phone wants to try programing. Loves production. Some broadcast experience. For resume write Mike Swetz, 1031 East 231st Street, Bronx, NY 10466. 212-654-7874.

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.

Traffic Manager for progressive station in Gulf Coast Market. Presently in process of converting to Bias Computer Traffic System. Equal Opportunity Employer. Send resume and salary requirements to Box S-284. 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 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.

Community Club Awards Inc. (CCA). Two resident area sales managers (Midwest and West Coast) Full-time travel (Monday-Friday). Radio/TV sales management experience prerequisite. Salary, commission, incentives, provide unlimited earnings opportunity in excess \$20,000 base. Availability, background, references, first letter. John C. Gilmore, Box 151, Westport, CT 06880.

Think you can raise \$3,000,000 a year in voluntary contributions? Think you can do it while working with a 300-member Viewers' Advisory Committee, 100-member Advisory Council, a 19-member Board of Trustees, and a staff of 110 persons? Experience in multi-million level fund raising is required along with experience in public and instructional television production conceptualization and funding. Position is that of General Manager for major market public TV organization. Station is an Equal Opportunity Employer. Affirmative Action Employer, but persons without five to ten years of successful public television management responsibility needs not apply. Send resumes to: Search Committee, PO Box 24130, St. Louis, MO 63130.

HELP WANTED TECHNICAL

Chief Engineer for television remote company. Min. 3 yrs. remote experience. Familiar with maintenance of RCA cameras and Ampex 1200 VTRs. Must be willing to travel. Southwest area. Box S-287. BROADCASTING.

Maintenance engineer with experience in remotes and supervision for TV station in top 10 market with very active remote schedule. Applicant must have FCC first class and 5 to 10 years experience. Box S-294. BROADCASTING.

Operating Engineer, with first class FCC license to work television control room. Immediate opening. Ideal community located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc., Box 2200, Anchorage, AK 99510.

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.

Upstate 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.

Operating Engineer. First Class FCC license. To work studio and master control operations. Experience needed. Phone 517-755-8191. EOE.

HELP WANTED NEWS

Anchor, experienced. Must be able to edit, write and deliver news. Must be a reliable reporter, able to work with film and film cameras. Contact News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. 715-832-3474.

Immediate opening. News director/co-anchor. If you are really good and can help hold an established 44% share, write: E.D. Madden, PO Box 395, Evansville, IN 47703. Send complete resume and tape. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Art Director, presently art director or assistant ready for move up. Five man department. Creative and strong manager. Highly skilled in set design, graphics, sales presentations, print and on-air promotion. Top ten major market net affiliate. Box T-8. BROADCASTING.

Assistant promotion manager for net owned station in top ten market. Strong on-air, production and print background with 3-5 years experience preferred. Resume to Box T-25. BROADCASTING.

Art Director. Public television WMFE seeks experienced art director to supervise full-service graphics department. BA in commercial art or equivalent experience. Salary \$11 to \$14K. Call Sheri Lamb 305-855-3691. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

Employed creative services director at top 40 network V available June 15th. Seeking small or medium management opportunity to renovate your station's approach to creative program operations. If your local programming doesn't stand head and shoulders above your competition's, if your IDs aren't exciting, if your promos aren't electric, if your news show looks like every other news show, and if your commercial production is less than No. 1 in the marketplace, then maybe you should consider a man who will reorient internal station morale and create the kind of on air operations which translate into station recognition in the marketplace and higher numbers. Major markets inquiries encouraged only if you want people to notice that your station does things differently, with a twist of excitement and life. Single, 30, professional, college, experienced and above all Christian. Please reply to Box S-285. BROADCASTING.

Recent graduate with degrees in accounting and radio and television desires beginning accounting job in television station. Will relocate at my expense. Box S-310. BROADCASTING.

General Manager. Also sales manager, programmer, etc. Thoroughly experienced and successful all phases, including station ownership, management, sales, programming, film-buying, production, news, promotion; community involvement. Outstanding credentials! Television 21 years; Radio 8. Mid-forties. Degreed, Aggressive, innovative, quality competitor. Accustomed to formidable challenges; much responsibility. A professional Specialist in programming and sales! Can increase, substantially, your profits and prestige. Box T-7. BROADCASTING.

Gen sis mgr (ten years) Top 100 S.E. market. Background includes managing, production, program and local sales depts. Recommendations include present employer (group pres.), three major rep firms. Available for GM or SM position. Contact Jack Sausman 615-756-5500.

SITUATIONS WANTED NEWS

Street reporter. Experienced. Top 75, with BA journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26. BROADCASTING.

Top 5 market assignment editor with on-air experience seeks reporting position. Box T-6. BROADCASTING.

SITUATIONS WANTED NEWS CONTINUED

Weatherman, thirteen years experience now in thirtieth market, desires a move up. Thirty-five, personable, understandable, educational, dedicated. Box T-21. BROADCASTING.

Street reporter. Experienced, Top 75, with BA Journalism. Currently full time radio, want back into TV or R-TV combo. VTR available. Box T-26. BROADCASTING.

Goodbye N.Y. Hello all markets! Experienced female TV talk show host/interviewer/writer/drama reviews. Tight budgets o.k. Radio City Station, PO Box 250, NYC, NY 10019.

Professional returning to broadcasting. 20 years experience, weather, sports, producing, directing. 609-883-8990.

Experienced stringer in SIL & SOF available for summer. Resume. Charlie Kendall, 1217 11th Ave., Yuma, AZ 85364. 602-783-8947.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Cinematographer. Degree, experience in both single and double system ENG experience. Seeks PBS position. Resume and reel on request. Box S-155. 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.

Creative! Ambitious! Producer/Director with strong entertainment background looking for innovative station with open lineslot, object: ratings. Casalaina, 785 Market, No. 611, San Francisco.

Just left Air Force. 6 years TV/Film training and experience. Seeking producer-director position, but can do it all. Available immediately. Bob Hinshaw, 203 South Augusta, O'Fallon, IL 62269. 618-632-3399.

Proven talent seeking program director or executive producer position. Twelve years solid film production and television network experience. For resume write to L.G., PO Box 295, Fanwood, NJ 07023.

WANTED TO BUY EQUIPMENT

TR-5 Hi or low band with splicer. Box S-295. BROADCASTING.

We need used 250, 500 1 KW, 10 KW AM and FM transmitter. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

FOR SALE EQUIPMENT

50 KW AM transmitter was operating satisfactorily when removed from service in February, this year. Continental 317B installed new in 1959 and operated daytime hours only. HV transformer rebuilt in 1975. Tubes have less than 500 hours. Now stored in controlled environment. Good unit, good buy. Steve Schott, KLIF, Dallas.

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.

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.

Ampex VR-1200 Hi band quad, loaded except Vel Comp and editor. Includes bridge and 2 heads, available June 1. \$37,500.00 205-591-4800.

I.G.M. automation series 730 4 reels stereo, plus instant cart. Price new \$50,000. Will sell \$30,000. 4700 S.W. Council Crest, Portland, OR. 503-226-7676.

RCA BTA-50F1 50 KW AM transmitter, 1060 kHz, fully operational. Reasonable offers considered. 504-523-4753.

FOR SALE EQUIPMENT CONTINUED

5-Bay GE channel 15 UHF antenna. Call 703-434-6767. Warren Denton, RCC of Virginia, Inc., Box 832, Harrisonburg, VA 22801.

Dolby 324 B processor, Gateway II Audio console, (2) remote control systems, (2) equalizers, SASE for list or call 504-523-4753. WNOE, New Orleans, 70130.

Collins 830 FIA, 10 KW FM stereo transmitter. Perfect. Tuned and tested your frequency, \$10,500.00. PO Box 2154, Jackson, MS 39205. 601-362-2790 after 5:00 P.M.

Heliast-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, CA 94623.

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.

365 days of laughs, page a day. \$5 per month. Box 183, Prospect Heights, IL 60070.

Deejays: 'Conversations' are super fun! And they score! Free demo from Hip Pocket Productions, PO Box 339, Denver, NC 28037.

Contemporary Comedy! Most usable deejay service available! Hundreds have renewed! Freebie! 5804-B Twining, Dallas, TX 75227.

Latest gags \$2, Back issues (18) \$1 each. Gagwriting Lesson \$1. Robert Makinson, 417 State, Brooklyn, NY 11217.

Famous American Saying: "He who doesn't try Foohey and Ferraro has taste, in his mouth!" Already banned in 38 countries (only kidding!) Funny, hilarious, generous, superior, usable, new sample: \$1. Jim Foohey, 710 Rhine Blvd., Raritan, NJ 08869.

MISCELLANEOUS

The Captain's Mate. Over 30 radio stations, in all formats, need announcers. Send 50c in coin, plus self-addressed-stamped envelope for current issue. Box T-3, BROADCASTING.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. 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.

PLACEMENT SERVICE

NFL Play by Play. May keep present position. Perfect deal for moonlighting. Twenty week-ends. Sports Corporation of America. 305-582-2474.

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, AAVTI, Austin, MN 55912. 507-437-6681. Trained TV production personnel also available.

TOWER SERVICE

New and used towers. Also erection and painting. 40 years experience very reasonable prices. Angle Tower Erectors, PO Box 55, Greenville, NC 27834.

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.

INSTRUCTION

Cassette recorded first phone preparation at home plus one week personal instruction in Boston, New York, Philadelphia, Detroit, Atlanta, Chicago, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson radio license training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

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 radiotelephone examinations. \$9.95 postpaid. Grantham, 2002 Stoner, Los Angeles, CA 90025.

No: tuition, rent! Memorize, study—Command's "Test-Answers" for FCC first class license—plus "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967.)

1st Class FCC, 6 wks, \$450.00 or money back guarantee. VA apvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 21, August 2 and Sept. 13. Student rooms at each school.

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.

San Francisco. FCC license 6 weeks, 6/28/76. Results guaranteed. Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

FCC License preparation. Electronic courses. Compare out prices. Free home study school catalog. Genn Tech. 5540 Hollywood Blvd., Hollywood, CA 90028.

RADIO

Help Wanted Management

Looking for dynamic Local Sales Manager. Must be producer and self starter with creative approach. We're a young group with lots of room to grow. E.O.E. Call Al Makkay, WEZE, Boston. 617-542-1717.

Help Wanted Sales

SALES POSITIONS

An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations.

Our group consists of WBNY, Buffalo; WEZE, Boston and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company.

Tremendous opportunity for financial and career growth. Send resume to:

William M. McCormick
President

McCormick Communications, Inc.
One Beacon Street
Boston, Mass. 02108

An Equal Opportunity Employer

Help Wanted News

NEWSPERSON

Southern California FM rock station needs professional, able to relate to 18-34 audience. Great opportunity for creativity.

Box T-17, BROADCASTING.

Help Wanted Programing, Production, Others

"Radio-TV faculty opening, 1976-77. Candidate should have significant professional experience; advanced degree preferred. Opportunities for developing radio-TV resources and curriculum. Send resume to Dean, School of Journalism, Drake University, Des Moines, Iowa 50311. Applications from minorities, women encouraged."

Situations Wanted Management

EXEC VP — GEN MGR

Goals-oriented Management Pro—50 kw MOR Powerhouse

Built Sales, Audience to Market Dominance and Ntl Recognition

Believe Broadcast Philosophy essential for long-range community support

Admit to continuing ambition. Same suit—bigger size. Strictest confidence.

Box T-28 BROADCASTING.

Situations Wanted Announcers

PART TIME WEEKENDS, Westchester, NY, Fairfield, Conn. 6 Yr. Radio Professional seeks meaningful responsibilities. MOR, Top 40, C&W, Classical. NYC writer-journalist. Degree. Vacation fill or regular slot.

Box T-24, BROADCASTING.

For Fast Action Use
BROADCASTING's
Classified Advertising

Situations Wanted News

Attention Pro & Major College Football Radio Nets Experienced PBP Announcer. 8 years major market. References, testimonials, & tape will convince you one of the best is available for freelance.

Box T-10, BROADCASTING.

AWARD WINNING REPORTER!

Eight years experience, equally at home on the streets or in the Newsroom. A pro at any kind of interview, recently co-host of top-rated sportstalk show—some P-B-R. available immediately/references.

John Adams, 316-683-1248.

TELEVISION

Help Wanted Management

GENERAL MANAGER

Solid Opportunity in Medium Size Midwest Station.

Established station looking for a GM who can step in and handle the people, the job, the community and the growth.

Program and promotion experience required.

Submit detailed resume to Box T-31, BROADCASTING.

TV PROMOTION MANAGER

We're looking for an aggressive Promotion Manager who's strong in on-air promo production, and who knows print production, too.

Send your resume now. We'll contact you for a reel shortly.

We're a network affiliate in a desirable medium size Southwest market.

BOX T-29, BROADCASTING.

An Equal Opportunity Employer

Help Wanted Announcers

Television Position Available

TALENT — ANNOUNCER

WPBT, the Public Station in Miami, Fla. has a position available for a Staff Announcer. This person serves as the local identifying voice and on-air image for WPBT.

Responsibilities include booth announcing, and on-air interviewing when necessary.

Requirements include excellent diction, ability to write for television, general knowledge of TV Production and skill in the use of audio consoles. Considerable experience in television or radio announcing and basic TV Production is required.

Interested applicants should send their resumes with complete salary history to Announcer Position, P.O. BOX 61001, N. Miami, Fla. 33161.

Equal Opportunity Employer.

Help Wanted Management Continued

PROMOTION

Most weeks, there's something missing in the columns of BROADCASTING magazine. It's opportunity for skilled promotion people. Opportunity to move—or move up.

But this week is the exception. Because it offers an opportunity that is most unusual. It is quite possible that these columns may never again carry an opportunity like it. It is certain that there will never be many like it.

One of America's leading newspapers has need for more assistance in carrying out a year-round program of promotion and public relations that is exciting, varied and challenging.

Exciting because it's that kind of newspaper in that kind of market.

Varied because we're into all forms of promotion—and because we do it ourselves; there is no agency involved.

Challenging because it's in what Ad Age has called "a media jungle"—one of the most competitive areas of all—with strong suburban newspapers and more radio and TV stations than any other market in the world.

So we're looking for a very special person to work in a very special place. A senior promotion person. For a very demanding spot.

Specifically, to serve as Assistant Director of a large department that really moves.

To qualify, you must know all phases of promotion. You must be an excellent writer. You must seek and demand the highest quality in every project. And your creative and administrative skills must be sprinkled with warm cohesiveness.

We like thinkers. And doers. We're negative on "yes" people.

Quite simply, we want one of the best promotion persons in the business—or one who has demonstrated ability to become one of the best.

For instance, someone who could write this ad much shorter—and much better!

Our newspaper offers an outstanding salary and benefits program, including a fully-paid retirement plan, broad medical and dental assistance and exceptional working conditions. We're an equal opportunity company.

We are not in a hurry. We plan to really look around. This ad is also running in Editor and Publisher magazine, aimed at newspaper promotion people. But we recognize that the radio and television fields also have some outstanding promotion people—we want them to be aware of this opportunity. And our own promotion supervisors also know about this search... we're looking at them, too. Because this spot, when filled will strongly influence our future creativeness and productiveness.

If you're interested and think you qualify (we're included a lot of information here so you can honestly decide), please send a brief resume to our Employment Supervisor, Jim Duncan.

Mail it to him at the Los Angeles Times, Times Mirror Square, Los Angeles, CA 90053.

Now you know who we are. And where we are.

We publish more news and features than any other newspaper in the world. And we publish more advertising linage than any other newspaper.

We have America's largest home-delivered circulation—and the largest weekday total circulation of any metropolitan standard-sized newspaper.

We're a leader in publishing technology. We've just won our ninth Pulitzer Prize. All of us on The Times' promotion team are going to do our part to see to it that our newspaper continues to lead. But we need another team member.

That's why we spiced up BROADCASTING Classified Ads this week. Now, it's up to one of you!

Situations Wanted News

5 time award winning sports director. Credits include in depth programs with national sports personalities. Major League coverage experience in all sports, including pro playing background, total coverage of big ten sports at major Univ. My next award could go to your station. Contact Jim Miller, 808-238-0895 or write 469 Hilton Drive, Madison, Wis. 53711. Opportunity more important than pay.

ECONOMICS REPORTER

Ph.D. in econ.; TV reporting experience; strong voice; good face; aggressive; VIDEOTAPE available to serious inquiries. Mel Stone, Econ Dept., Grand Forks, N.D.

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

Miscellaneous

THE DECLARATION OF INDEPENDENCE

should be broadcast several times on SUNDAY—JULY 4, 1976—during our bicentennial. 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.

23' VIDEO MOBILE UNIT

Fully equipped with or without two CEI 280 color cameras and CBS 800 image enhancers, Tektronix 528 wave form monitors, Telemet 7945 production switcher and 4704 chroma key, Unimedia dual 9 color monitors, Telemation slide chain, Sparta 4515 audio tape, two IVC 870 and one IVC 760 video tape recorders. All equipment only year & half old.

Call or write

R.E. Joslin

Big Valley Cablevision, Inc.

4955 West Lane

Stockton, CA 95207 (209) 466-1567

BICENTENNIAL Fractured History

Five 50-second spots with open end for \$75. For a sponsor who wants something different at a low cost. Ideal for banks, loan companies, others. Hear before you buy. Call collect 216-337-7930 for audition and facts.

★HAPPY BIRTHDAY AMERICA★

★ 200 YEARS OF LIBERTY ★
★ BICENTENNIAL CELEBRATION ★
★ AMERICA CELEBRATES ★
★ CAMPAIGN '76 ★
★ TV SLIDES \$6 ea ★
SEND FOR COMPLETE LIST
BOB LEBAR FILMS 240 E 55 ST NEW YORK 10022

YOU BELONG IN BROADCASTING!

1735 DeSales Street, N.W.
Washington, D.C. 20036

Audience Research

INCREASE SALES

with a customized PRS audience survey
... from \$329.00

Professional Research Services



6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Business Opportunity

For Sale—40 Shares Stock in
Twin Tier Broadcasting, WTTC-
AM, WTTC-FM, Towanda, Pa.,
and WYBG-AM Massena. Call
717-885-7753.

For Sale Equipment

A.M. or F.M. receivers to use with your EBS
system, designed to go 24 hours a day—every
day. Excellent sensitivity, selectivity and
stability. F.M. is crystal controlled. A.M. audio is
600 ohm balanced. All sets permanently fixed-
tuned to your primary EBS Station. Available
Walnut cabinet table model or rack mount. A.M.
\$55. F.M. \$65. Fixture Electronics One W. 30th
St. N.Y.C. 10001.

Personnel Available

OWNERS

Our client offers a dynamite package in-
cluding general manager, sales man-
ager, program director, music director,
production manager and chief engineer,
as well as three top-rated, major-market
air-personalities. In short, they are a
staff looking for a place to happen. New
York or New Lebanon. Los Angeles or
Los Alamos. This staff can win
anywhere. Do you have the facility and
signal but not the ratings and billing?
We'd be happy to talk to you about
changing all that. Write: Capital Pro-
grams Company, 1 N. LaSalle Street,
Suite 4700, Chicago, Illinois 60602.

Wanted To Buy Stations

Experienced radio owner, gener-
al manager, sales manager. Pro-
gram manager is interested in
investing up to 25,000.00 cash
in a station that also needs on
the spot management. If you are
in need of a working partner
please write. All replies will be
treated on a confidential basis.

Box S-271, BROADCASTING.

For Sale Stations

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.

For Sale Stations Continued

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553



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

M.W.	Small	AM/FM	200K	58K
EAST	Medium	Daytime	375K	29%
S.E.	Small	Fulltime	188K	Nego
M.W.	Small	Daytime	145K	25K
EAST	Small	CATV	80K	Nego

Atlanta—Boston—Chicago—Dallas
New York—San Francisco



CHAPMAN ASSOCIATES®
nationwide service

1835 Savoy Drive,

Atlanta, Georgia 30341

For Sale Stations Continued

MEDIA BROKERS
APPRAISERS

RICHARD A.

Shaheen INC.
435 NORTH MICHIGAN • CHICAGO 60611

312-467-0040



appraisals

PAUL KAGAN
ASSOCIATES, INC.

100 MERRICK ROAD ROCKVILLE CENTRE N.Y. 11570 (516) 764-5516

1000 watt Daytimer at 910 KHZ
*City area about 95,000 in metro area of about
295,000. *Western part of Virginia. *Only black
programed station in the market. A must buy for
many national and regional accounts. *Volume
about \$130,000.
*About 5 acres and building included. Possible
to operate at transmitter site.
\$250,000. Owner will help finance.
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, Man-
agement, Sales, Etc. If this information is omitted we will deter-
mine, according to the copy enclosed, where the ad should be
placed. No make goods will be run if all information is not in-
cluded.

The Publisher is not responsible for errors in printing due to il-
legible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue.
Copy must be submitted in writing.

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box
Number, c/o BROADCASTING, 1735 DeSales St., N.W.
Washington, D.C. 20036.

Since January 1, 1974, BROADCASTING no longer for-
wards audio tapes, transcriptions, films or VTR's.
BROADCASTING cannot accept copy requesting audio
tapes, transcriptions, films or tapes to be sent to a box
number.

Rates, classified listings ads:

—Help Wanted. 50c per word—\$10.00 weekly minimum.
(Billing charge to stations and firms: \$1.00).

—Situations Wanted. 40c per word—\$5.00 weekly
minimum.

—All other classifications. 60c per word—\$10.00 weekly
minimum.

—Add \$2.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All other \$45.00 per inch

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agen-
cies 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, in-
itial, single figure or group of figures or letters as a word. Sym-
bols such as 35mm, COD, P.D., GM, etc. count as one word. Hy-
phenated 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. June 2	Closing Wed. May 26		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	31 3/4	+	1/4	+	.78	32 7/8	19 7/8	28	17,289	553,248
CAPITAL CITIES	CCB	N	48 3/8	48 3/4	-	3/8	-	.76	52 5/8	42 1/4	14	7,716	373,261
CBS	CBS	N	54 3/4	52 7/8	+	1 7/8	+	3.54	58	46 3/4	12	28,313	1,550,136
COX	COX	N	33	32 3/8	+	5/8	+	1.93	36 1/2	28 3/4	13	5,861	193,413
GROSS TELECASTING	GGG	A	11	11				.00	12 3/8	10	7	800	8,800
LIN	LINB	O	15 1/4	14 3/4	+	1/2	+	3.38	17 1/4	9 5/8	8	2,382	36,325
MOONEY	MOON	O	2 3/4	2 3/4				.00	3 7/8	2 3/8	5	425	1,168
RAHALL	RAHL	O	5 1/8	5	+	1/8	+	2.50	5 1/4	4 1/2	14	1,297	6,647
SCRIPPS-HOWARD	SCRIP	O	27 1/2	27 1/2				.00	28 1/2	20 1/2	8	2,589	71,197
STARR**	SBG	M	2 1/2	2 5/8	-	1/8	-	4.76	5	2 1/2		1,202	3,005
STORER	SRK	N	24 3/8	24 1/2	-	1/8	-	.51	25 7/8	15 7/8	8	4,548	110,857
TAFT	TFB	N	28 1/4	28 1/2	-	1/4	-	.87	29 3/8	23 1/4	11	4,046	114,299
TOTAL												76,468	3,022,356

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 3 5/8	3 7/8	-	1/4	-	6.45	4 3/4	2	8	1,258	4,560
AVCO	AV	N 11 1/4	11 1/8	+	1/8	+	1.12	12 3/8	4 1/2	2	11,481	129,161
BARTELL MEDIA**	BMC	A 1	1				.00	1 1/4	1/2		2,257	2,257
JOHN BLAIR	BJ	N 10 1/8	9 5/8	+	1/2	+	5.19	10 5/8	5	8	2,403	24,330
CHRIS-CRAFT**	CCN	N 5 1/8	5 3/8	-	1/4	-	4.65	6 3/8	5		4,162	21,330
COMBINED COMM.	CCA	N 18 1/2	18	+	1/2	+	2.77	18 1/2	12 5/8	11	5,807	107,429
COWLES	CWL	N 9 3/8	9	+	3/8	+	4.16	10	6 1/8	13	3,969	37,209
DUN & BRADSTREET	DNR	N 25 1/2	26 1/4	-	3/4	-	2.85	33 3/4	25 1/2	16	26,581	677,815
FAIRCHILD IND.	FEN	N 10 5/8	11	-	3/8	-	3.40	11 1/4	6 1/8	15	5,708	60,647
FUQUA **	FQA	N 7 3/4	7 1/2	+	1/4	+	3.33	8 7/8	4 1/2		8,551	66,270
GANNETT CO.	GCI	N 35	35 1/2	-	1/2	-	1.40	40	32 7/8	18	21,108	738,780
GENERAL TIRE	GY	N 19 1/2	19	+	1/2	+	2.63	23	17 5/8	6	21,914	427,323
GLOBETROTTER**	GLRTA	O 2 5/8	2 5/8				.00	2 7/8	1 1/2		2,783	7,305
GRAY COMMUN.	O	6	6				.00	6 1/2	6	4	475	2,850
HARTE-HANKS	HHN	N 24 1/4	24	+	1/4	+	1.04	25	17 1/8	13	4,381	106,239
JEFFERSON-PILOT	JP	N 25 7/8	26 1/4	-	3/8	-	1.42	31 1/4	25 7/8	11	24,074	622,914
KAISER INDUSTRIES	KI	A 13 5/8	13 1/4	+	3/8	+	2.93	13 5/8	8	7	27,598	376,022
KANSAS STATE NET.	KSN	O 3 1/2	3 1/2				.00	4 7/8	3	5	1,815	6,352
KINGSTIP	KTP	A 6 3/4	7 1/8	-	3/8	-	5.26	8 5/8	4 7/8	5	1,154	7,789
KNIGHT-RIDDER	KRN	N 33 7/8	33 1/8	+	3/4	+	2.26	35 5/8	28 7/8	15	8,305	281,331
LEE ENTERPRISES	LNT	A 16 5/8	15 3/8	+	1 1/4	+	8.13	25 1/2	15 3/8	11	3,352	55,727
LIBERTY	LC	N 14 5/8	15	-	3/8	-	2.50	17	9 1/2	6	6,762	98,894
MCGRAW-HILL	MHP	N 14	13 3/8	+	5/8	+	4.67	17	12 3/4	10	24,700	345,800
MEDIA GENERAL	MEG	A 16	17 1/8	-	1 1/8	-	6.56	19 1/2	14 1/4	8	7,272	116,352
MEREDITH	MDP	N 15 1/2	15 1/2				.00	17 5/8	10 1/4	4	3,041	47,135
METROMEDIA	MET	N 24 1/4	23 1/2	+	3/4	+	3.19	24 7/8	15	9	6,553	158,910
MULTIMEDIA	MMED	O 18 1/2	18 1/2				.00	19 1/2	14 1/4	11	4,390	81,215
NEW YORK TIMES CO.	NYKA	A 13 3/8	12 5/8	+	3/4	+	5.94	17 3/8	11 1/2	13	10,931	146,202
OUTLET CO.	OTU	N 18	17 1/2	+	1/2	+	2.85	19	12 7/8	6	1,391	25,038
POST CORP.**	POST	O 10 1/2	10 1/2				.00	10 1/2	8		871	9,145
REEVES TELECOM**	RRT	A 1 5/8	1 5/8				.00	2 1/4	1 1/8		2,376	3,861
ROLLINS	ROL	N 21 1/4	21 3/8	-	1/8	-	.58	27 3/8	20 3/4	14	13,404	284,835
RUST CRAFT	RUS	A 7 7/8	7 3/4	+	1/8	+	1.61	9 7/8	5 5/8	7	2,291	18,041
SAN JUAN RACING	SJR	N 7 7/8	7 3/4	+	1/8	+	1.61	9 1/4	7 1/4	6	2,509	19,758
SCHERING-PLOUGH	SGP	N 50 3/4	52 3/8	-	1 5/8	-	3.10	59 3/4	47 1/2	19	53,995	2,740,246
SONDERLING	SOB	A 10 3/8	9 3/4	+	5/8	+	6.41	13	6 3/4	5	729	7,563
TECH OPERATIONS**	TO	A 3 1/4	3 1/8	+	1/8	+	4.00	4 3/4	2 7/8		1,344	4,368
TIMES MIRROR CO.	TMC	N 20 3/4	20 1/4	+	1/2	+	2.46	23	18 1/4	14	33,881	703,030
WASHINGTON POST CO.	WPO	A 33 1/2	33 1/2				.00	35	21 3/4	11	4,546	152,291
WOMETCO	WOM	N 17 1/4	17 1/2	-	1/4	-	1.42	19 1/2	13	8	6,292	108,537
TOTAL											376,414	8,834,861

Cablecasting

AMECO**	ACO	O 1/2	1/2				.00	1/2	3/8		1,200	600
AMER. ELECT. LABS**	AELBA	O 1 1/4	1 1/4				.00	2 1/8	3/4		1,672	2,090
AMERICAN TV & COMM.	AMTV	O 16 3/4	16 3/4				.00	21 3/4	13 1/2	18	3,322	55,643
ATHENA COMM.** *	O	3/8	3/8				.00	1/2	1/8		2,125	796
BURNUP & SIMS**	BSIM	O 4 3/4	4 5/8	+	1/8	+	2.70	5 1/2	4 5/8		8,351	39,667
CABLECOM-GENERAL	CCG	A 5 3/4	6	-	1/4	-	4.16	8 1/8	5 1/2	5	2,560	14,720
CABLE INFO.	O	1/2	1/4	+	1/4	+	100.00	1/2	1/4	3	663	331
COMCAST	O	3	3				.00	3 1/8	1 7/8	38	1,708	5,124
COMMUN. PROPERTIES	COMU	O 3 1/2	3 1/2				.00	3 3/4	1 7/8		4,761	16,663
COX CABLE	CXC	A 14 3/4	14 3/4				.00	17 3/4	13	17	3,560	52,510
ENTRON	ENT	O 1 3/4	1 5/8	+	1/8	+	7.69	1 3/4	1 5/8	2	979	1,713
GENERAL INSTRUMENT	GRI	N 14 5/8	13	+	1 5/8	+	12.50	14 5/8	8 1/4	19	7,178	104,978
GENEVE CORP.	GENV	O 9	9 1/2	-	1/2	-	5.26	9 3/4	6 1/2	60	1,121	10,089
TELE-COMMUNICATION**	TCOM	O 2 7/8	2 7/8				.00	5 1/4	2 7/8		5,181	14,895
TELEPROMPTER**	TP	N 7 3/8	7 1/2	-	1/8	-	1.66	9 3/8	5 3/4		16,634	122,675
TIME INC.	TL	N 64	63	+	1	+	1.58	69 1/2	59 3/4	13	10,036	642,304
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	12				.00	13	9	12	1,700	20,400
UNITED CABLE TV**	UCTV	O 2 1/2	2 1/2				.00	3	1 5/8		1,879	4,697
VIA COM	VIA	N 8 1/4	8 1/8	+	1/8	+	1.53	11 3/4	7 7/8	9	3,654	30,145
VIKOA	VIK	A 3 1/8	3 1/8				.00	3 3/4	1 1/8	156	2,529	7,903
TOTAL											81,430	1,149,716

	Stock symbol	Exch.	Closing Wed. June 2	Closing Wed. May 26	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	5 1/2	-	1/2	-	9.09	7 7/8	5	5	6,748	33,740
DISNEY	DIS	N	53 1/8	52 3/4	+	3/8	+	.71	63	50 1/8	24	31,005	1,647,140
FILMWAYS	FWY	A	7 1/8	7 1/4	-	1/8	-	1.72	10 1/4	5 1/4	7	2,164	15,418
FOUR STAR			3/8	3/8				.00	5/8	3/8	4	666	249
GULF + WESTERN	GW	N	24 5/8	24 1/4	+	3/8	+	1.54	26 7/8	19 5/8	5	30,058	740,178
MCA ***	MCA	N	32	65 1/4	-	33 1/4	-	50.95	79 1/8	32	6	17,344	555,008
MGM	MGM	N	13 5/8	13 7/8	-	1/4	-	1.80	15 3/4	12 7/8	7	13,091	178,364
TELETRONICS INTL.		O	5 1/2	6	-	1/2	-	8.33	9 5/8	3 3/4	9	887	4,878
TRANSAMERICA	TA	N	10 1/2	10 1/4	+	1/4	+	2.43	11 5/8	8 1/4	8	64,947	681,943
20TH CENTURY-FOX	TF	N	8 7/8	9 3/8	-	1/2	-	5.33	15	8 7/8	5	7,558	67,077
WALTER READE	WALT	O	1/4	1/4				.00	3/8	1/4	13	4,296	1,074
WARNER	WCI	N	20 1/8	19 1/2	+	5/8	+	3.20	24	17 1/2	31	17,728	356,776
WRATHER	WCO	A	4 1/8	4 1/2	-	3/8	-	8.33	5 1/8	3 1/8	13	2,229	9,194
TOTAL											198,721	4,291,039	

Service

BBDO INC.	BBDO	O	20 1/2	20 1/4	+	1/4	+	1.23	21	16 3/4	8	2,513	51,516
COMSAT	CO	N	25 3/4	26 1/2	-	3/4	-	2.83	31 3/4	23 7/8	6	10,000	257,500
DOYLE DANE BERNBACH	DOYL	O	12 1/8	12 1/8				.00	13	8 7/8	8	1,816	22,019
FOOTE CONE & BELDING	FCB	N	12 3/4	12 7/8	-	1/8	-	.97	14	10 1/4	8	2,130	27,157
GREY ADVERTISING	GREY	O	10 1/2	10 1/4	+	1/4	+	2.43	10 3/4	6 7/8	6	1,213	12,736
INTERPUBLIC GROUP	IPG	N	22 1/8	21 1/2	+	5/8	+	2.90	26 5/8	16 3/8	6	2,290	50,666
MARVIN JOSEPHSON	MRVN	O	8 3/8	7 1/2	+	7/8	+	11.66	10 3/8	7	8	1,952	16,348
MCI COMMUNICATIONS**	MCIC	O	1 5/8	1 1/2	+	1/8	+	8.33	3 3/8	1 3/8		15,826	25,717
MOVIELAB	MOV	A	1 1/4	1 1/2	-	1/4	-	16.66	2 5/8	1	5	1,407	1,758
MPO VIDEOTRONICS**	MPO	A	3	3				.00	3 3/8	2 3/8		537	1,611
NEEDHAM, HARPER	NOHMA	O	6	6				.00	6 7/8	5 5/8	4	816	4,896
A. C. NIELSEN	NIELB	O	18 1/8	18	+	1/8	+	.69	24 5/8	18	12	10,598	192,088
OGILVY & MATHER	OGIL	O	27 1/4	27 1/2	-	1/4	-	.90	27 1/2	17	9	1,805	49,186
J. WALTER THOMPSON	JWT	N	10 3/4	10 3/8	+	3/8	+	3.61	13 7/8	7 7/8	9	2,649	28,476
TOTAL												55,552	741,674

Electronics/Manufacturing

AMPEX	APX	N	7 1/4	7 3/8	-	1/8	-	1.69	8 1/8	4 3/4	73	10,885	78,916
CETEC	CEC	A	2	1 7/8	+	1/8	+	6.66	2 3/4	1 1/4	13	2,319	4,638
COHU. INC.	COH	A	2 1/4	2 3/8	-	1/8	-	5.26	3 5/8	2	11	1,617	3,638
CONRAC	CAX	N	21 3/8	21	+	3/8	+	1.78	24	20	7	1,282	27,402
EASTMAN KODAK	EASKD	N	100	99 1/2	+	1/2	+	.50	116 3/4	99 1/2	25	161,347	16,134,700
FARINON ELECTRIC	FARN	O	10	10 1/4	-	1/4	-	2.43	11 1/2	7	19	3,937	39,370
GENERAL ELECTRIC	GE	N	52	50 1/4	+	1 3/4	+	3.48	56 3/4	46	15	184,427	9,590,204
HARRIS CORP.	HRS	N	44 7/8	45 1/4	-	3/8	-	.82	46 3/8	33 3/4	11	6,066	272,211
HARVEL INDUSTRIES *	HARV	O	6	6				.00	6	6	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	2 3/8	2 3/8				.00	3 1/8	1 1/8		2,701	6,414
MICROWAVE ASSOC. INC	MAI	N	17 1/8	17 1/4	-	1/8	-	.72	20	13 3/4	11	1,320	22,605
3M	MMM	N	55	56 3/4	-	1 3/4	-	3.08	63 1/2	54 1/2	23	114,240	6,283,200
MOTOROLA	MOT	N	55	52 3/8	+	2 5/8	+	5.01	55	41 1/4	31	28,300	1,556,500
N. AMERICAN PHILIPS	NPH	N	25 3/4	26 1/2	-	3/4	-	2.83	33	19 7/8	8	12,033	309,849
OAK INDUSTRIES	OEN	N	10 1/8	10 1/8				.00	11 1/2	7 1/4	25	1,639	16,594
RCA	RCA	N	26 7/8	25	+	1 7/8	+	7.50	27 3/4	18 7/8	16	74,627	2,005,600
ROCKWELL INTL.	ROK	N	30	30 1/4	-	1/4	-	.82	32 1/2	23 3/8	9	31,200	936,000
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	14 1/4	13 3/4	+	1/2	+	3.63	18 5/8	10 1/4	11	1,387	19,764
SONY CORP.	SNE	N	9 3/8	9 5/8	-	1/4	-	2.59	9 7/8	7 1/4	35	172,500	1,617,187
TEKTRONIX	TEK	N	59 5/8	59 1/4	+	3/8	+	.63	62 1/2	44 1/4	18	8,671	517,008
TELEMATON	TIMT	O	1/2	3/4	-	1/4	-	33.33	1	1/2	1	1,050	525
VARIAN ASSOCIATES	VAR	N	14 1/4	13 5/8	+	5/8	+	4.58	17 1/4	12	12	6,838	97,441
WESTINGHOUSE	WX	N	14 7/8	14 7/8				.00	17 3/4	13	7	87,091	1,295,478
ZENITH	ZE	N	32 3/8	32 1/8	+	1/4	+	.77	38 1/4	23 5/8	18	18,799	608,617
TOTAL											938,196	41,452,331	

GRAND TOTAL 1,726,781 59,491,977

Standard & Poor's Industrial Average 112.7 111.7 +1.0

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:

Campdown Industries	1/8	10/2/74
CCA Electronics	1/8	11/20/74
Concert Network	1/4	6/4/75
Elkins Institute	1/8	11/20/74
Heritage Communications	2 7/8	3/8/76
Lamb Communications	1 1/4	3/6/74
Tele-Tape	1/4	2/5/75
Universal Communications	1/4	4/2/75
Woods Communications	1/2	1/29/75

Bob Schmidt at NCTA: making those first downs

Robert L. Schmidt, president of the National Cable Television Association, has competed in many arenas. They range from the basketball court to the football field to courts of law to the halls of Congress. But the competitive spirit that once drove him in the early 1960's as quarterback of the University of Southern California Trojans football team is still within him today as he quarterbacks the cable television industry.

Sports is a nearly continuous thread running through Mr. Schmidt's background. He was All-American in basketball in high school, made varsity football as a freshman at Notre Dame, led the USC football team after transferring there, was drafted by the New York Titans (forerunner of the Jets) professional football team and coached the Georgetown University football club. Today, he is owner of the Washington Tennis Center, an indoor facility in McLean, Va., and he keeps in shape playing golf, tennis and, according to one NCTA staffer, a still mean game of basketball.

Sports, however, is only one reflection of Mr. Schmidt's will to win. His father died when he was a teen-ager, and Mr. Schmidt worked then and all through college to support himself. It was the reason he left Notre Dame: USC athletes were allowed to work part-time, and the Los Angeles location was closer to home, in Bakersfield, Calif. Like many of the USC jocks, Mr. Schmidt worked as an extra and as a stuntman in the Hollywood studios.

"I was one of the guys that gets blown up or put on fire," Mr. Schmidt says. He worked in "Elmer Gantry" and in "Spartacus" as an extra and had speaking roles in the TV series, *Ozzie and Harriet*, and in the movie, "The Outsider," a biographical sketch of Ira Hayes, the American Indian who helped raise the flag on Iwo Jima. Another of his nonspeaking roles was when Mr. Schmidt's underarms were featured in an early Right Guard antiperspirant commercial (a role that paid for his first year of law school).

It was not the entertainment world, however, that drew Mr. Schmidt away from a sports career. It was politics.

In 1960, the Democrats held their national convention in Los Angeles, and Bob Schmidt did volunteer work for them chauffeuring the then governor of Ohio, Mike DiSalle, around town. Mr. Schmidt says that Governor DiSalle "was the kind of person who took you inside his circle." And that was the beginning of politics for Mr. Schmidt.

All political roads lead to Washington



Robert Louis Schmidt—president, National Cable Television Association; b. May 24, 1939, Evanston, Ill.; BA, business administration, University of Southern California, 1961; various staff positions with Democratic National Committee, 1961-64; International Telephone and Telegraph Co., public affairs director, Washington, 1964-74; international business degree, American University, 1968; law degree, Georgetown University, 1973; private law practice, Washington, 1974-75; appointed NCTA president, Aug. 1, 1975; m. Patricia Ann Godfrey, Sept. 18, 1965; children—Mary Margaret, 9; Laura, 7; Christian, 3.

and it was there that Mr. Schmidt went after graduating from USC, working for the Democratic National Committee in "the basement" during the day and attending Georgetown University Law School at night. He began with the DNC by running the Addressograph machine, but later served as assistant to the chairman, special assistant to the treasurer and as an advance man for President John F. Kennedy.

In 1964, Mr. Schmidt joined ITT's government relations department in Washington. Later, he was moved up to director of public affairs for Washington, serving during the time of "the merger that never came off" between ITT and ABC. He also during that time acquired his law degree and an international business degree.

Mr. Schmidt left ITT in 1974 and set up his own law practice in Washington. His clients included ITT, the Trial Lawyers Association, a World Football League franchise and various tennis, football and soccer notables.

It was a fellow attorney who first ap-

proached Mr. Schmidt about the job as president of NCTA. His first reaction was negative. "I was not high on trade associations generally," he confesses. He thought they were "hard-pressed" to carry out their responsibilities, he says, since their efforts are tied down by "action by committee" and the "multifaceted interests of its members."

But he elected to take the job, partly out of his unrequited desire to work in the political process, partly because of the challenge. Eleven months ago, when he joined the association, he knew next to nothing about cable. Today, he is genuinely enthused about cable and where it is going. (He will proudly display NCTA's "new toy," a video-tape playback unit that association staffers can use to demonstrate CATV program offerings to legislators and regulators.)

Mr. Schmidt is "anxious" to do more next year than he has accomplished in the first months of his administration. Once the copyright issue is out of the way, Mr. Schmidt says the key problem for cable will be for it to establish itself as a separate medium and not as a service ancillary to over-the-air broadcasting.

Many in the cable industry give Mr. Schmidt much of the credit for NCTA's victories so far on copyright. Indeed, most of Mr. Schmidt's time has been spent on copyright rather than on other political issues or administrative tasks. That has not been a personal choice, he says, but one he had to take because copyright is "the most divisive issue" for the cable industry. He is pushing hard to put copyright to bed before it takes an internal toll on the business. His outlook is optimistic for passage of a copyright bill that NCTA, and, he hopes, the rest of cable can live with. All that can prevent that now, he says, is if "broadcasters do everything in their power to kill the bill."

In fighting for cable in the copyright arena, Mr. Schmidt has shifted NCTA's lobbying focus away from the FCC and up on Capitol Hill. And it is there that Mr. Schmidt can call on his background. "Sports and entertainment," he says, are the "two greatest bridges" to political connections. Sports and movie people have the means to communicate widely, he says, and they reach a great number of influential Americans. Mr. Schmidt's acquaintances on both sides of the sports bridge are impressive. And it is a bridge across which he often travels.

Mr. Schmidt has run up a string of successes in most of the arenas he has competed in. It is probably too early for Mr. Schmidt's score to be added up in the arena of cable television regulation, but he has already demonstrated his will to win in the first period of play.

Elitism at its worst

Eric Sevareid last week delivered an eloquent plea for a restoration of reasonableness to discussions of television's place in the nation's culture. His lecture at the Washington Journalism Center's seminar was in no way a defense or an apology. It was the considered judgment of a journalist who has seen his own calling debased by those in the print media.

What Mr. Sevareid was saying, in a nicer way, was that the intellectuals who write deprecatingly of television don't know what they're writing about. "Television is a combination mostly of lowbrow and middle brow, but there is more highbrow offered than highbrows will admit, or even seek to know about," he said. "They will make plans, go to trouble and expense, when they buy a book or reserve a seat in the theater." But when it comes to television, "They want to go home, eat dinner, twist the dial and find something agreeable ready, accommodating to *their* schedule."

There is also hypocrisy among publishers who editorially decry the low quality of television programming but who feature on the cover of their weekly TV supplements "the latest TV rock star or gang-buster character," said Mr. Sevareid. The same hypocrisy is evident when publishers "lecture the networks" for violence ("and it is excessive") but in the same papers publish advertising for the most violent and pornographic plays and films.

Mr. Sevareid's comments are reported at some length elsewhere in this magazine and are commended to the attention of readers who agree that television could be better but is being grossly undervalued in the nation's press. This is not the average hurrah-for-television speech prepared for a Rotary luncheon. Considering its source, it must be heeded—even by the targets of Mr. Sevareid's obvious if tempered scorn.

Win some, lose some

The National Association of Broadcasters has won at least a temporary respite from attempts on the Hill to create a new copyright covering the manufacture and performance of recorded music (BROADCASTING, May 31). The House Judiciary subcommittee that is drafting a general copyright bill has rejected the adoption of a recording royalty now, but with the stipulation that the register of copyrights will study the matter and advise the Congress in 1978 whether such legislation is desirable.

It says something about the esteem in which broadcasting is held in Washington these days when the mere neutralization of a legislative threat can be called a victory for broadcasters. Still, the NAB is entitled to dance once around the Capitol—before going back inside to renew the struggle to neutralize other copyright legislation that would favor cable television.

With exceptions too slight to matter, the same Judiciary subcommittee three weeks ago adopted cable provisions that had been drafted jointly by the National Cable Television Association and the Motion Picture Association of America (BROADCASTING, May 24). The subcommittee's bill would exempt cable systems from any copyright liability for local television signals and establish royalties for distant signals as follows: 0.675% of gross receipts for the privilege of carrying distant signals, to be credited against the first such signal picked up; 0.425% for second, third and fourth distant signals, and 0.2% for each signal over four. Systems grossing \$160,000 or less semiannually would pay flat fees at much lower scales for any number of distant signals.

No wonder the majority of cable operators support that fee schedule. It is a cheap price to pay for their anticipated release

from regulations that they say will no longer be justified if any copyright liability is legislated.

There are other features of the subcommittee bill that give some comfort to broadcasters. The royalty tribunal that would ordinarily meet every five years to review the fee scales would meet additionally whenever the FCC changed rules governing distant-signal importations or exclusivity of syndicated programming. It would also be required to assess how any changes in the FCC's distant-signal rules would affect broadcasting. Those provisions are read as an implied endorsement of the FCC's continued regulation of cable and as a deterrent to radical relaxation of its distant-signal rules.

Still to be considered by the subcommittee is the new bill's section on remedies and enforcement. In that, the NAB hopes to get the authority for radio and television stations to sue cable systems for the deletion or substitution of commercials.

As we say, there may be time for a brief victory celebration on the Hill, but no more than that.

Fees and fiddle faddle

The FCC seems bent on defending to its last lawyer its steadfast refusal to refund fees that were clearly outlawed by a Supreme Court decision back in March 1974. As reported here a week ago, the agency once again asserted the righteousness of its position in arguments before the U.S. Court of Appeals, where broadcasters and a number of common carriers are seeking treatment equal to that accorded cable operators, whose fees the FCC long ago refunded.

Once again there was the claim that the Supreme Court decision applied exclusively to cable because it was rendered in a case that only the National Cable Television Association pursued after the National Association of Broadcasters dropped out, upon an adverse appellate-court ruling. Once again the FCC conveniently de-emphasized the fact that it scaled down its whole fee schedule, for broadcasters and everybody else, after the Supreme Court acted. And, once again, the FCC was silent on the most bureaucratic reason of all for its disinclination to make general refunds: As disclosed in a report in this publication's issue of last Jan. 19, the FCC staff is horrified at thought of the administrative burden it would face if required to refund parts of all the hundreds of thousands of fees paid by licensees in citizens-band radio.

Justice and equity have been singularly lacking in every FCC action on fees, since it first began reading political signals from Congress as orders to soak the regulated for 100% of the cost of regulation. Perhaps those qualities may at last be introduced in the appellate court's decision. We would have more confidence in the outcome if the whole story had been told to the court.



Drawn for BROADCASTING by Jack Schmidt

"Fred, you're going to have to change your name."

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New low rates. Specially designed for the T.V. film and production industry.

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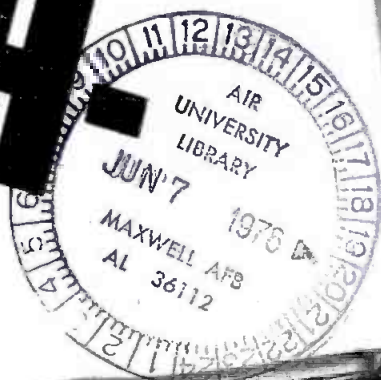
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